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Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, July 5, 1915.

No. 1.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286
Filbert 3287
Private Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

To United States and Mexico..... \$3.00
To Canada 3.50
To Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Latest Chain Store Scheme Starts With Sanguine Predictions of Its Own Success

Called the "Dailey Grocers," and Headed by D. W. Dailey, a Canned Goods Man With Brief Chain Store Experience. Will Start Ten Stores in Detroit, Mich.

Another chain-store scheme has appeared, under the name of the "Dailey Grocers, Inc." Its headquarters are in Philadelphia, but it proposes to open its first ten stores in Detroit, Mich., for the reason, as it states in its prospectus, that Detroit has fewer chain-stores to the population than any other large Eastern city. Our congratulations to Detroit! "Dailey Grocers, Inc.," is a Delaware corporation with an authorized capital of \$500,000. How much is paid in is not known.

The moving spirit in the scheme, and the man whose name it bears is David W. Dailey, who is known in the Eastern canned goods trade as a man who has held some good jobs, but has not held them very long. He was with Thomas Roberts & Co., the Philadelphia wholesale grocers, as manager of the canned goods department. While there he originated Bridal Soup. After he left Roberts & Co. he successively went with Austin, Nichols & Co., of New York, and John T. Connor Co., of Boston, but remained with neither very long. His entire chain-store experience was gained while with the Connor Co., which was, we think, confined to one year.

The concern is now offering preferred stock for sale on the basis of \$10 per share, with the usual bonus of common stock. The president is D. W. Dailey, the vice-president C. Sam Marden, and the secretary and treasurer A. W. Norman.

Some selections from the prospectus of the Dailey Grocers, Inc., are as follows:—

Dailey Grocers, Inc., is a Delaware corporation, having a capital of \$500,000 divided into \$250,000 7 per cent. cumulative preferred stock and \$250,000 common stock, in shares of \$10 each, par value. Dividends on the preferred stock are payable each half year. The voting power is vested in the common stock. The corporation has been formed to operate a chain of retail cash grocery stores from a central warehouse, under one executive ownership and management and founded upon a basis of quality, service and confidence.

The chain store system is a co-operative method by which the purchase, handling and distribution of

supplies are carried out with the greatest economy and efficiency, so that the ultimate benefit derived therefrom is largely vested in the consumer and places within his reach the greatest amount of supplies for the least money. Consequently, this system of retail business is an important factor in reducing the cost of living.

Chain stores have grown greatly in popular favor during the last eight to ten years. An article recently published states that there are about 500 chains of grocery stores in the United States, comprising about 8,000 stores, which is less than 5 per cent. of the 170,000 retail grocery stores in this country, showing that this business is yet in its infancy.

The principal chain store grocers are:—

Jersey City, N. J.: Great Atlantic and Pacific Tea Co., 800 stores.

Philadelphia, Pa.: Acme Tea Co., 315 stores; Wm. Butler Co., 140 stores; Robinson & Crawford, 130 stores; James Bell Co., 130 stores.

Camden, N. J.: Childs Grocery Co., 230 stores.

Cincinnati, Ohio: Kroger Grocery and Baking Co., 186 stores.

Detroit, Mich.: C. F. Smith Co., 70 stores.

The Great Atlantic and Pacific Tea Co. has paid dividends on \$2,100,000 stock since 1906 and showed profits for 1913 of 76 per cent. on the common stock, after paying preferred dividends. The Kroger Grocery and Baking Co. in 1913 showed profits of over 35 per cent. on the common stock, after paying preferred dividends. The other companies do not disclose the details of their operations. The capital stocks of these companies are chiefly held by a few individuals in each case, the large profits realized making the stock valuable and difficult to obtain. It is only when a business of this kind is being established that its stock can be procured at a moderate price and the present offering of the preferred stock of Dailey Grocers, Inc., presents to the investor an unusual advantage and opportunity.

Chain stores are operated upon a spot cash basis, which makes possible a turn-over of the amount of capital invested in merchandise anywhere from eight to twelve times each year, thereby insuring the distribution of goods in a fresh condition. The frequent turning over of capital insures a large annual profit, though the margin of profit on sales may be small. The chain store business is not so susceptible to fluctuation in market prices as that done through wholesalers, as the double profit made by wholesaler and retailer requires a larger margin for operation.

Dailey Grocers, Inc., has been organized by men thoroughly familiar with all the requirements for a successful business. The service of the best operating manager in this line, Mr. David Wm. Dailey, have been secured as general manager for a term of 10 years, the consideration for his services being a proportion of the common stock of

Dailey Grocers, Inc. Mr. Dailey will devote his entire attention and utilize his wide and valuable experience solely to the management of the company and for its benefits, without compensation other than the dividends earned and paid on the said stock. In this way a minimum of management expenditure is assured to the stockholders and a maximum of inducement is held out to the manager to produce the best results. An adequate insurance has been placed upon Mr. Dailey's life in the company's favor as protection against an untimely loss of his services. Mr. Dailey and his associates have further purchased a part of the preferred stock for cash at par.

Mr. David Wm. Dailey was with Thomas Roberts & Co., of Philadelphia for over 18 years. In that time he rose from office boy to department manager and introduced many new ideas into the business, including the now famous Bridal brand of goods with the slogan, "The Answer's in the Can." Later, Mr. Dailey was made department manager to Austin, Nichols & Co., of New York, where his earlier successes were continued; still later, he went with the John T. Connor Co., Inc., of Boston, chain store grocers, under a profit sharing contract with a minimum salary of \$20,000, \$25,000 and \$30,000 for three years. His ability to create and design attractive brands and labels is a valuable asset to Dailey Grocers, Inc.

The organizers of the Dailey Grocers, Inc., have investigated care-

fully the various conditions in the territory available to the chain store business. Of the five largest cities in the Eastern States, Detroit has the largest population for each chain store grocery, and Philadelphia has the lowest, showing that this class of business is well developed in Philadelphia, but only just beginning in Detroit. This company has chosen Detroit for its operation, as it presents greater possibilities than any other field east of Chicago. Detroit shares with Philadelphia the reputation of being a "City of Homes," the percentage of home owners in Detroit according to the 1910 census being 39.1 and for Philadelphia 22.1. This higher percentage for Detroit is partly due to the rapid increase in the population and the greater space available for newcomers. It emphasizes the advantage to the business interests in that their customers are largely permanent residents.

The plan of Dailey Grocers, Inc., is to open the first unit of 10 stores in the month of September, 1915. Fifteen more stores will be started in approximately the next period of three months, averaging one per week, and additional units as rapidly as advisable. The business will be conducted on a strictly cash basis, with particular attention to providing products of an unexcelled quality and the highest class of service to the consuming public. It is conservatively estimated that the average sales of the stores will be \$800 each per week. The amount of capital necessary to install the first 10 stores will be

This Really Belongs to the Science of Advertising Department

How to Exterminate all insects
For Flies and Mosquitoes.

Positively Contains no Poison

Directions

Blow with Bellow several times around the house up to the ceiling and you will find all the flies Mosquitoes or any other insect flying around will fall down dead in 15 minutes.

It is advisable to close windows and doors to get quicker results.

FOR ROACHES

Blow the Powder in all the Cracks around the Sinks, under the stoves, in all nests where they lay and in a minute they all come out from their hiding places running around for 20 minutes and drop dead.

For bad Bugs Moths lice flies ants red ants blow the powder in all the Cracks or places they lay, and in 10 minutes you will see the wonderful work this powder does.

For all other insects use the same way, any place you think they have nests in blow the powder in, and it will positively kill them.

For all other information write or call at the

U. S. Insect Destroying Co.

931 Arch Street

Keystone Phone, Race 2459

We take orders or make contracts to clean or to keep your house, Hotel, Restaurant, or any other Business place clean from all insects existing.

We do the work, and if not satisfactory we don't charge for same.

U. S. INSECT DESTROYING CO.
931 ARCH STREETS

The above circular has been sent into this paper for criticism. The editor of Science of Advertising does not feel equal to it, so it is reproduced without comment, further than the remark that any reader who is suffering from "bad bugs" and "ants" might care to blow some of this wonder-working powder in the cracks where his ants lays.



AN OLD FRIEND

Pettijohn's

(Rolled Wheat with the Bran)

has been one of the most popular breakfast foods for years.

It needs no introduction.

A few months ago we made Pettijohn's much richer in bran.

Physicians agree that bran is Nature's laxative. Pettijohn's contains twenty-five per cent. bran. The form and amount are efficient. The food is natural, inviting and nutritious.

We are now advertising this food in Medical Journals and Women's Publications with a circulation of over 19,000,000.

Are you securing your share of the demand resulting from this advertising?

If you have been unable to secure PETTIJOHN'S (Rolled Wheat with the Bran) drop us a card. We can now supply all parts of the country.

The Quaker Oats Company

Chicago

\$40,000 and for 25 stores about \$75,000. By a careful computation based upon actual results obtained by stores heretofore operated under Mr. Dailey, the operations of Dailey Grocers, Inc., are estimated to produce a net profit of \$1,000 from three months' operation of 10 stores, equivalent to 10 per cent. per annum upon an investment of \$40,000. Three months' operation of 25 stores is estimated to produce a net profit of \$12,500, equal to 66 per cent. per annum upon \$75,000 of invested capital. Further expansion of the business is expected to yield still higher profits.

About 45 per cent. of the income of the average household is spent on supplies for the home, which represents the amount necessary to maintain life and comfort, so that the chain store is not subject to the elements of uncertainty relating to other businesses. This represents to an investor one of the strongest factors concerning the safety of his investment and an assurance that a certain amount of income can be depended upon at all times.

The advantages offered to prospective purchasers of this company's preferred stock may be summed up as follows:—

1. Security of investment.
2. Practical elimination of management expense.
3. Reasonable certainty of dividends.
4. Exceptional experience and proved ability of the management.
5. Probability of large dividends upon the common stock issued to purchasers of the initial allotment of preferred stock.
6. Assurance of continued business under all conditions.

In 1830 the population of Detroit was little more than 2,000; in 1915 it has an estimated population of over 600,000. In the past year the number of saloons has decreased considerably and the assessed valuation of real and personal property has increased by about \$25,000,000. The average weekly payroll of the industrial establishments in Detroit is about \$2,500,000. *Note that this is per week.* It is estimated that 45 per cent. of this is spent for house and home supplies and as there are 2,000 retail groceries in Detroit, including chain stores, the average weekly sales would be about \$600 per store. The small retail stores which comprise the greater portion of the 2,000 would be unlikely to run over \$100 per week, leaving the larger stores, including the chain stores, an average of over \$2,000 per week. The stores of Dailey Grocers, Inc., could handle everything comprised in approximately \$1,600 of these weekly sales, but in preparing estimates of its future business, only one-half of this amount has been used, or \$800 per week.

The population of Detroit consists largely of the middle class, which devotes the greater proportion of its income to supplies for the home. The large and continuous increase in the population and wealth of Detroit, with the prosperity of its business institutions, bespeaks the success of Dailey Grocers, Inc. Of 16 of the largest cities in the United States, the indebtedness of Detroit is only \$18.78 per capita, as against \$61.64 for Philadelphia and \$212.85 for New York, the other cities coming between these figures. This shows that it is the principle of Detroiters to pay their way, an essential feature to a cash business.

How beautiful is the faith of the promoters of this scheme, who hap-

pily assure prospective investors that their ten new Detroit stores will do about \$800 per week each and will net \$1,000 the first three months!

Dairy and Food Commissioner Says Buy Breakfast Foods in Small Lots.

Also Advises Retailers to Go Slow in Buying New Breakfast Foods for Which There Is No Demand. May Be Necessary, He Says, to Require Cereals to Be Stamped With Date of Packing.

The Dairy and Food Commissioner of Pennsylvania, James Foust, warns retailers to think well before they take up with new breakfast foods that may not sell, and by remaining on the shelves for a long time, become contaminated. He also advises that even those cereals which are in demand be bought in small quantities and turn the stock often. If these warnings are not obeyed, the Commissioner says it may be found necessary to require that packages of cereals have the date stamped on it. It is not easy, be it said in passing, how that could be done under present laws.

The Department has sent this paper the following statement on the subject:—

The Commissioner recognizes the conditions confronting the retailer in keeping his stock of breakfast foods fresh, and wholesalers who make a careful comparison of the 100 to 150 brands of such foods on sale in the State will find that in reality there are only 12 or 15 types of breakfast food that differ at all distinctly one from the other, and yet nearly every week sees community after community canvassed by agents presenting sam-

ples of some new breakfast food, taking orders for the same and turning them over to the local grocers supplying these several families, with the demand that he add this new name to his stock, despite the fact that his shelves are already crowded with the 100 other brands. And immediately thereafter the same merchants are induced to stock largely with this new named variety by reason of quantity discounts. The demand for the goods earlier in stock temporarily or permanently stops, but the goods remain on the shelves and are held there for months, or even for years, with the vain hope that the breakfast food fashion may turn and the old stock become salable.

The difficulties of the retailer under these conditions are recognized, but the rights of the consumer for protection against this evil cannot be overlooked. The Commissioner wants every retailer handling cereal goods to understand that the retail stocks in every part of the State are to be thoroughly sampled and sent to State College for a scientific examination and that whenever contamination by bugs, slugs and the like is detected, prosecutions will be instituted in every case and vigorously pressed. This frank note of warning is given so that the retailer may have a fair opportunity to clean up his stock and consign to the dump every package of cereal that is in condition to bring him into trouble because of its lack of freshness or its location near weevilly goods, since even fresh goods may quickly become weevilly if stored in the neighborhood of old packages containing these insects.

Despite the difficulties of these conditions the retailers have a remedy in their own hands, and that is to buy in small quantities, turn the stock often and so have little left long enough upon their shelves to be in serious danger of insect attack. If the retailers, aided by judicious co-operation of manufacturers and jobbers to remedy existing conditions, do not get rid of this evil it is possible that the people may feel it necessary to adopt a remedy proposed in other States against the sale of stale stocks of perishable goods such as these cereal preparations, namely, that of requiring that the package shall bear a stamp indicating the date of manufacture of the goods.

grade" in connection with commodities which were not high grade.

It appears from advices received during the week that Belgium will pack some peas and other vegetables this year. A New York importer when interviewed during the week said that before the war his principal supplies of sprats, peas and other vegetables came from Ostend, Belgium. This factory was found on recent inspection to be in perfect order, and it was expecting to make some pack this season. The principal pack will be vegetables and not sprats, as sprats are very scarce.

A number of large receivers of this city have filed a brief before the Interstate Commerce Commission opposing the plan to reduce the free freight storage time allowed in this city from ten to two days. The principal bearing which the proposed plan would have is upon foreign trade. All of the forwarding agents who handle that line of trade here agree that the reduction of the free storage time limit would work havoc to foreign trade.

The National Premium Advertising Association, about which some mention was made in previous issues, has adopted the following code of ethics:—

1. The aim and purpose of premium advertising shall be to increase the sales of the goods with which premiums are given, to the end that the selling cost of such goods may be reduced.
2. Premiums are a reward for continuous patronage, and shall be standard quality merchandise.
3. No element of chance or uncertainty in the redemption of premium tokens will be tolerated.
4. No untruthful or misleading representations shall be made, either as to premiums or the goods with which they are given.
5. No unfair or oppressive methods shall be employed to promote the sale of either premium goods or service.
6. Premium advertising shall co-operate with all responsible advertising media to increase the efficiency and to elevate the standards of advertising in all its branches.

SUMMARIZED MARKET CONDITIONS.

Tea steady to firm with light offerings, particularly India-Ceylons. Low and medium grades scarce and still very high. Fair general business.—Coffee showing slight fluctuations but the general market for spot Rio and Santos fractionally higher than a week ago. Milds unchanged and quiet

The New York Letter

Constitutional Amendment Asked Allowing Standardizing of Food Products. Code of Ethics of Premium Advertisers. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,

July 2, 1915.

An interesting recommendation was made last Thursday before the Constitutional Convention which is holding sessions in Albany. A plea was made for an amendment to the Constitution which would enable the Legislature to establish a bureau for the standardization of food products.

The argument urged in favor of this amendment was that there is now no code of standards for most food products, although the price depends entirely upon the grade. Buyer and seller frequently disagree as to the grade of a particular article and both would be benefited if there was a statutory standard.

The main purpose of the amendment would be to prevent sellers from using the description "high

Sugar somewhat firmer by reason of large English purchases of unadulterated. Raws unchanged.—Not prunes steady to firm; fair demand. Some inquiries from Europe. Other dried fruits quiet.—Canned French products looking very scarce, especially mushrooms, which are very high. French peas being quoted on very high basis. Other canned vegetables quiet and unchanged. Peas weak. Wheat steady to firm, but considerably unsettled. Crop news favorable.—Flour firm and in fair demand.



Fine Flavor for Summer desserts **MAPLEINE**

and is dainty, delicious in ices, puddings, etc.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

**THEY ARE GOOD
OLD STAND-BYS**

Baker's Cocoa and Chocolate



Registered
U. S. Pat. Off.

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 / Dorchester, Mass.



Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch*. Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is **CLEAN** starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME*.

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it*; ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company NEW YORK

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
 { Keystone, Race 746



WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Almost with every tick of the clock a new chain-store scheme is born.

The Latest Chain Store Scheme.

The latest is the "Dailey Grocers," reported and described in another column. Of course the inspiration is the success of several large chain-store schemes in Philadelphia, New York, Camden and Cincinnati, which have grown into powerful millionaire concerns and are still growing.

The "Dailey Grocers" is headed by a man who has not had much chain-store experience, but who thinks he can enter the field without it and compete with the giants. He opens his first ten stores in Detroit, because there are no chain-stores there to speak of. This may be shrewd and it may be very dull. If Detroit has fewer chain-stores than other cities merely because nobody has happened to go in there and start them, then going in now is a shrewd move. If it comes from the fact that conditions are unfavorable, the "Dailey Grocers" will face a different proposition.

Whether this new half million dollar chain-store scheme succeeds will depend on the way it is managed. This paper does not feel especially sanguine about it, for reasons which need not be gone into. We are inclined to believe that any wise man or group of wise men, with chain-store experience, sagacity, and plenty of money, can go into the chain-store business to-day and make money. Not necessarily in Philadelphia; not necessarily in New York. But in plenty of sections where the chain-store idea has hardly appeared as yet. Each day the thing is getting harder to do, however, and it must be extremely well managed if it is to succeed to-day.

Mr. George W. Drake, secretary of the Western Canning Association, adds something to what has already been said about too many

grocers being in the business. His remarks are quite sensational, but we are not prepared to say they are not true:—

A careful investigation of the retailing interests of this country will demonstrate the fact that we have at least five retail stores where we should have only one. This surplus of competition in this regard means but two things: first, the taking from the productive portion of the population 80 per cent. in excess of the needs, which really means the "loaferizing" of the retail business instead of holding it on a plane of active, energetic, business-like management; second, it means the absolute degeneration of quality salesmanship. The experience of a buyer in the average retail store is this: first, after entering the store, you have to hunt up a clerk or the proprietor, who may be found behind the counter, in the back room or some other place equally secluded, unmoved by the approach of a prospective buyer. You have to request him, or her, as the case may be, to please wait on you, and if you do not use the language exactly pleasing, a grouch will show you what you want to look at and be glad when you close the door behind you.

The volume of retail stores in this country makes it absolutely impossible to maintain a competent sales force. The result is that practically anybody is satisfactory who is willing to loaf his time away in the store. In fact, we all know of clerks, so-called, who are working for practically nothing so as to enable their families to get their groceries at wholesale. Now this condition is largely brought about by none other than the wholesalers themselves.

We don't quite believe that four out of every five grocery stores could drop out without injuring the service, although experiment might disclose that the excess is that much. Without doubt there are twice as many stores as there need be, however.

Not long ago a subscriber asked us which we thought was the better plan—to sell absolutely for cash or to limit credits to thirty days. We told him the cash plan was better, and as to the credit limit plan, we said:—

We believe this correspondent will get no relief whatever from attempting to limit his credit to two weeks or a month. He will never in the world be able to work it out. Many men have tried it, but they are always obliged to recede from it almost instantly. As long as the door is open to credit at all, a rule limiting the period is impossible of enforcement.

Several writers have disagreed with us on this. They say of course a retailer can limit his credits—all he needs to do is to say he

is going to do it and then do it. Which is obviously true, but it doesn't touch our point at all. Of course it is *physically* possible for a retailer to limit credits to thirty days. We meant that *practically* he cannot do it, and we say again that practically he cannot do it. You are a retailer with a good trade among good people. Some of these good people are a little slow; they have fallen into the habit of paying in sixty or ninety days. These people are as good as the Bank of England, and their money is just as sure as the interest on a Government bond.

You make your rule limiting credits to thirty days. They treat the rule in either of two ways: They ignore it and pay exactly as before; or they say to you at once, "it isn't always convenient for us to pay every thirty days. If you want our trade, you'll have to cut that out." Will you lose their trade in either case? Certainly not; no one would. None of the big stores would; none of the small ones could. Every retailer has good people on his books who would take more than thirty days in spite of a dozen rules, and he would let them. If he even lets one do this, his rule becomes no rule at all.

Mr. Edwin B. Pillsbury, of Boston, Mass., does not expect that the weights and

The Metric System and the Grocery Business.

measures of the metric system will ever be used in the grocery business. A great many wholesale grocers' associations, inspired by the sanguine and enthusiastic Fred. R. Drake, of Easton, Pa., have adopted resolutions favoring the metric system, but we have never heard any of these organizations seriously discuss the subject. Moreover, not one member of any of them, outside of Mr. Drake, has been courageous enough to start the thing by using metric weight marks on his package goods.

Mr. Pillsbury says:—

Mr. Drake wants packers of food products to place the metric weights on their packages, and I recently had the pleasure of seeing what might be described as a genuine curiosity, a label on a can of corn

sold by Mr. Drake's firm, the weight of which was expressed as follows:

Contents
1 lb. 4 oz.
equivalent to
.566 kilograms.

Of course if this label simply read, "contents .566 kilograms," no person not employed in a laboratory would know what was meant. The statements of contents might just as well be left off of the package altogether. The metric system is essentially a laboratory system.

A curious phase of the attempt to get the system introduced into the grocery business is that there is an apparent attempt to place upon the retail grocers the burden of instructing the public as to what the metric system is, something our schools and other institutions have been unable to do in the last 50 years or so.

The retail grocers have all they can do to make a living for themselves and families. They have not the slightest inclination or desire to undertake the job of educating the public in a different system of weights and measures.

There is not, in my opinion, the slightest likelihood that the system will ever become generally used in the grocery trade. If a few faddists want to put the metric terms on their cans or packages, no good will be accomplished nor damage done.

All the resolutions this side of the North Pole or labels on packages will not tend to familiarize the public or the trade with such long, confusing terms as kilograms, decagrams, hectograms, milligrams, kilometers, hectoliters, deciliters and other long and confusing words which are part and parcel of the metric system.

It would take some time for even the grocers to train their lady customers to buying 809-1,000 liters of green peas when they wanted a peck, or to get a small boy to go and buy 4,536-10,000th of a kilogram of butter, when his mother wanted a pound.

There is considerable force in this. The metric system will never be generally adopted, in our judgment, if it is left optional. It would get into use, of course, in a very short time, if a law could be passed making it obligatory, but there is not the slightest prospect of that at the present time.

Butter Interests Said to Be Meditating New Plot Against Oleo.

The "National Provisioner" says that the butter interests have started a new war on oleo. They are going to agree that the 10-cent Internal Revenue tax on colored oleo be repealed, and will then insist on color standards for oleo which will keep it light yellow. Here is the "National Provisioner's" charge

After laying low for some time, the butter interests have started a new "drive" against oleomargarine through legislative channels. That

Talking about there being too many retail stores, undoubtedly a large number of them would have succumbed before this if it had not been for the business created by nationally advertised brands.

Stand every retailer on his own feet and force him to work up his own demand for everything he sells, and undoubtedly many of them would have proven unequal to the task. More money can be made out of nationally advertised brands, with less work, than can be made out of anything else a man can sell.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Dom-
ino Products"

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.
R. M. Doernberger, 115-117 Park Row, New York City. (13)
Advertising Novelty Co., Newton, Iowa. (6)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)
American Aluminum Mfg. Co., Le-mont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., W. Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pan-cake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Water-ville, Ohio.
Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.
Kitchen Spec. Mfg. Co., Reading, Pa. (22)
Wachusett Specialty Co., Worces-ter, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)
Geo. W. Dover Co., 79 Ship St., Providence, R. I.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.
Souvenir Lead Pencil Co., Cedar Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yard-sticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.

is, they are preparing for such an attack. It takes the form of a bill to amend the Federal law by abolishing the 10-cent tax on colored oleomargarine and establishing a color standard for the latter product.

The new attack is based on the old idea of the "divine right" of butter to a yellow color. The but-

ter people propose a color standard for oleomargarine. They want the latter industry regulated in this way, since they find they can't suppress or discourage it in any other. They would forbid the use of any but a certain light shade of yellow in oleomargarine, while permitting the unregulated use of coloring matter in butter.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

July.

Scribner's Magazine.

Maillard's Chocolates, etc., one page.
Swift's Silverleaf Lard, one page.
White House Coffee, half page.
Crystal Domino Sugar, four inches.
Ivory Soap, one page.
Shredded Wheat, one page.
Royal Baking Powder, quarter page.
Baker's Chocolates, quarter page.
Grape Nuts, quarter page.

The American Magazine.

Heinz Baked Beans, two-thirds page.
Welch Grape Juice, seven inches.
Lucky Strike Tobacco, half page.
Royal Purple Grape Juice, half page.
Crystal Domino Sugar, four inches.
Velvet Joe, third page.
Nabisco Wafers, half page.
Ivory Soap, one page.
Kellogg's Toasted Corn Flakes, one page.

Harper's Monthly.

Postum, one page.
White House Coffee, half page.
Crystal Domino Sugar, four inches.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.

The Outlook.

Royal Baking Powder, one page.
Bon Ami, one page.
Postum, one page.
Quaker Oats, one page.
Bull Durham Tobacco, one page.
Ivory Soap, one page.
Pettijohn's Bran, six inches.
Tuxedo Tobacco, one page.
Anola Wafers, one page.
Welch Grape Juice, one page.

Woman's Home Companion.

Welch Grape Juice, one page.
Ivory Soap, one page.
Old Dutch Cleanser, quarter page.
Postum, quarter page.
Eagle Brand Condensed Milk, quarter page.

Van Camp's Pork and Beans.
Bon Ami, quarter page.
Campbell's Soups, quarter page.
Crisco, quarter page.
Knox Sparkling Gelatine, quarter page.
Swift's Premium Bacon, quarter page.
Puffed Wheat and Rice, quarter page.
Grape Nuts, one page.
Coca Cola, one page.
Beech-Nut Peanut Butter, half page.
Corn Puffs, half page.
Scot Tissue Towels, quarter page.
Tanglefoot Fly Paper, eighth page.
Minute Gelatine.
Burnett's Vanilla, eighth page.
Pettijohn's Bran, six inches.
Sani Flush, six inches.
Red Wing Grape Juice, one page.

Everybody's Magazine.

Bon Ami, one page.
Postum, one page.
Swift's Silverleaf Lard, one page.
Campbell's Soups, one page.
Blooker's, two inches.
Domino Sugar, four inches.
Packer's Tar Soap, one page.
Ivory Soap, one page.

Ladies' World.

Palmolive Soap, one page.
Bon Ami, quarter page.
Postum, quarter page.
Van Camp's Pork and Beans, quarter page.
Eagle Brand Condensed Milk, quarter page.
Pettijohn's, four and a half inches.
Corn Puffs, half page.
Lipton's Tea, eighth page.
Quaker Oats, quarter page.
Normanna Table Delicacies, two inches.
Moxie, two inches.
Minute Gelatine, two inches.
Cox Gelatine, one inch.
Cream of Wheat, one page.
Welch Grape Juice, one page.
Sun-Kist Oranges, one page.
Heinz Baked Beans, half page.
Corn Puffs, quarter page.
Grape Nuts, quarter page.
Pettijohn's Bran, four inches.

Dromedary Coconut, eighth page.
Knox Gelatine, eighth page.
Rumford Baking Powder, three inches.
Eagle Brand Condensed Milk, quarter page.
Van Camp's Pork and Beans, half page.
Carnation Milk, quarter page.
Sunshine Specialties, quarter page.
Three-in-One Oil, four inches.
Lowney's Cocoa and Chocolates, two inches.
Fairy Soap, quarter page.
Sani Flush, six inches.
Puffed Wheat and Rice, one page.

Delineator.

Coca Cola, one page.
Welch Grape Juice, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.
Lipton's Tea, eighth page.
Pettijohn's, six inches.
Postum, quarter page.
Corn Puffs, half page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Wear Ever Aluminum, eighth page.
Parrot Polish, eighth page.
Grape Nuts, one page.

Designer.

Coca Cola, one page.
Crisco, one page.
Postum, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Wear Ever Aluminum, eighth page.
Pettijohn's Bran, six inches.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Puffed Wheat and Rice, half page.
Parrot Polish, eighth page.
Grape Nuts, one page.

The Woman's Magazine.

Coca Cola, one page.
Welch's Grape Juice, one page.
Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Wear Ever Aluminum, eighth page.
Postum, eighth page.
Parrot Polish, eighth page.

Corn Puffs, half page.
Puffed Wheat and Rice, half page.
Van Camp's Pork and Beans, half page.
Lipton's Tea, eighth page.
Grape Nuts, one page.

McClure's.

Pear's Soap, one page.
Packer's Tar Soap, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Bon Ami, one page.
Fairy Soap, one page.
Postum, quarter page.
Crystal Domino Sugar, four inches.
Cream of Wheat, quarter page.
Shredded Wheat, one page.

Pictorial Review.

Cream of Wheat, one page.
Welch Grape Juice, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Postum, quarter page.
Shredded Wheat, quarter page.
Knox Gelatine, eighth page.
Eagle Brand Condensed Milk, eighth page.
Crisco, quarter page.
Quaker Oats, quarter page.
Coca Cola, one page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Lipton's Tea, half page.
Tanglefoot Fly Paper, eighth page.
Sani Flush, six inches.
Pettijohn's Bran, four inches.
Puffed Wheat and Rice, half page.
Grape Nuts, one page.

The Century Magazine.

Fairy Soap, one page.
Welch's Grape Juice, one page.
Campbell's Soups, one page.
Palmolive Soap, one page.
Ivory Soap, one page.
Libby's Luncheon Meats, one page.
Grape Nuts, one page.
Swift's Lard, one page.

McCall's Magazine.

Cream of Wheat, one page.
Puffed Wheat and Rice, two-thirds page.
Campbell's Soups, third page.
Postum Cereal, third page.
Eagle Brand Condensed Milk, third page.
Quaker Oats, third page.
Fels Naptha, third page.

The Week's One-Time Ads.

Did you get next to that Wolverine Jr. waste paper baler the other time the Ypsilanti Hay Press Co. had an ad. in about it? Now listen while I tell you about that. It's a little baler for the stores that don't need a big one. Only takes up a space 21 x 18 x 30 inches, but it'll bale 60 to 75 pounds of waste paper as clean and square as a block of concrete. The only way you can sell waste paper is to bale it and the only way to bale it is to have a baler. A little baler like the Wolverine Jr. if you only need a little one, and a bigger one if you need a bigger one. Write the Ypsilanti Hay Press Co., Ypsilanti, Mich., right away. (Golly, I'm glad I don't have to pronounce Ypsilanti.)

You fellows who would like to have motor delivery, but can't quite

work up to a regular motor wagon yet, look up the Quick Delivery Van that the Reading Standard Company advertise this week. That's certainly an all right scheme—a three wheel machine that will cover much ground as a motor wagon and carry all you'll need to have a good horse. You can say what you please—the horse is done a delivery proposition. He's too slow he costs too much to keep, and gets sick too easy. Motor delivery is the thing, but a lot of us can't afford a big delivery wagon. I tell them this little Reading Van is exactly what they've been looking for. I don't know what page the ad is on, but you hunt it up.

JIMMY MANDER

Van Camp's Pork and Beans, third page.
 Corn Puffs, two-thirds page.
 Crisco, half page.
 Dromedary Cocoanut, four inches.
 Wear Ever Aluminum, eight inches.
 Knox Gelatine, eight inches.
 Mapleine, two inches.
 Crisco, half page.
 Gold Dust, six inches.
 Sani Flush, six inches.
 Pettijohn's Bran, four and a half inches.
 Coca Cola, one page.
 Grape Nuts, one page.

Good Housekeeping.

Baker's Sweet Chocolate, one page.
 Lowney's Cocoa, one page.
 Armour's Simon Pure Leaf Lard, one page.
 Carnation Milk, one page.
 Wesson Oil for Cooking, one page.
 Crisco, one page.
 Ivory Soap, one page.
 Campbell's Soups, one page.
 Lipton's Tea, one page.
 Skinner's Macaroni, one page.
 Kellogg Toasted Corn Flakes, one page.
 Fels Naptha Soap, one page.
 Hormel's Sliced Bacon, half page.
 Kellogg's Bran, quarter page.
 Royal Purple Grape Juice, one page.
 Burnett's Vanilla, half page.
 Good Luck Rubber Rings, half page.
 Park & Tilford Chocolates, quarter page.
 Franklin Entire Wheat Flour, one inch.
 Arrow Fruit Jar Rings, two inches.
 Nesnah Desserts, two inches.
 O. M. C. Alumishine, quarter page.
 Silver Lake Clothes Line, two inches.
 Three-in-One Oil, quarter page.
 Tanglefoot Fly Paper, quarter page.
 Sani Flush, one page.
 Knox Gelatine, one page.
 Beech-Nut Peanut Butter, one page.
 Worcester Salt, one page.
 Old Dutch Cleanser, one page.
 Bon Ami, one page.

The Youth's Companion.

Three-in-One Oil, six inches.
 Tanglefoot Fly Paper, quarter page.
 Palmolive Soap, quarter page.
 Crisco, quarter page.
 Crystal Domino Sugar, four inches.
 Pettijohn's Bran, six inches.
 Three-in-One Oil, four inches.
 Swift & Co.'s Pure Leaf Lard, quarter page.
 Sun-Kist Oranges, quarter page.
 Libby's Luncheon Meats, one page.
 Grape Nuts, one page.
 Van Camp's Pork and Beans, quarter page.

Collier's Weekly.

Bull Durham Tobacco, one page.
 Quaker Oats, quarter page.
 Hires Root Beer, two quarter pages.
 Heinz Baked Beans, half page.
 Puffed Wheat and Rice, one page.
 Prince Albert Tobacco, half page.
 Edgeworth Tobacco, eleven inches.
 Cream of Wheat, one page.
 Campbell's Soups, half page.
 Clicquot Club Ginger Ale, quarter page.
 Coca Cola, two pages.
 Nabisco, quarter page.
 Van Camp's Pork and Beans, quarter page.

For BAKING as well as DRINKING**The Big Selling Cocoa of Pennsylvania****WILBUR'S***Made in Philadelphia*

leads all others in sales to consumers and profits to dealers. Because WILBUR'S is a FOOD as well as a BEVERAGE—it makes the most delicious Desserts, Cakes, Candies, Puddings, Sauces, etc. Our booklet, "Cook's Tours Through Wilburland," shows fifty-nine different ways to use WILBUR'S COCOA, each one so delicious that the woman who tries one will try them all.

When you get your customers using WILBUR'S for baking, candy making, etc., they will use it as a staple food just as they do sugar and flour. Then you'll sell the big pound cans of WILBUR'S with

THE BIG PROFIT

instead of the small quarter pounds of other cocoas at the small profit.

*We will gladly supply you with recipe books
and other helps to increase sales*

H. O. WILBUR & SONS, INC.
PHILADELPHIA

**SAY TO CUSTOMERS**

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone with chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Sell Her a Whole Container of Franklin Carton Sugar

When you sell a woman a whole CONTAINER of 24 or 30 CARTONS of FRANKLIN CARTON SUGAR, instead of selling her one CARTON, you prevent her buying the other 23 or 29 CARTONS from a competitor. She's *your* customer; nobody else can sell her any sugar for some time. She has a supply instead of a sample. You have only one delivery to make, instead of perhaps dozens. You make the profit on every carton in one sale without even having to open the container, although you can do that in five seconds with a pocket knife. You can see that this is the right way to sell sugar because your customers expect to go on eating it all their lives and don't have to "try" it to "see what it's like."

CAPACITIES OF CONTAINERS

You can buy FRANKLIN CARTON SUGAR in the original CONTAINERS of 24, 48, 60 and 120 pounds, according to the grade. CUBE, GRANULATED, and DESSERT & TABLE are packed in CONTAINERS that do not hold too much for a family to buy at one time. POWDERED and CONFECTIONERS' XXXX are also packed in CONTAINERS of small capacity to suit your convenience in buying. Full information on weights of both CARTONS and CONTAINERS can be had from your jobber.

The Franklin Sugar Refining Company PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR as CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Let us send you a Container of Franklin Carton Sugar. Sugar is something that you always need, and it's a big convenience to know that you have a supply of it in the house instead of having to buy it every time you need it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Clicquot Club Ginger Ale, two quarter pages.

Pettijohn's Bran, six inches.

Shredded Wheat, one page.

Three-in-One Oil, quarter page.

Ladies' Home Journal.

Welch Grape Juice, one page.

Ivory Soap, one page.

Old Dutch Cleanser, quarter page.

Van Camp's Pork and Beans, quarter page.

Procter & Gamble's White Naphtha Soap, quarter page.

Eagle Brand Condensed Milk Co., quarter page.

Bon Ami, quarter page.

Quaker Oats, quarter page.

Crisco, one page.

Puffed Wheat and Rice, half page.

Wear Ever Aluminum, eighth page.

Ralston Wheat Food, half page.

Dairy Brand Hormel's Ham and

Sliced Bacon, three inches.

Campbell's Soups, half page.

Burnett's Vanilla, eighth page.

Armour's Simon Pure Leaf Lard,

half page.

Minute Gelatine, eighth page.

Pettijohn's Bran, six inches.

Parrot Polish, eighth page.

Tanglefoot Fly Paper, quarter

page.

Corn Puffs, half page.

Good Luck Rubber Rings, eighth

page.

Sani Flush, five inches.

Underwood Deviled Ham, quar

ter page.

Red Wing Grape Juice, one page.

Kellogg Toasted Corn Flakes,

one page.

Saturday Evening Post.

Sun-Kist Oranges, one page.

Crisco, one page.

Hires Root Beer, half page.

Johnston Chocolates, eighth page.

Duke's Mixture Tobacco, hal

page.

Snider's Catsup, one page.

Palmolive Soap, etc., one page.

Pompeian Olive Oil, one inch.

Clicquot Club Ginger Ale, quar

ter page.

Tuxedo Tobacco, one page.

Lea & Perrin's Sauce, fou

inches.

Beech-Nut Peanut Butter, quar

ter page.

Three-in-One Oil, quarter page.

Pettijohn's Bran, six inches.

Jergen's Violet Glycerine Soa

quarter page.

Fairy Soap, one page.

Puffed Wheat and Rice, half pag

Gold Medal Flour, three quarte

pages.

Campbell's Soups, two half page

Van Camp's Pork and Bean

half page.

Butter-Kist Pop Corn, ten inche

Frank Meat Treats, eighth pag

Underwood Deviled Ham, quart

page.

Old Dutch Cleanser, one page.

Clicquot Club, one page.

Kellogg's Corn Flakes, one pag

Dromedary Coconut, fo

inches.

Bull Durham Tobacco, one pag

Ivory Soap, one page.

Quaker Oats, quarter page.

Velvet Joe Tobacco, half page.

Do You Own a Reynolds Grocer Truck?

All of you need a good truck at the store. There is so much work can be better done with one that wonder is that all of you do not at least one. Reynolds' impr trucks, known as the world stan grocer's truck, made by the La Co., corner N. American and W streets, Philadelphia. Take a loo their advertisement in this issue.—



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Buy Peach Baskets.

Parryville, Pa., June 26, 1915.
To the Editor.

Dear Sir:—Where can I buy 16-part peach baskets?

Yours truly,

JOS. M. PETERS.

Williams Mfg. Co., Northampton, Mass.; J. B. Steele Co., Coudersport, Pa.

Various Trades Rallying to Fixed Prices.

New York, June 30, 1915.
To the Editor.

Dear Sir:—The all important question of "the resale price" (price maintenance) is now looming up all over the country, as a matter of self-preservation to makers and sellers of standard articles. The

committee of "the Chamber of Commerce of the United States," in its report February, 1915, recommending a law authorizing "the resale price," stated: "The business interests of the country, and consumers as well, cannot long fail to take a definite stand on one side or the other. Seldom have they faced a more vital issue."

I take pleasure in sending you the following enclosures: A "letter" to the bookseller, and a "resolution," passed at a meeting of booksellers and publishers, in which the book men declare for the fixed resale price.

Stability of price and protection against cut-throat competition must interest all the merchants to whom you appeal. Urge them to take steps to support "the Chamber of Commerce of the United States" in its efforts to save the retail mer-

chant and all manufacturers from the threatened destruction by cut-throat methods.

Very truly yours,

CHARLES E. BUTLER,

President the Board of Trade of the American Booksellers' Association.

Cleveland Grocers Go to Law Over Sunday Closing.

Cleveland, Ohio, June 25, 1915.

To the Editor.

Dear Sir:—Cleveland grocers this week obtained a writ of mandamus to require our police court to issue warrants for the arrest of

persons whom they accuse of ignoring the Ohio statute forbidding the sale of goods upon Sundays.

The case involves some unusual features, and I thought that it might interest you. Copy of the opinion of our Court of Common Pleas will be sent you if desired.

Yours very truly,

A. T. HOLMES.

The Ohio law under which this action is taken is interesting; it is much more radical than most States have. The text is as follows:—

Section 13,044. Whoever, being over 14 years of age, engages in common labor or opens or causes to be opened a building or place for

Will You Trade a Stamp for a Better Profit?

¶ Very well, the deal is on. Mail us *any* sample of **Tea and Coffee**, let us match it and quote you by mail. Almost certainly your stamp will bring back a better price than you've been paying—if you've been buying through salesman, and there is your extra profit all ready for you.

¶ When we cut out such a large expense as salesmen's salaries it stands to reason we can sell cheaper than the other fellow.

¶ We specialize in good Coffees.

DURYEE & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES
533 Greenwich St. NEW YORK ESTABLISHED 1897

You Needn't Fear Trading Stamps If You Use These

¶ We offer you the cleverest, most appealing premium plan ever invented—a plan that utilizes in your interest the tremendous craze for moving picture shows.

¶ In brief, the plan comprehends giving away, with various sized purchases, tickets or parts of tickets entitling the holder to admission to his local movie theatre. Any merchant with a movie theatre in his town—and who has not one?—can use the plan, and the quicker he gets it ahead of his competitor, the better.

¶ In this plan we work in conjunction with the Universal Film Manufacturing Company, one of the big moving picture concerns of the United States. Fill in the coupon at the bottom.

Robyn-Kander Movie Ticket Corporation

30 East 42d Street, New York City

SALESMEN—We have an attractive proposition for you in some good, open territory on liberal commission basis.

Robyn-Kander Movie Ticket Corporation, 30 E. 42d Street, New York, N. Y.

Gentlemen:—How can I utilize your Movie Ticket Plan in connection with my business, which is

Name

City State



Increasing a Nation's Appetite



NEW YORK PLANT OF
Loose-Wiles Biscuit Company



¶ There are over 350 different kinds of biscuits in the **SUNSHINE** line, every variety known and many kinds which we originated and make exclusively.

¶ People never knew the delightful possibilities of baking until **SUNSHINE BISCUITS** appeared, packed in attractive cartons and tins and sealed against air and moisture. Biscuits had never been called "bonbons" until our unique "filled" biscuits appeared which gave a new meaning to the word *quality*. It is

SUNSHINE QUALITY

which has made package biscuits so generally popular with the people and profitable to dealers throughout the United States. There is a "Sunshine" Biscuit for every taste and for any occasion, whether a dainty surprise is wanted for the social affair at home, or a wholesome, economical lunch for the working man.

We keep consumers interested by steady national advertising; we keep them pleased by Sunshine Quality, and we will supply you with practical dealer helps to turn their interest into sales.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

N. Y.



SAY TO CUSTOMERS

"'SUNSHINE' Biscuits always reach your home as fresh, crisp and appetizing as when they first came from the ovens."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

transaction of business, or require a person in his employ or under his control to engage in common labor on Sunday, on complaint made within ten days thereafter, shall be fined \$25, and for each subsequent offense, shall be fined not less than \$50 nor more than \$100 and imprisoned not less than five days nor more than 30 days.

(General Code of Ohio)

Flour Manufacturers.

Danielsville, Pa., June 28, 1911
To the Editor.

Dear Sir:—Kindly let us know the names and addresses of some good reliable Western manufacturers of spring wheat flour, also winter wheat flour.

Enclosed please find stamped envelope for reply.

Thanking you, we are,

Yours truly,

MARSH & HERMAN
Per F. H. Herman

Washburn & Crosby make spring wheat flour at Minneapolis, Minn., and Buffalo, N. Y., and winter wheat flour at Louisville, Ky.

Manufacturers of Hammocks.

Leighton, Pa., June 22, 1911
To the Editor.

Dear Sir:—Could you give me the name and address of the company manufacturing couch hammocks in baby size? I am enclosing a stamped envelope for reply.

Thanking you in advance for information, I remain,

Yours respectfully,

BERT BRINKMAN

Hohfield Mfg. Co., Tenth and Allegheny avenue, Philadelphia.

Mail Order Insurance.

Adamstown, Pa., June 28, 1911
To the Editor.

Dear Sir:—My nephew intends to take out a life insurance policy and I am considering for some time the Postal Life of New York City, but want to find out if it is a safe concern. They do not employ agents, and I think their policies are cheaper. In case the company should not be able to continue its business, would the policy holders lose anything? They say all companies must give security to the Government so if they should be forced for any cause they would be secured that none of the policy holders would lose any of their money paid in. It is a company, only ten years old, of course it is not so strong as Prudential, Metropolitan and others. Would you think it would be the same course?

Thanking you, I remain,

Very truly,

SNADER & CO.

We know something of the Postal Life Insurance Co. and its methods. It says it employs

ents and sells insurance by mail, though we understand it does have no representatives out. We have no reason to believe that the company is not all right, or that its mail-order scheme is not. The writer has no reason why insurance cannot just as well be sold by mail as through agents. But if you ask if we would take insurance in it, we are afraid we might not, though we do this without the slightest disparagement of the company. The thing is an experiment, and we would not want to experiment with the insurance. It is also a bad plan to try to economize much in taking out life insurance. We would place our insurance in the oldest, strongest companies we could find, and wait until the mail-order experiment had proven itself a little more fully.

Unique Advertising Scheme.

Portland, Me., June 25, 1915.
To the Editor.

Dear Sir:—We wish to bring to the attention of the trade the fact that a model kitchen, carrying utensils in every-day use, will be sent through Maine this summer, and the first of August an electrical kitchen will be sent along the Massachusetts Coast, perfectly equipped for use.

A demonstrator will go with each and a man familiar with securing trade data, in order that a trade or advertising campaign may be inaugurated in connection with the kitchen.

Owing to the unusually large number of summer visitors in Maine this year, and through our connection with the women's organizations and our co-operation with the Boards of Trade, the kitchen offers a special opportunity to make any class of goods known. If you desire any further information, we shall be glad to hear from you. Very truly yours,

ESTHER TABER FOX,
President Neighborhood Asso.



What "STEEL-CUT" Means to You, Mr. Dealer

Steel cutting by the GOLDEN SUN special process, does not crush and powder coffee. It cuts the grains evenly, releases the indigestible portions of the bean, removes all chaff and fine dust which often makes coffee bitter or muddy, leaving each particle clean and rich in the essential oil which is the life of its flavor and aroma. Steel cutting is the *only* method of securing for the consumer the *Best* that is in coffee and

The Best for Your Customer Is the Best for You

There are Five Distinct GOLDEN SUN Blends—one for every taste—a line that will make your coffee department complete and doubly profitable, for you don't have to bother with grinding or waste time and money on labor, bags and twine.

We offer no premiums, we sell at fixed prices, we discourage price cutting to the consumer. GOLDEN SUN is

Made to Sell at a Good Round Profit

to the dealer, and we help him with attractive store advertising.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world

SAY TO CUSTOMERS

"Steel-cut GOLDEN SUN is not only more wholesome and delicious than ground coffee, but more economical because each particle is clean and rich in coffee goodness."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day
Sanitary Metal Basket Co., Lafayette, Ind.

A Page of Good Bargains in Used Cash ^{AND} CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER**, throws a check, and in perfect order—has been very little used. A fine bargain. **Will sell for \$125; Cost a great deal more.**

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to \$9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. **Price, \$80; probably cost \$200.**

No. 4

Large check-throwing **NATIONAL CASH REGISTER**. Good condition. **Cost \$300; will sell for \$100.**

No. 6

Total adder **NATIONAL CASH REGISTER**, registering one cent to \$99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. **Cost \$275; will sell for \$175.**

No. 7

A **NATIONAL CASH REGISTER**, similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store

for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. **Price, \$200; cost \$340.**

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to \$9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. **Cost \$250; will sell for \$115.** Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER**, bought new last May, and just as good as new now. **Cost \$85; will take \$60.** Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickle-plated **NATIONAL CASH REGISTER**, registers 1 cent to \$15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for **\$40;** a big bargain at that.

No. 12

A \$250 **NATIONAL CASH REGISTER**, used only fifty-one weeks. Owner has sold his business and has no need of the register. Total adder and check thrower and has detail strip attached. Prints on both face and back of check, registers to \$99.99 at one time if necessary, keys for several clerks. Gold or bronze finish. Registers "paid outs," "charge" and "received on accounts," besides cash sales. A good machine in splendid condition. **Make offer.**

**This Baler Is
Probably Big
Enough for You**



If you don't have much waste paper the **Wolverine Junior** is big enough for you. Makes a good, tight bale 60-75 pounds, 14 x 18 x 24 inches. *A bale you can sell.* Costs only \$25. Larger balers for larger stores.

Ypsilanti Hay Press Co.
YPSILANTI, MICH.



**How
to
Sell
More
Rice**

Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig
INCORPORATED
Philadelphia, Pa.



To the merchant

- *Who Is Discouraged.*
- *Who Finds His Sales Falling Off.*
- *Who Has to Meet the Big Mail Order Competition.*

THE *Sperry* SYSTEM
of
National Service

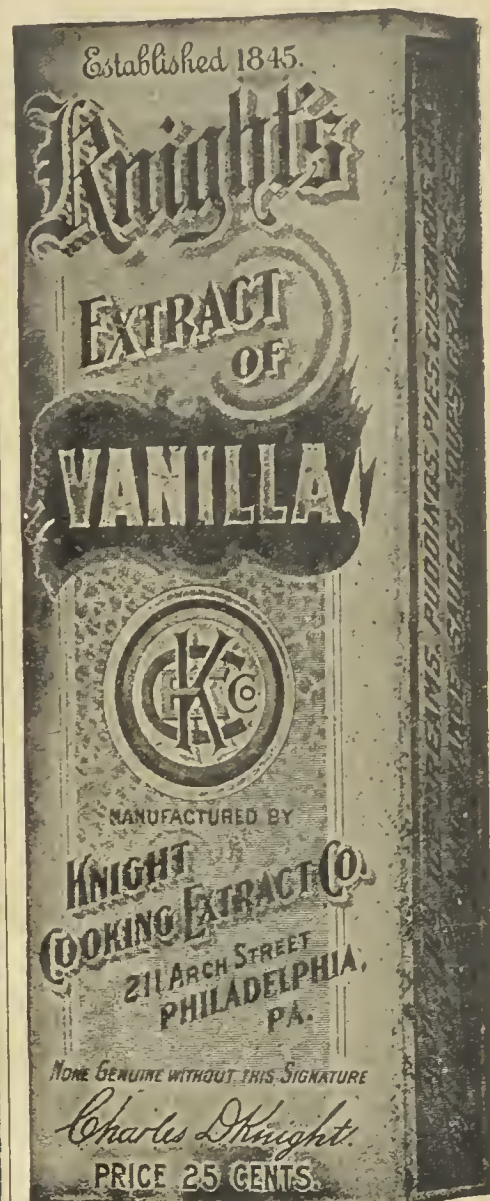
Offers a means to better things
To—
Renewed Confidence
Increased Sales
Drawing power which will enable him to laugh at the big catalog house competition

The *Sperry* system of profit sharing, through the use of the Famous *S.H.* Green Trading Stamp and the **Hamilton** Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY
George B. Caldwell, President

**Everybody
Knows Them**



Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

The Grocery Markets

Tea.

There has been no new development in the tea market during the week, the situation being precisely as it has been for several weeks. The demand for tea is quiet and all values are unchanged, the lower grades being relatively firmer than the better grades. The principal factor in the low grade tea market to-day is the foreign demand. If that, for any reason, should drop off, the market would change in a very short time.

Coffee.

The coffee market has shown some slight firmness during the week, and most grades of Rio and Santos are a small fraction higher. Good roasting coffee is still commanding a premium and is wanted, but the other grades are very quiet. Mild coffees are unchanged and dull. Mocha is tending a little downward. The receipts are increasing, and to come forward the price is considerably less than on spot. Java unchanged and quiet.

Sugar.

Sugar unchanged at this writing, although there is some indication of an advance, due to large foreign purchases of American refined sugar. England alone has bought 60,000 tons of American granulated for July shipment with France also coming into the market. All refiners are still quoting 6.10 for granulated, but accepting 6 cents. The consumptive demand for sugar is very fair. Raws are somewhat higher on account of the large foreign purchases of refined, but no material change has occurred as yet.

Syrup and Molasses.

Everything in syrup and molasses is very dull, as it always is during the hot season. Glucose is unchanged for the week. Compound syrup is wanted only for manufacturing, and of sugar syrup the same thing can be said. Molasses is very dull.

Fish.

Norway mackerel are somewhat firmer than a week ago, although no radical advance in price has occurred. Threes and fours are getting very closely cleaned up. The

situation as to Norways is very firm and bids fair to continue so. Irish mackerel are cutting no figure whatever. Cape shore mackerel are in the market to some extent, but are not able to loosen up the tight Norway situation. Cod, hake and haddock are dull and unchanged. Salmon is still inclined to be easy, prices being in buyer's favor, but the trade do not seem to be interested. Domestic sardines are even weaker than they were, and quotations as low as \$2.25 for domestic quarter oils are heard. The demand seems to be switching to a great extent to carton goods, owing to the fact that they can now be sold for a nickel. Imported sardines unchanged and quiet, everything being scarce and firm.

Canned Goods.

Tomatoes show no change for the week, demand being fair. New pack peas have got down as low as 57½ cents f. o. b. in a large way, and further declines are not unexpected. Reports from the Western pea packing countries, however, tell of bad weather and possible curtailed production. If this prediction comes to pass the price of Eastern peas will undoubtedly advance. Corn of all grades quiet and unchanged. Apples dull at ruling prices, which are still very low. California canned goods are very dull and sick. Opening prices on futures have been cut, and it is hard to tell exactly where the bottom is. This refers particularly to peaches, as cherries are short. Prospects are for a large peach crop, not only in California, but in the East, and this, with the large carry-over, makes the situation very soft. Small Eastern staple canned goods show no change and light demand.

Dried Fruits.

Spot prunes are steady to firm and unchanged in price; demand fair. Future prunes have shown some little fluctuation, but the situation is not materially changed. Peaches, apricots, raisins, currants and other dried fruits are dull at ruling quotations.

Beans and Peas.

Pea beans are a shade easier for the week; demand fair. Marrows

show no change and light request. California limas, green and Scotch peas are all unchanged and comparatively dull.

Butter.

The receipts of butter are about as usual for the season, and the quality is averaging very fancy. This is the result of the recent ideal weather. The consumptive demand is normal and is taking about the usual percentage of the receipts. The balance is going into storage. As the weather gets warmer the demand will probably increase, and it looks like a steady market for some time.

Eggs.

The receipts of fresh eggs are lighter than they have been for two months past. The quality is running good for the season, although not so good as it was in April and May. The consumptive demand is improving and the market is healthy on the present basis.

Cheese.

Cheese is firmer at the recent advance of 1 cent per pound. The consumptive demand is increasing considerably, and the make is about normal for the season. Some teas are still being sold for export, and

the whole situation is firm and healthy. If there is any change, it is likely to be a slight advance.

Provisions.

There is only a fair demand for the various cuts of smoked meats all of which are steady at about unchanged prices. Pure lard and compound are steady and unchanged with only a moderate demand. Dried beef, barreled pork and canned meats are unchanged and in fair demand.

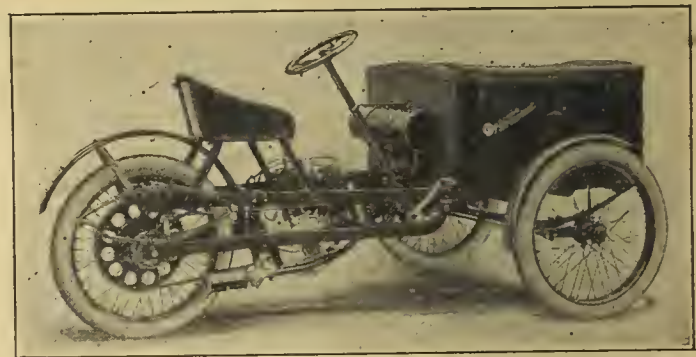
INDIVIDUAL MARKET REPORTS

Rice.

Former characteristics prevail in this market, and while buyers are disposed to operate on conservative lines, they evince confidence in the general situation. Stocks in hands of dealers and grocers are steadily working down and a little more activity is anticipated. Japans and screenings are in request for export, as well as home requirements.

Advices from the South along the Atlantic coast report that conditions remain unchanged, with no likelihood of improvement until crops start to move. Screenings now being offered to this section are not receiving the usual attention, as the trade are beginning to realize relative value of better grade especially in Carolina, and are taking little more of this style.

At new Orleans the trade are giving Honduras more attention, although there is a better inquiry for Blue Ros Japans and screenings, which, due to



Are Your CUSTOMERS Satisfied With Your Deliveries?

Quick Service will double your business. An R-S Quick Delivery Van will solve your delivery problem, and do so at the least possible cost to you.

SEND FOR BULLETIN No. 10

Price \$295.00, F. O. B. Reading, Pa.

READING STANDARD COMPANY

Box 878, Reading, Pa.

their scarcity, are difficult to obtain, and prices are being well maintained. In the Interior, Southwest Louisiana, Texas and Arkansas, reports show some few sales have been consummated. Holders of rough rice are displaying no inclination to trade and very few lots have changed hands. The weather continues favorable for the growing crop, though some sections report that rains may be needed within the next week or days.

D. TALMAGE'S SONS CO.
New York and New Orleans.

Imported Fish Specialties.

The market situation presents practically no change whatever this week. In spite of the lot of unreasonable weather, business in our line continues quite fair. In fact, good in some of our lines.

There is no catch of sardines or sprats anywhere just now, except in Norway, where the summer fishing is in full swing, but so far the catch is not satisfactory. Our friends in Norway have so far asked what we consider reasonably high prices for their goods. Norway, principally because they have such an enormous demand from Germany and other countries at war. Our last report from our agents in Norway now state that the demand from Germany has ceased, why, of course, we do not know, but it is the fact, nevertheless, and we therefore are hopeful that our Norwegian friends will now begin to realize that they will have to come down from their high prices if they want to interest the large American buyers, unless, of course, the catch should prove a failure, which we hope it will not be. Stocks of all kinds of sardines here are rather unimportant, and of sprats they are practically cleared, with the exception of some tomato sprats, which are also selling in a hand-to-mouth way, and when those are gone the market will be absolutely bare of sprats and no further supplies can be expected before the end of the year, when the catch usually starts to gain in France, but whether there will be any packing of any consequence, it will depend entirely upon the trend of war.

Portuguese sardines are getting quite scarce, especially as new shipments are not arriving, there being no catch in Portugal at the present time and prices here have advanced all along the line.

STROHMEYER & ARPE CO.

New York.

Standard Canned Goods.

Inquiries for tomatoes out of the 1915 pack were much in evidence last week. It looks like the long looked-for interest in them is about to materialize. The canners are in a receptive mood and the quotation for the No. 2 size is now on a level with spots, which cannot but help create a healthy buying condition. No. 3 size can now be secured at a concession of 2½ cents per dozen, and in consequence the canners are expecting orders to boom up largely.



Sell Borden's Milks for Cooking Purposes

BORDEN'S EAGLE BRAND CONDENSED MILK and **BORDEN'S PEERLESS BRAND EVAPORATED MILK** should also be sold by you for cooking purposes. Do not be satisfied to let your customers use **BORDEN'S MILKS** only at the table; they are better than raw milk for many dishes; for baking cakes, cookies, cinnamon buns, crullers and waffles; they enrich all gravies, soups and sauces. **BORDEN'S EAGLE BRAND CONDENSED MILK** is the best for babies. It is rapidly and completely digested by the infant stomach, contains all the nourishment of fresh cow's milk and is absolutely pure. It has been famous as an infant food since 1857; more infants have been successfully reared upon it than upon all the other infant foods combined, and the hundreds of thousands of sales of **EAGLE BRAND** have passed solely through the wholesale and retail trade. You have no article in your entire stock that is more popular or more widely known. You will avoid trouble from dissatisfied customers if you will **PUSH THE SALE** of **BORDEN'S BRANDS**.



BORDEN'S BRANDS, both sweetened and unsweetened, are made by the most modern process and guaranteed absolutely **PURE**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

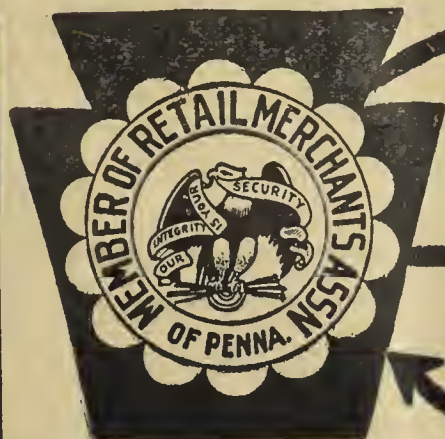
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.



WHAT TO TELL CUSTOMERS

"**BORDEN'S BRANDS**, both sweetened and unsweetened, are made from the **HIGHEST GRADE** raw milk by the most modern process of manufacture and are guaranteed **ABSOLUTELY PURE**"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

In Pennsylvania Alone

over 30,000 matches are used every minute; they're the biggest small thing you sell. But there's one that's bigger than all the rest—bigger in service to your customers and in satisfaction to you; the *one* match that's safest for you to handle, safest for you to sell, safest for people to use. It is the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The only match ever awarded a Grand Prize and Medal for practical demonstrated safety; the only match that is advertised extensively to Pennsylvania homes.

¶ The way to get home trade and *keep it at home* is to give your customers

THE VERY BEST

value for their money. The best match in the world, in every respect, is the Safe Home Match, because

The sticks are long and strong, the heads don't fly off, they never light till you want them to, they burn evenly, are NON-POISONOUS and every one a REAL match; light it anywhere. Packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY - - NEW YORK



SAY TO CUSTOMERS

"SAFE HOME MATCHES are the cheapest to buy because every one is a *real* match."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The growing crop is in good shape, although reports indicate the acreage is not as large as in previous years.

Spot tomatoes continue to hold the jobbers' attention, and the buying is more spirited than last week. The prices are the same as yet, but something may happen soon to cause a rise. A notable feature in this connection is that several well-known brands, largely held, have been sold out, although there are still some good tomatoes to be had. This illustrates, however, that spots are being slowly cleaned up.

String beans attracted much attention this week, from both canners and jobbers. The quality is excellent, and the found friends quickly at the very attractive prices quoted. They certainly look like a good buy. Sweet potatoes continue in good demand and the price has advanced. Futures look attractive and the interest in them increased this week.

Cherries, both white wax and red, are being freely bought, as well as new packages of blackberries and black raspberries. Pears and apples are nearly cleaned up. Peaches, both spot and futures, are quiet. Pineapples are at a standstill except pie grated, which are very scarce. Cove oysters are nil, but prices are the same.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple market continues quiet here, but every one is very firm and they are confident that we shall have higher prices later on.

A fair demand is noted from the jobbing trade for small quantities at 7 to 9 cents per pound, according to quality. Very few carload lots are being sold.

The future market is very strong so far as asking prices are concerned. Sellers want on the basis of 8 cents for prime quality in 50-pound boxes. While there is very little demand at this, sellers consider crop conditions too poor to warrant their taking less.

C. C. HALL
Rochester, N. Y.

Spices.

The market is very interesting, inasmuch as we are just ending a period of six months in which we have seen active trading in all articles. Stocks in this country are becoming lower every day. The tendency is upward.

Pepper.—There has been no change in this article since our last report. Prices are considered low. No fresh arrivals are expected in this country before November or December. Considering the low stocks, we expect to see higher prices ruling.

Cloves.—Lower in price, with only fair demand. Stocks at present exceedingly low and higher prices are anticipated.

Mace.—Very scarce and dull. Unlikely to show any change in the near future.

Nutmegs.—Prices are slightly easier notwithstanding the fact that supplies have been greatly reduced in all markets.

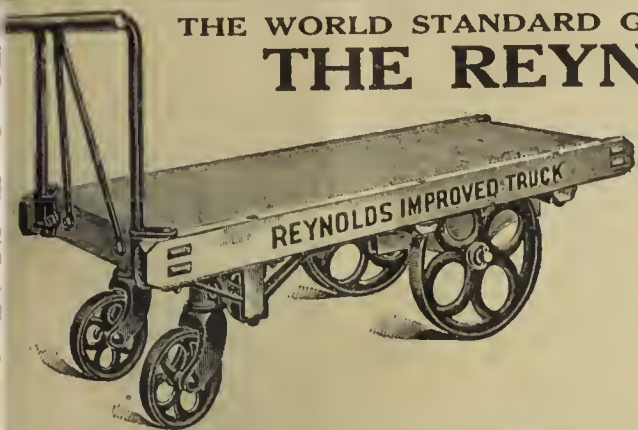
Cassias.—In fair demand. Higher prices in China, though some low prices have been named ex-dock New York.

Green Ginger Root.—There have been no arrivals as yet. The first consignment is expected to be in in a week. Some low prices have been named, but higher ones are expected as the season rolls on.

Paprika.—Prices unchanged. Market running along its usual course.

Seeds, Herbs, Etc.—There has been another advance in caraway and it is predicted that we will see still higher prices. Anise slightly easier. There has been no change in poppy this week.

McCORMICK & Co.
Baltimore, Md.



THE WORLD STANDARD GROCER'S TRUCK THE REYNOLDS

Large Wheels Directly
Over Load
Ball Bearing Casters

A Truck That
Asks No Favors

Tell us the size you
want and we will tell
you what it costs.

Write for Catalog MM

288-289 West Street
NEW YORK CITY

LANSING-COMPANY

Cor. N. American and Willow St.
PHILADELPHIA, PA.

Or Any of Our Stores:

BOSTON, 78 Cambridge St., Charlestown District
CHICAGO, 169 West Lake St.
KANSAS CITY, 1413-1415 W. Tenth St.

LANSING, MICHIGAN
MINNEAPOLIS, 330-334 1st St., North
SAN FRANCISCO, 338-348 Brannan St.



Look at These Shelves

Here is a store fitted with Baines' Brackets. Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about Baines' Brackets is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

PIQUA BRACKET COMPANY
PIQUA, OHIO

Hobart Electric Meat Chopper

No. 24

Same as cut shown

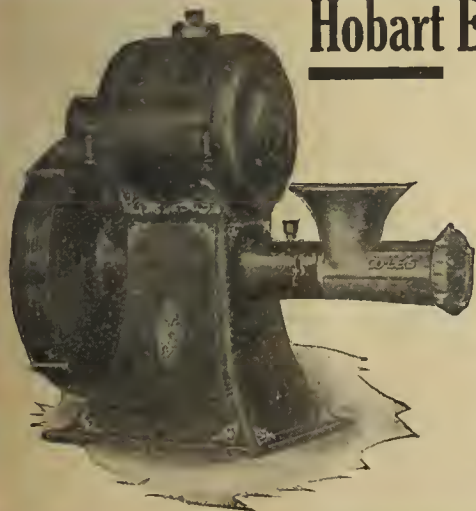
1/2 H. P., 60 Cycle, 110 Volt

COST NEW \$165.00

This machine is good as new,
will sell for

\$100.00

H. F. HEACOCK
51 N. 2d St., Philadelphia



RECOMMEND RUMFORD

The Wholesome Baking Powder.



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is

that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

RECOMMEND RUMFORD.

RUMFORD CHEMICAL WORKS, Providence, R. I.

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.



B. T. BABBITT, Inc.
NEW YORK CITY



A Lesson in Selling Goods.

This is going to be a lesson in selling goods, by one of the best salesmen in the world, which same is little me. If I do say it as shouldn't, I am a lovely salesman. Honest, I believe if I tried to, I could sell a dead cat to the President. The bottom of all selling of goods—here begins the lesson—is to give reasons why a man ought to buy your goods. I can think of a bushel of reasons why the President ought to buy a dead cat from me. The first is that he ain't got one now, and the second is that I need all the money I can get. It would pay everybody in the Government to give me all the money they could, so's I could pay an income tax and help things out.

As for the lesson, I feel it's needed, and I feel there's nobody any better fixed to give it than me. When I talk about selling goods, I mean selling goods over the counter. You fellows unfortunately ain't as well fixed as I am when it comes to selling goods. I sell a justly celebrated line that everybody wants to buy. I don't have to sell 'em—they sell their own selves—gee, I wish I could name their name! It's a shame; the editor's as mean as blue mud about things like that.

Why the goods I sell are so popular that men come up to me in the street and threaten to smack me in the face unless I sell 'em. Think of that. Of course I don't like to be smacked, so I give in.

You fellows just sell ordinary goods and it ain't that way with you. So the more you can know about selling goods the better.

A whole lot of retailers lose tricks by not talking right to the people that come in their stores. The other day I was standing in one store when a husky lad about 16 came in for something for his mother. He was just where he thought he was a real man and

where he was ready to get up on his hind feet to anybody that treated him like a kid.

"Well, bub, what is it?" said the grocer. "Bub" to a real man—can you get that? The kid turned sour in a minute—you could see it. From now on he's out to do that store. Maybe he can't do any hurt, and then maybe he can.

What he ought to been called is mister. Call that kid mister and he'd save up his own nickels to come in and buy goods of you, so he could hear himself called it over and over.

The same thing happened with a girl in another store a week before when I was in there.

A girl about fifteen, already wondering when she was going to be married, came in and got called "sissy" by the grocer. She could have poured acid in his eyes. "Sissy" to a young lady thinking about getting married! Think she'll want to go there again? Why she'll sidestep it any way she can and the easiest way she can do it is to go to some other store.

"Miss Jones" is what she ought to have got called. Call her that and she'll love you to death, and talk at home about how gentlemanly a man Mr. Smith is. "I like him." It's all good business, gents. You can't afford to have even a boy or girl down on you. You can't afford to have *anybody* down on you. Don't you forget that the boy and girl are going to grow up and be in the market. If they're down on you now they'll be down on you then.

Every day I see breaks like this. Only yesterday I saw an old fellow that looked like he thought he was President of Heaven walk into a store to buy something. You could see right away that he thought he ought to have a fence built around him. The grocer called him "doc"! A blind man

could see how he liked it—not. It was just as easy to call him doctor. That sent *him* out all ruffled up.

Women are queer things. They have to be treated right, or they talk all over town against you. There's as many kinds of women as there's kinds of dress goods, and then some. You can get fresh with some of 'em, and get away with it, but if you try to get fresh with the others you're in wrong in seconds.

You'd think anybody with half an eye could tell the difference, and yet I know one grocer that gets fresh with *all* the women. Make no difference who they are or what they are—he's there with his little jollies, and if they don't like them he can lump it. The worst of it is

Weekly Window Display Suggestions



Watermelon Display.

Make a display out of the first batch of watermelons you get. Have your window in shade as much as possible and first make two broad steps to fit the window and cover them with green crepe paper. Arrange along the very front of the window a melon in eight slices, then on the first shelf place the halves of three melons, and on the top step place two whole melons on each side. Then in the centre of the top shelf place a very large melon on blank scale, with placard like illustration. Be sure the melon is firmly held in place and is exactly in the center, so that it will not roll. Have your customers guess the weight of the melon and put their answers with their names and addresses, in a box and then give the melon to the person giving the correct answer or nearest answer. Hold this contest for three or four days, as you see fit. This is the way to make the blank scale. Use a corn box and make the lid extend about four or five inches at the bottom. A little stick nailed to the inside of the box and to the extended end (as this will hold it in position) can be used to form the front of the scale, thus making a slant from the edge at the top. Take a piece of wood the size of the top of the box and fasten it to the top of the box, but between these two nail a small block of wood to give the scale effect, about three inches high. Cover the box, top, block and all with black glazed paper. Now cut the dial from white cardboard, paste in the center of the slant and cut eight little arrows from tinfoil, pasting them on the dial.

ks they all like it—can't see at
blind as a bat. Even his clerks
on about him, and his wife's wild
the time. He even gets fresh
h her. He sizes himself up as a
ppy little soul, always jolly and
od-natured. To himself he's a
ch of a comedian. Some of his
men customers agree with that,
t the others look on him as a
med nuisance.

t ain't good salesmanship to be
oked on as a blamed nuisance.
at is, I've been told so—I
t't ever had any personal ex-
perience along that line. (Go to
ander!)

THE STROLLER.

Dry Goods Business Increasing.
Marshall Field & Co. in their weekly
view of the dry goods trade say:—

Current wholesale shipments of
dry goods show an increase over
those of the corresponding week a
year ago as a result of the few
days of weather more favorable to
retail selling.

A good volume of business for
both immediate and future delivery
has been booked during the week
by our traveling organization.

Collections were good.
The market on staple domestic
cotton goods is firm, and we believe
prices are as low as present con-
ditions warrant.

THE VALUE OF BRIGHT STORES

¶ The difficulty of mak-
ing a sale—whether it
be dry goods or vege-
tables, jewelry or shoes
is increased tenfold in
a poorly lighted store.
Other things being
equal, the Electrically
lighted shop will do
more business than the
store which uses other
illuminants. "Indoor
Daylight" can only be
obtained by the use of
Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets



A Clean, Quick Moving Stock

of the finest selected India and Ceylon tea, full flavored,
skillfully blended and packed in attractive air-tight tins—
easy to handle, easy to sell. That is why up-to-date,
progressive merchants display and push

TETLEY'S TEA

Its distinctive flavor and unvarying high quality attracts trade
and holds it. Every sale means a permanent, profitable cus-
tomer. It pays to recommend TETLEY'S—it

Will Make Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street, New York



TELL YOUR CUSTOMERS

"TETLEY'S is the cleanest and most economical tea to use,
because the air-tight tin keeps in all the fresh, full flavor and fra-
grance, and keeps out the dust and dirt."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



318.—The Danger of Giving Employees a Share in One's Business.

Almost every few minutes, it seems to me, I come across a kind-hearted employer who wishes to give his employees an interest in his business. Usually he will do it by incorporating his business and giving so many shares of stock to the favored employees. Occasionally it is done by making a partnership out of it and giving the employees a small minority interest. In all these cases the employer figures that he will still control the situation, because if it is a corporation, he will be the majority stockholder, and if it is a partnership, he will hold the dominant interest.

I have helped to carry a considerable number of these philanthropic deals through, but never without clearly explaining to the employer the chance he was taking when he put his employees in a position to annoy him. Sometimes when this possibility was explained, the employer changed his mind and arranged his benefactions in another way. Others went ahead and took the chance, and one in particular who did this, got into the precise tangle which I had advised him he might get into. I am going to use his case as a sort of horrible example. My object is to make the employer who reads these articles understand that the employee who receives a share in his business is not always consumed with gratitude, and sometimes uses in a very cold-blooded fashion the weapon which the employer has himself put into his hands.

The man I speak of had a good-sized retail business, employing about fifteen clerks. He had grown well-to-do and like many another, wished to reward some deserving employees, chiefly his older clerks and his head bookkeeper. He decided to turn his business into a corporation and to present each of the employees in question with a

little block of five shares of stock. He was advised of the possibilities of this, but felt sure that "the boys" would be so grateful that they would never do anything against him. He took the chance, the business was incorporated and the stock issued to about five employees.

Nothing happened for a year, or until the first annual meeting of the corporation. The question of declaring a dividend came up, and at once the trouble began. It became disclosed for the first time that one of the oldest clerks—one of those receiving stock—had long disagreed, secretly, with his employer's method of conducting the store. He had no right to object before, but he was a stockholder now, and he said what he had to say and said it rather offensively. The old employer was much shocked, and retorted sharply. To make a long story short, the clerk-stockholder eventually began suit against the corporation and its officers, on the ground that the enterprise was being mismanaged, that exorbitant salaries were being paid, that the assets were being wasted, and the interests of the stockholders were being sacrificed. He moreover got an order from the court compelling the corporation to let him examine the books, and he marched in the office with his accountant day after day in the most aggravating fashion.

Altogether it was one of the most distressing experiences that this employer ever had. Through it all, the clerk did nothing which any minority stockholder cannot always do to harass the majority. He can always object to the way the business is being conducted; he can always bring suit on some such grounds as the above; he can always get an order from the court permitting him to examine the

books, if his object is to get information with which to protect his own interests as a stockholder. In short, a minority stockholder in a corporation, while he can be outvoted on every occasion, has a very considerable power for trouble and annoyance.

That is one risk which every employer takes when he gives employees stock in his business. It can very easily be avoided. An employer instead of giving an employee stock, can give him the

benefit of the stock. That is, he can set aside a block of stock for the benefit of the employee, who collects the dividends from it, but does not vote it. The employee, while getting just as much from the stock as if he owned it, is not a stockholder, and his capacity for harm is no greater than when he was merely drawing a salary. I always recommend that the thing be done this way, and have no doubt that a lot of trouble could be saved had this advice always been followed.

The employer who gives an employee a small partnership interest in his business, is taking the same risk in a somewhat different way. He can accomplish almost the same result by giving his employee a share in the profits, which of course does not admit him to partnership.

(Copyright, July, 1915, by Elton J. Buckley.)

Pennsylvania Organization Notes.

Franklin is interested in the "Buy Home" movement and expects to make

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Information Signs. — Information signs are signs that tell about things that are out of sight. We used to stop selling horse radish in May. Cut out dill pickles in June. Would never think of offering loose mince meat in summer. Handled celery in cool weather only. We allowed our smeared friends to go without their Saturday treat on account of the hot weather, and so on.

Framed information signs placed around the store tell people these things are in stock—in the cooler. Just because it "isn't the custom" to carry them in the summer is the very reason your store should do it. They will command a better price, too, and rightly, because it costs more to handle them. Besides, isn't it a good ad. for a store to get the name of carrying goods that are, ordinarily speaking, out of season? Won't Miss Clara's young friends, who "just dearly love dill pickles," ask her where she buys them, and is it not a bit likely that a few mothers will be asked to put them on their list?

Summer Eating.—What a difference it makes when you meet people half way. A well-displayed line of light-eating things just now pays well. A

can of tuna fish is picked up here, a can of lobster there, a can of crab meat or shrimp another place, and in between these you have your salad dressing and olive oil. The whole display is so very suggestive, especially when a few heads of lettuce are moved with it, that folks simply "must have these things."

Your Worst Fault Is Inaccuracy. Thus a certain clerk was addressed long ago. It is such a decided failing of his that he is practically out of line for promotion. He is the type who forgets things, who gets prices wrong, who gets your ideas wrong, and who is otherwise very intelligent and very active, yet inaccurate. Jumps at things. Doesn't think.

If any of you know yourself to have this drawback get yourself together, to speak, and shake off the habit. Realize that confidence and promotion go hand-in-hand, and this confidence is the result of doing things right. Have pride in carrying out orders promptly and correctly. If you fail to do it and feel humiliated, you are on the right way, but if you experience no regrets for your inefficiency, you are to be pitied.

strong campaign of education along these lines. Mr. George B. Woodburn is the matter in charge.

The Clearfield Chamber of Commerce will install a credit rating system for the protection of the business men.

Greenville merchants are availing themselves of the facilities offered by the New York packing company, which combines all packages and forwards them in one shipment, either by express or freight, thus saving money to the merchant.

Columbia merchants are interested in the "Buy at Home" campaign.

New Castle merchants have sent State Secretary Howes a check for \$42 as a nucleus for a legislative fund to be used as necessity requires. The gift is conditioned that other associations cooperate, if not, the money reverts to the New Castle Association.

This is a step forward; if we expect to secure legislation we must have money for publicity and other purposes. If each merchant in the State would add on a dollar we would have a fund big enough to do things with. Who will follow New Castle's example?

Atlantic City grocers and butchers have formed an association for mutual protection. Ninety-three members have been enrolled. Officers have been elected as follows: President, Joseph Myers; vice-president, D. J. Lewis; secretary, E. Deutsch; treasurer, N. Ager. The following Committee on By-Laws has been appointed: I. Blumberg, chairman; Joseph Shapiro, Geo. S. Brooks, L. Thompson, G. Hausen, W. H. Smith, L. Fishman and J. Shill. Mr. Smedley was present by invitation on June 23d and addressed a big audience at Curry's Hall. The meeting was marked with much enthusiasm and unless all signs fail, a good association will be the result.

The next big event on the association calendar will be the annual convention of the State Retail Merchants' Association. This event has been arranged for September 7th, 8th and 9th at Exposition Park, Conneaut Lake, Meadville. A big attendance is expected. The following committee on programme has been selected: Wm. Smedley, chairman; J. A. Edgar, A. Kaiser, Philadelphia; J. W. Kendall, Warren; H. W. Shaffer, Lock Haven; Theodore Landsberg, Erie, and C. M. Wessels, Philadelphia. The committee desire suggestions from the members at large. What topics do you want on this programme, Mr. Merchant? Let us hear from you. An effort will be made to make this the best yet held. There should be a large attendance. This year delegates will receive a portion of the mileage expense back, as under the Pennsylvania Plan \$700 has been appropriated for this purpose.

The summer season usually means that regular meetings of the association are abandoned. Interest in organization

A POINTER

WRIGLEY'S spear—the sign of the perfect gum in the perfect package—has pointed a way of happiness to millions of people; not only those who have bought and enjoyed the best chewing gum made—but those who have sold it—the Retail Merchants.

The wonderful WRIGLEY distribution—so complete that any person in any corner of the United States has but to step into the nearest store to find **WRIGLEY'S SPEARMINT** or **WRIGLEY'S DOUBLEMINT**—is convincing proof of the necessity and value of dealer co-operation—without which, one of the heaviest advertising expenditures in the world would fail to secure maximum results.

Through the **Pennsylvania Plan** we hope to show the merchants of Pennsylvania not only that we believe in them, but that real co-operation between



manufacturer and merchant means better stores, increased sales and greater profits.

Don't forget that the more prominently you display it, the more benefits and profits *you* will get from this most widely advertised product in the world.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm. Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S gives you *double* value—every package has five big sticks of delicious gum AND a United Profit-Sharing Coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants' Association



should be kept alive, nevertheless. During the period of vacation plans should be formed for aggressive work in the fall. Many associations have arranged for outings and picnics. Associations, to be worth anything, should be kept alive.

Mr. Smedley addressed the newly organized Plymouth Association on June 30th.

Many associations are working hard to secure a share of the Pennsylvania Plan money.

The big excursion of the Frankford Association is scheduled for July 28th. The place, Atlantic City. If the weather is good there will be a record breaking crowd.

The Frankford Association has recently admitted 34 new members.

The Johnstown Merchants' Credit Bureau is doing good work for its members.

The Kittanning Association is forging ahead. Recently a committee from this organization visited the Butler grocers to learn something of the methods employed by them.

The Minersville Association is gaining steadily in membership and influence. It has attacked the peddling evil and is striving to eliminate this evil without any bad effect on the home merchant. The association is preparing for a big Fourth of July celebration. There is a great get-together spirit all over the town. A prize essay contest on "Home Buying" is now under way.

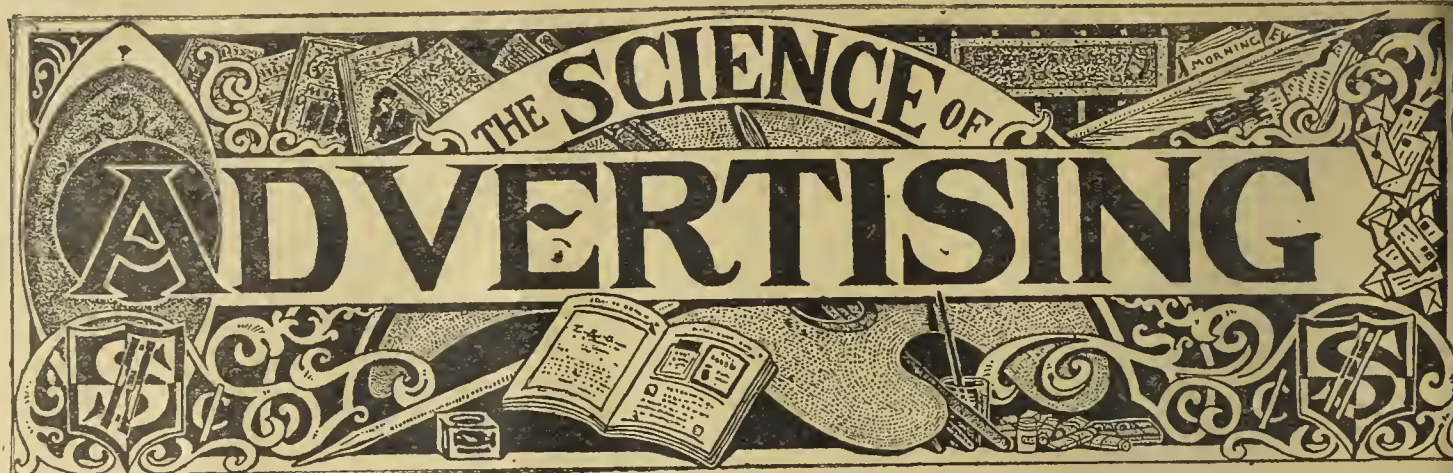
Mt. Carmel Association has decided to observe half holiday weekly during the latter half of June and all of July and August. Stores will be closed all day July 4th and Labor Day. The association will picnic on August 11th at Maysville Park. H. J. Kimmell, the secretary, has been elected a delegate to the State convention.

The Pittsburgh Butchers' Association will enroll as members the butchers of Homestead, Duquesne, Turtle Creek and all towns near Pittsburgh. The Homestead butchers recently tendered a complimentary dinner to the Pittsburgh Association. The Pittsburgh butchers will picnic at Kennywood Park on July 28th. There will be an ox roast, bicycle races and a big ball game.

The Pittston Association will picnic at Valley View Park on Wednesday, August 4th. A big programme of sports has been arranged and about \$100 in merchandise will be given as prizes. Pittston expects to be well represented at the State convention.

Mr. Smedley will address the Manheim Merchants' Association on July 15th.

There should be an attendance of 1,000 merchants at the State convention. Will you be one of the number?



Bland, Va., May 27, 1915.
Editor "Science of Advertising."

Gentlemen:—We inclose for your criticism a small circular. This helped business and cleaned up quite a lot of odds and ends. Money is so scarce, we did not do near the business we would had times been good. We are thinking of having another after lambs are sold. The past 18 months has been the worst in my experience.

Yours truly,
F. A. CRABTREE.

The circular enclosed was small, measuring 5½ x 8 inches; paper rather poor. Here is the slightly reduced reproduction:—

I assume that these are odds and ends, gathered from the different departments of the store for a clean-up sale. I would have said that. People seem to have more confidence and buy quicker in bargain sales like that, than in bargain sales which are held for any of the innumerable other reasons.

I think these goods should have been described more in detail. What kind of slippers? What kind of hats? What kind of dress

distract her, and she doesn't do. You lose that sale. On the other hand, look at it this way. Suppose foulard is what she wants, and you say in your advertisement that you are selling foulards in the sale. Ten chances to one she will go right down town to your store. I should always describe the goods so that everybody knows fairly well what they are.

I would have made this circular go a little further. Instead of merely saying, "All Dry Goods and Notions 10 per cent. off," I would have gone on to say, "Such as the following":—and given maybe a list of ten articles showing a 10 per cent. reduction. I would also have offered probably twice as many things.

I have noticed that all the successful advertisers who pull special sales, go through one stage that I have no doubt they have found helpful—they systematically work up and play up the sale. They will begin to talk about it several days before it opens, telling how long they have been preparing for it, what lengths they went to, how they went about it, and so on. Of course the purpose is to whet the public appetite, and I have no doubt it does it. It gives the sale an importance—makes an event of it. Mr. Crabtree will find this idea as useful to him as to anybody. He has not applied it at all in the above circular. Without any playing at all he announces his sale and off the reel. I suggest that he try the other plan and see if he does not get more out of it.

NOTE.—This department is devoted to the criticism of advertising matter, in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

BIG CLEAN UP SALE

Beginning on Thursday, May 20th,
and ending on Monday, May 24th,
we will sell for Cash or Good Produce
the following goods:

- 7 pairs Old Ladies' Slippers, former price \$1 35, in this sale 75c.
 - 8 pairs Misses Slippers, former price \$1.25, sale price 69c.
 - 40 pairs Men's and Boy's Shoes \$1 25 to \$2 50, sale price 98c.
 - \$75.00 worth of Ladies' Misses and Children's Hats 25 to 50 per cent off
 - \$250.00 worth of Mens' and Boys' Suits and Pants at Cost.
 - A lot Ladies' Dress Goods at 25 per cent under former price.
 - 10 dozen Men's dress and work Shirts at 39c each.
 - 25 Men's \$1.00 dress Shirts for 79c each.
 - All Dry Goods and Notions 10 per cent off.
 - Other articles too numerous to mention.
- Come one, come all, and take advantage of these LOW PRICES.

F. A. CRABTREE & CO.,
Effna, - - - - - Virginia.

Mr. Crabtree says this circular pulled. If it did, it would probably have pulled better if it had been a little fuller. I would have made it about twice this size, and would have made the printer use a little more taste in its arrangement. A border would have helped, and a little different method of arranging the offerings. The reason for the sale deserves a little more explanation.

goods? This is the psychology of a condition like this: A woman in your town is in the market for a certain kind of dress goods. She sees your advertisement. It says "Ladies Dress Goods," which may or may not include the kind she wants. She thinks "I'll look into that and see if my kind is in the sale," but before she can get around to it a hundred things happen to

Does \$175 Mean Anything to You Fellows With Windows?

If it does, go in the **Lipton Tea** window dressing contest, for \$175 is what we'll give away in prizes.

Two strong reasons why you should make a **Lipton Tea** display now-- 1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the \$175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	=	=	=	=	\$75
For the Second	=	=	=	=	\$50
For the Third	=	=	=	=	\$25
For the Fourth	=	=	=	=	\$15
For the Fifth	=	=	=	=	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

5 cases Banquet Pepper, in sifting glass bottle, 70 cents dozen.
10 boxes Huyler's $\frac{1}{2}$ Cocoa, 25 cents lb.
15 boxes Rona Cocoa, $\frac{1}{2}$, 30 cents lb.
10 boxes Rona Cocoa, $\frac{1}{3}$, 30 cents lb.
3 doz. Wood Lemon Squeezers, 25 cents doz.
10 boxes 50s Swift Pride Cleanser, \$1.50 box.

15 boxes Brubaker's Pudding, 65 cents doz.

15 boxes Jellycon, assorted flavor, 45 cents doz.

1 case 50 Window Klene, \$1.50 box.

8 Boxes 4-oz. Favorite Lye, \$1.60 box.

3 doz. All Steel Washboards, \$2.75 doz.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price \$15, f. o. b. Berwick. FLOYD KLINETOB,
Berwick, Pa.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 74.

We have a lot of Standard Disc Records from the Standard Talking Machine Co. They retailed at 60 cents apiece; will sell at sacrifice. What is your offer, part or all?

SCHUMM & YREKE,
Amsterdam, N. Y.

Offer No. 75.

I have on hand 100 pounds Sour Dried Apples, at 5 cents per pound.

FULMER J. REIF, Harrisburg, Pa.

Offer No. 76.

We offer the following, terms cash with order, f. o. b. Mount Carmel all guaranteed to be in first-class condition:—

4 cases Buckrellen Brand Kipper Herring, Norwegian, 100 $\frac{1}{2}$ s to case, 1 per case.

28 cases Navigator Brand Kipper Herring, Norwegian, fancy quality, 1 is to case, \$7 per case.

41 cases Navigator Brand Kipper Herring, Norwegian, fancy quality, 1 $\frac{1}{2}$ s to case, \$6.25 per case.

18 cases Half-Moon Brand Delicates Herring, Norwegian, 100 $\frac{1}{2}$ s, oval, tomato sauce, \$7.75 per case.

7 cases Snider's Catsup, 24 16-ounce to case, \$1.84 per dozen.

50 boxes Tomson's Red Seal Borax Soap, 100 5-cent, \$3.44 per box.

SCHNEIDER BROS. & Co.,
Mount Carmel, Pa.

Offer No. 77.

I have for sale at a very low price small auto, single cylinder, air-cooled engine, 7-horse power, friction drive, cost \$400 new, equipped with wheel and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale in good condition. Will weigh amount up to 600 pounds. Cost \$1 will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue B. Corn, a second-grade corn, packed in Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multiplying machines, for producing imitation typewriting. This is the best machine the world for this purpose. We need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$5 cash.

ADVERTISING NOVELTY MFG. CO.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register with clerks' keys and tape on the side and registers up to \$10; in good order. I paid \$225 for same and will sell for \$50.

JAMES OPENSRAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator nearly new, capacity 600 pounds 1 hour, for hand power; cost \$45; as have gone out of the cream business will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in bulk. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—To buy between this and September 1st, a second-hand six-ton refrigerator plant, refrigerator and all appliances needed for a first-class fresh meat department. Address W. M. Little, Hattstown, Pa. 4

WANTED.—A National cash register for \$25. Address W. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

WANTED.—Second-hand labeling machine, suitable for labeling Nos. 2 and cans. Address The Ryan-Correll Co., Hattstown, Pa. 2

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest cash price; also original cost. Address "Quick," care "Modern Merchant and Grocery World" office.

WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred.

Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

FURNISHED BUNGALOW.

FOR SALE OR RENT.—Six-room bungalow on Manasquan beach. Water and sewer connections. Address A. B. Crawford, 17 Hudson St., Freehold, N. J. 2

STORES.

FOR SALE.—Corner store and dwelling, at Twenty-third and Fifth streets, suitable for restaurant or oyster business; eight rooms and bath; price \$5,850. Address K. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

FOR RENT.—Store, suitable for grocery; 1,500 population; one other store doing about \$40,000 yearly; fine opportunity for profitable cash business; \$17.50 per month. Address P. E., care

Grocery World Publication Co., 927 Arch St., Philadelphia. 29

FOR SALE.—Stock and fixtures of a first-class delicatessen and grocery store; location also suitable for meat store. Will sell to a quick buyer for \$1,750. Address N. E. corner Twenty-seventh and Somerset Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of a first-class home cooking and delicatessen store, South Sixtieth street, near Market. Will sell to a quick buyer for a very low figure, \$1,150. Address S. C. F., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FOR SALE.—Stock and fixtures of well-established general store in Lewistown. Reason for selling, ill health. Address Thos. Myers, Lewistown, Pa. 3

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

FOR RENT.

FOR RENT.—Modern store, good location; splendid opening for high-class baker; manufacturing town; plenty of wealth; business always good; 7,000 people. Address Harry E. Swan, 168 Main St., Hudson Falls, N. Y. 1

MISCELLANEOUS.

FOR SALE.—Having discontinued the cart on the road, we have one grocery cart, in first-class condition. Will carry 1,500 to 2,000 pounds. Running gears alone worth more than we ask for cart. Address A. H. and W. R. Andrews, Prattsburgh, N. Y. 4

FOR SALE.—At \$30, Oliver typewriter. Not a rebuilt machine, but in good condition. Cannot take less than asked. Address H. F. Snader & Co., Adamstown, Pa. 5

FOR SALE.—Light delivery wagon and single harness. Address Owner, 460 Asbury Ave., Ocean City, N. J. 26

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

PATENTS

and Trade-marks procured promptly and properly in all countries

Davis & Davis, Washington, D. C.

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



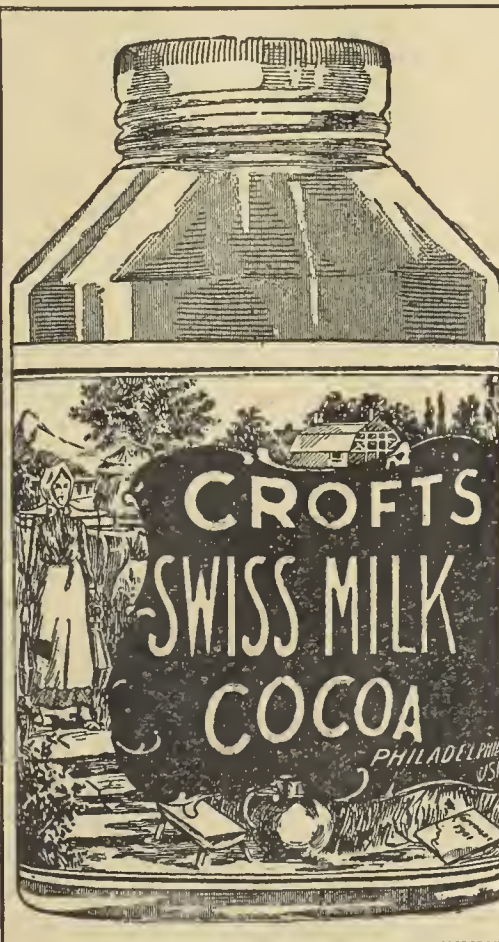
How About Yourself?

If you eat cereals yourself, have you ever eaten anything as much and as continuously as Wheatena? Wheatena is the cereal that people don't seem to tire of. It sells and repeats month after month and year after year. The hearts of fancy wheat-grains. We pack Wheatena almost as if it was jewelry, and guarantee it no matter whose hands it is in.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n



Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA, Pennsylvania

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JULY 5, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Mustard.....	26	Sauces.....	26
Axle Grease.....	2	Drugs.....	22	Nuts.....	20	Scouring Soaps.....	20
Baking Powder.....	14	Datenut Butter.....	19	Oatmeal.....	14	Seeds.....	14
Barley.....	14	Extracts and Essences.....	23	Oysters.....	16	Soda-Bi-Carb.....	16
Beans.....	14	Extract of Beef.....	13	Oils.....	19	Soft Drinks.....	19
Blackening-Shoe.....	3	Evaporated Milk.....	9	Olives.....	19	Soap Powder.....	19
Bluing-Dry.....	3	Eggs.....	12	Package Coffee.....	3	Spices.....	3
Bluing-Liquid.....	3	Fancy Groceries.....	13	Paper.....	9	Stove Polish.....	9
Bouillon Cubes and Liquids.....	13	Flour.....	13	Peas.....	14	Sundries.....	14
Brushes.....	28	Farinaceous Goods.....	13	Pure Olive Oil.....	19	Syrup and Molasses.....	19
Butchers' Sundries.....	21	Fresh Fish.....	16	Peanut Butter.....	19	Smoking Tobacco.....	19
Butter.....	4	Green Coffee.....	3	Pickled Meats and Fish.....	11	Table and Cooking Oil.....	11
Cakes and Crackers.....	10	Gelatin and Prepared Desserts.....	15	Pickles.....	20	Tapioca.....	20
Candles.....	4	Horseradish.....	17	Popping Corn.....	15	Tea.....	15
Canned Goods.....	5	Hominy.....	14	Provisions.....	20	Toilet Soaps.....	20
Canned Meats.....	6	Honey.....	27	Plum Pudding.....	24	Tobacco-Plug.....	24
Catsup.....	4	Ink.....	17	Preserves, Jellies, Jams and Marmalades.....	17	Vinegar.....	21
Cereal Specialties.....	14	Jars and Jar Rubbers.....	4	Prunes.....	3	Wood and Willow Ware.....	24
Cheese.....	12	Ketchup.....	4	Roasted Coffee in Bulk.....	3	Yeast Cakes.....	24
Chewing Gum.....	23	Lamp Goods.....	18	Rice.....	27		
Chocolate and Cocoa.....	8	Lentils.....	14	Refined Molasses and Syrups.....	27		
Cider.....	23	Lime.....	19	Rope, Tie Yarn, etc.....	27		
Clams.....	16	Lye and Potash.....	18	Raisins.....	17		
Cleavers and Polishing Compounds.....	24	Lard and Compounds.....	20	Sugar.....	1		
Cocoanut.....	17	Live Poultry.....	21	Shoe Dressing.....	2		
Cornmeal.....	13	Laundry Soaps.....	25	Sardines.....	6		
Cornstarch.....	26	Laundry Crystals.....	26	Saratoga Chips.....	16		
Condensed Milk.....	9	Laundry Starch.....	26	Soups.....	7		
Cottolene.....	12	Macaroni.....	15	Smoked Fish, Codfish and Mackerel.....	15		
Coffee Essence and Chicory.....	3	Mapleine.....	22	Sauer Kraut.....	12		
Delikatessen.....	10	Matches.....	18	Salt.....	23		
Dried Fruits.....	17	Mince Meat.....	18	Salad Dressing.....	24		
Dried Meats.....	21	Maple Syrup.....	28	Sal Soda.....	24		

ADVANCES.

Flour.....	2
Dressed Meats.....	6

DECLINES.

Cottolene.....	24
Lard and Compound.....	24

SUGAR.

	Barrels.
Cut Loaf.....	7.15
Eagle Tablets.....	7.65
Crystal Dominoes, 24 5-lb. pkgs.....	8.75
" 60 2-lb. pkgs.....	9.25
Patent Cubes.....	6.50
Confectioners' Lozenge.....	6.40
Powdered.....	6.35
Fruit Powdered.....	6.25
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.55
Granulated, fine or standard, McCahan.....	6.25
" Franklin.....	6.30
" extra fine, bbls.....	6.25
" 2-lb. bags.....	6.55
" 5-lb. bags.....	6.45
" 10-lb. bags.....	6.40
" 25-lb. bags.....	6.40
" 100-lb. bags.....	6.25
" coarse.....	6.35
Confectioners' Crystal A.....	6.25
A Confectioners'.....	6.15
A No. 1.....	6.00
A No. 2.....	5.95
Franklin B.....	5.80
Extra C.....	5.55
C.....	5.40

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 - .45
Choice, ½ and ¼ chests.....	.35 - .38
Finest, ½ and ¼ chests.....	.27 - .30
Fine, ½ and ¼ chests.....	.23 - .25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30 - .35
Choice, ½ and ¼ chests.....	.25 - .27
Finest, ½ and ¼ chests.....	.22 - .24
Superior, ½ and ¼ chests.....	.16 - .20
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 - .35
Choice, ½ and ¼ chests.....	.20 - .25
Good to superior, ½ chests.....	.17
First crop, about 28-lb. original boxes.....	.20
Gunpowder, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .30
Extra seconds, ½ chests.....	.22 - .24
Seconds, new, ½ chests.....	.25
Imperial, green—	
Firsts, ½ chests.....	.38
Seconds, ½ chests.....	.25 - .30
Japan, green—	
May pickings, ½ chests.....	.38 - .40
First crop, ½ and ¼ chests.....	.30 - .35
Second crop, ½ chests.....	.28 - .30
Basket fire, uncolored, needle leaf, ½ chests.....	.32
Young Hyson, green—	
Firsts, ½ chests.....	.35 - .40
Hyson, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .32
Seconds, ½ chests.....	.25 - .27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
1 lb. ½ lb. ¼ lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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	1 lbs.	½ lbs.	¼ lbs.
Lipton's Tea, 50-lb. cases—	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" Red.....	.45	.46	.47
" Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	
" Blue.....	.45	.46	
Formosa Oolong, Salmon.....	.51	.52	
" Cream.....	.45	.46	
Ceylon Green, Purple.....		.52	
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....			.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....			.90

AMMONIA.

	Per doz.
Victor, 16 oz., 3 doz.....	.40
O. K., 3 doz.....	.42½
Colburn's, 2 doz.....	.85
Parson's, 2 doz.....	.85
" 10c., 3 doz.....	.85
Banner Dry Ammonia.....	.95½
White Foam Household, 10 oz., 3 doz.....	.90
" 16 oz., 2 doz.....	.90

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. .75
Mica, ¼ gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder—	
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
½ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.20
Leslie's—	
½-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.87½
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	3.60
Sea Gull, 7½-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
½ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
" No. 2, ¼ gross.....	3.00
" No. 3, ¼ gross.....	3.30
" No. 4, ¼ gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" Russet.....	.75

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Black Shine, No. 2.....	.45
" No. 3.....	.75
Tan Shine, No. 2.....	.45
" No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" Army and Navy, 1 doz.....	.85
Boyer's French Dressing.....	.65
" Oil Polish.....	.78
Easy Bright, ladies.....	.82½
Admiral Russet Combination.....	.70
" Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Mocha, genuine, finest, ½ and ¼ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.13½
Carcacas, fancy, washed.....	.16½
Maracaibo, strictly fancy, mld, choice.....	.14½
Santos, Peaberry, extra fancy.....	.12¾
Santos, fancy.....	.11¾
Rio, Golden, fancy.....	.11½
Rio, prime.....	.09½

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27¼
Mocha, finest.....	.33½
Mocha Seed Santos.....	.15½
Carcacas, extra fancy, washed.....	.20¼
Maracaibo, extra fancy.....	.17
Santos, Peaberry, extra fancy.....	.15½
Santos, extra fancy.....	.16
Rio, Golden, extra fancy.....	.14½
Rio, prime.....	.11½

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Koeysr," 50 tins in box, per box.....	4.65
Tomson-Hummel's, tin, ¼ gross.....	2.60
" imp., ¼ gro.....	2.15
Floto's, Improved, ¼ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
" No. 3, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
" No. 2, 3 doz.....	2.50
" Mammoth, 3 doz.....	3.60
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3.90
French Laundry, large, ¼ gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4.00
" 8 oz., 3 doz.....	6.50
" 16 oz., 1 doz.....	9.50

BUTTER.

Tub Butter—	
Creamery specials.....	
" extra, 60-lb. tubs.....	
" first, ".....	
" second, ".....	
" third, ".....	
" dairy, extra, bakers' use, 30-60 lbs.....	.23-
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.29-

Print Butter—	
Prize.....	
Gurnee, lbs. and ¼ lbs.....	
Awitru.....	
Milhen Farm, lbs. and ¼ lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	.29-
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	P
" 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Mason's—	Per
Half gallons.....	7
Quarts.....	4
Pints.....	4
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
" " 5-lb. lots 1 cent per lb. less.....	
Jar Tops—	
½-gross boxes, no rubbers.....	Per
5-gross lots.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's—	P
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, ¼ pint, 2 doz.....	
Tobasco, ¼ pint, 2 doz.....	
Beech-Nut—	
Pints.....	
½ pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato—	P
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Beans—	
Libby's—	
" & M., No. 2.....	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....	1.90
Nider's, No. 2.....	1.40
"an Camp's, No. 2.....	1.40
Bruikshank's, No. 2.....	1.35
Leinz's, No. 2.....	1.40
Dog's Head, No. 3.....	1.25
Victory, No. 1.....	.47½
Matoes—	
Standard, New Jersey, No. 3.....	1.05
" Maryland, No. 2.....	.60
" No. 3.....	.80
na Beans—	
Standard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
Fancy, small, No. 2.....	1.50
ing Beans—	
Standard, New York, No. 2.....	1.10
Extra fancy, New York, No. 2.....	2.00
Fancy, New York, No. 2.....	1.50
Standard, Maryland, No. 2.....	.70
d Kidney Beans—	
Standard, New York, No. 2.....	.95
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.90
rn—	
Standard, New York, No. 2.....	.90
Fancy, New York, No. 2.....	1.00
Standard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.30
Fancy, Maine, No. 2.....	1.30
Shoe Peg, No. 2.....	.85
Whole grai, No. 2.....	.75
as—	
Standard, New York, No. 2.....	1.25
Sifted, New York, No. 2.....	1.50
Extra sifted, New York, No. 2.....	2.00
Standard, Southern, No. 2.....	.85
Sifted, Southern, No. 2.....	1.00
Extra sifted, Southern, No. 2.....	1.40
Standard, Indiana, No. 2.....	.80
Sifted, Indiana, No. 2.....	1.10
Extra sifted, Indiana, No. 2.....	1.40
Standard, Wisconsin, No. 2.....	1.10
Sifted Wisconsin, No. 2.....	1.40
Extra sifted, Wisconsin, No. 2.....	2.00
ets—	
Standard, New York, No. 2.....	1.25
" No. 3.....	1.25
" New Jersey, No. 2.....	1.10
" No. 3.....	1.10
ccotash—	
Standard, New York, No. 2.....	1.00
Fancy, New York, No. 2.....	1.25
Standard, Maryland, No. 2.....	.95
Fancy, Michigan, No. 2.....	1.15
sgaragus—	
Small, No. 2½.....	2.00
Medium, No. 2½.....	2.20
Large, No. 2½.....	2.50
Spis, No. 1.....	2.25
mpkins—	
Standard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
pinach—	
Standard, Maryland, No. 3.....	1.00
our Krout—	
Standard, New York, No. 3.....	.85
" Maryland, No. 3.....	.80

California Canned Fruit.

apricots—	
Extra, No. 3.....	2.75
" No. 2½.....	2.10
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
artlett Peas—	
Extra, No. 3.....	2.50
" No. 2½.....	2.30
Extra Standard, No. 2½.....	2.15
Standard, No. 2½.....	2.15
White Cherries—	
Extra, No. 3.....	2.90
" No. 2½.....	2.50
Extra Standard, No. 2½.....	2.25
Standard, No. 2½.....	2.25
eaches, Lemon Cling, Sliced—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
eaches, Lemon Cling—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.45
eaches, Yellow Crawford—	
Extra, No. 3.....	2.80
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.70
Standard, No. 2½.....	1.40

Eastern Canned Fruits.

Apples—	
New York State, No. 3.....	.90
" No. 10.....	2.75
Blackberries—	
In syrup, No. 2.....	1.35
In water, No. 2.....
Cherries—	
White Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
Peaches—	
Table, No. 3.....	1.35
Seconds, No. 3.....	1.15
Pie, No. 3.....	.85
Pears—	
Bartlett, Extra Standard, No. 2½.....	2.00
Keifer, syrup, No. 3.....
" water, No. 3.....
Plums—	
Heavy syrup, No. 2½.....	1.25
Light syrup, No. 2½.....	1.00
Blueberries—	
Maine, in water, No. 2.....	1.40
Strawberries—	
Extra preserved, No. 2.....	1.80
Preserved, No. 2.....	1.60
In water, No. 2.....	1.20

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.50
" Standard, No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.95
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	5.25
" No. 1, flat, 4 doz.....	5.25
" No. ½, flat, 4 doz.....	2.60
Star, No. ½, flat, 4 doz.....	1.50
" No. ½, flat, 4 doz.....	2.50
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
" Soused, ½s, oval, 100s.....	15.00
" " high oval, 100s.....	18.00
" Fresh Mackerel, 100s.....	19.00
" dgl, Young Mackerel in Olive Oil, ¼s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kipperd Herring—	
Maconache's, plain.....	1.60
Normanna, Tomato Sauce, 100s.....	11.00
" Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
" Cod, 1-lb. round tins, 100s.....	23.00
" " high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.45
" No. 1, flat.....	2.50
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" medium red, tall.....	1.30
" pink, No. 1, tall.....	1.05
Shrimps, No. 1, wet.....	1.20

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.....	11.50
" ¼s, Tomato Sauce, 100s.....	11.50
" ¼s, oval, Royans a la Bordelaise, 100s.....	15.00
" Portuguese, Olive Oil, ¼s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
" D. & G., ¼s.....	26.50
" Ispa, ¼s.....	28.00
" Gondolier, ¼s, 100.....	18.00
" Landell, ¼s, 100.....	9.50
" Martell, ¼s, 100.....	10.50
" " ¼s, 100.....	15.00
" Loyal, ¼s, 100.....	9.50
Argonauts, ¼s, 100.....	14.00
Orion, smoked, ¼s, key, 100.....	8.00
Tomato sauce, ¼s.....	15.00
Truffled, ¼s, key, 100.....	12.50
Spiced, ¼s, 100.....	10.00
Royanette, oval, ¼s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100.....	15.00
" ¼s, tomato sauce, 100.....	15.00
" ¼s, olive oil, 50.....	13.25
" ¼s, tomato sauce, 50.....	13.25
Sea Queen, ¼s, olive oil, 100.....	11.25
Sea Pearl, ¼s, olive oil, 100.....	9.40
Tea Time, ¼s, olive oil, 100.....	7.80
"Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s.....	3.90
No. 2, ¼s, 100.....	3.60
¼s, key, 100.....	3.80
Irma, ¼s, 100.....	4.00
Pickert's, Rival brand, carton, ¼s, 100.....	3.90
" ¼s, 100.....	6.00
Mustard—	
Irma, ¼s, 100.....	4.00
¼s, 100.....	3.60
¼s, 48.....	3.90
Continental, ¼s, key, 48.....	3.25
Irma, fancy, ¼s, 50.....	3.80
Gold Label, ¼s, 50.....	4.50
" ¼s, 100.....	7.00
Underwood's, ¼s, 50.....	4.50
Pickert's, Crown brand, ¼s, 48.....	4.00
" Columbias, ¼s, 48.....	3.00

CANNED MEATS.
Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.60
No. 2, 1 doz.....	4.80
Hash, No. ½, 2 doz.....	1.05
" No. 1, 2 doz.....	2.30
" No. 1, 1 or 2 doz.....	3.75
" No. 6, ¼ or 1 doz.....	13.25
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 1 doz.....	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.95
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	4.00

Sliced Beef.

Armour's—	
Glass, small.....	1.85
" large.....	3.35
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....
Erie brand.....

Loaf Goods.

Armour's—	
Beef, No. ¼.....	1.40
Chicken, No. ¼.....	2.25
Ham, No. ¼.....	1.40
Veal, No. ¼.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.60
No. 2, 2 doz.....	4.80
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.60
Kingan's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.25

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	7.75
" No. 2, 1 doz.....	8.50
" No. 2½, 1 doz.....	11.55
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.....	2.50
Chicken Liver, 5 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.47½
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....
" No. 1, 1 or 2 doz.....
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½.....	3.45
" No. 1.....	6.10
Turkey, No. ½.....	3.45
" No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" No. 2.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.....	.90
Campbell's, No. 15, 10½ oz., 4 doz.....	Per case
All kinds.....	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.....	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case 3.60
Curtice Brothers' Blue Label—	

Green Turtle.....	Quarts.	Pints.	½-Pints.
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes.....	.34
½-lb. tins, 6-lb. boxes.....	.31
½-lb. tins, 6-lb. boxes.....	.30
1-lb. tins, 6-lb. boxes.....	.29
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
½ lb., 6 and 12-lb. boxes.....	.29

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box.....	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.....	Per can. Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....	.18 1/2 2.20
1/2-lb. round cans.....	.29 6.48
1-lb. round cans.....	.57 6.84
60 lbs. in case.....	Per can. Per
5-lb. round cans.....	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.....	Per .28
Sweet Vanilla, 4 cakes to lb.....	.28
" 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
" 12 cakes to lb.....	.50
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	56
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per lb. 30
Bensdorp's Cooking Chocolate—	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case.....	.50
1 lb. boxes, 30 boxes in case.....	.55
1/2 lb. boxes, 60 boxes in case.....	.55
1/4 lb. boxes, 90 boxes in case.....	.56
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65
" 12-lb. boxes, 1/2-lb. tins.....	.36
" 6-lb. boxes, 1/2-lb. tins.....	.13
Stollwerck's Gold Brand Cooking Chocolate—	
No. 300, unsweetened, 1/2-lb. packages.....	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	
No. 1, large, 25 cent size, 6 tablets in box.....	Per box 1.10
No. 3, small, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, large, 25 cent size, 6 tablets in box.....	1.10
No. 53, small, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Cocoa—	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb. .39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.....	34 1/2	1/2 lb.....	.25
1 lb.....	41 1/2	1 lb.....	.30
2 lb.....	55 1/2	2 lb.....	.40
3 lb.....	72 1/2	3 lb.....	.52 1/2
4 lb.....	86 1/2	4 lb.....	.62 1/2
5 lb.....	1.07 1/2	5 lb.....	.77 1/2
6 lb.....	1.24 1/2	6 lb.....	.89 1/2
8 lb.....	1.52 1/2	8 lb.....	1.09 1/2
10 lb.....	1.76 1/2	10 lb.....	1.27
12 lb.....	2.01	12 lb.....	1.44 1/2
14 lb.....	2.35 1/2	14 lb.....	1.69 1/2
16 lb.....	2.98	16 lb.....	2.14 1/2
18 lb.....	3.18 1/2	18 lb.....	2.29 1/2
20 lb.....	3.56 1/2	20 lb.....	2.57
25 lb.....	3.95	25 lb.....	2.84
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.			
15x20, 5 reams in bundle.....		Per ream	.48
20x30, ".....			.90
24x36, ".....			1.20
Butter, Parchment—			
8x11, 1000 sheets.....		Per pkg.	.70
9x12, ".....			.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....			.10
Toilet—			
Extra quality, 100 rolls.....			
Good " 200 ".....		Per case	5.75
Butter, Wax—		Per pkg.	4.95
9x12, about 480 sheets.....			.14 1/2
White Tea—			
12x16, 100 sheets to pkg., 10 pkgs. to bundle.....		Per bundle	.80
15x20, 100 sheets to pkg., 5 pkgs. to bundle.....			.80
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/2 lb.	15M	.38	.28
1 lb.	10M	.46	.33
2 lb.	8M	.61	.44
3 lb.	6M	.79	.58
4 lb.	5M	.95	.70
5 lb.	4M	1.15	.85
6 lb.	3M	1.40	.98
8 lb.	3M	1.70	1.20
10 lb.	2M	1.95	1.40
12 lb.	2M	2.20	1.60
14 lb.	1M	2.65	1.90
16 lb.	1M	3.30	2.55
18 lb.	1M	3.48	2.65
20 lb.	1M	3.85	2.80
25 lb.	1M	4.30	3.15
Flour Sacks, satchel bottom—			
Majestic			
Ex. Heavy		Plain	per 100
12 1/2 lbs., 1/2 bbl.....			.42
24 1/2 lbs., 1/2 bbl.....			.70
49 lbs., 1/2 bbl.....			1.40
No. 2, Manilla light weight—		Per lb.	.02 3/4
12 in. rolls.....			.02 3/4
15 ".....			.02 3/4
18 ".....			.02 3/4
20 ".....			.02 3/4
24 ".....			.02 3/4

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Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4

CONDENSED MILK.

Eagle, 4 doz.....	Per case 6.25
" 2 doz.....	3.15
Challenge, 4 doz.....	4.35
Magnolia.....	4.85
Dime.....	3.75
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.40
Star, 4 doz.....	4.85
Anchor, skimmed.....	3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25
" " small, 6 doz.....	2.25
" family size.....	2.95
" hotel size.....	3.25
" confectioners' size.....	3.50
Silver Cow, small, 6 doz.....	2.25
St. Charles, small, 4 doz.....	1.65
" tall.....	3.25
" hotel size.....	3.25
" confectioners' size.....	3.50
Pearl, tall.....	3.25
" small, 4 doz.....	1.65

HIRES CONDENSED MILK



Silver.....	Per case \$4.95
Hires.....	4.60
Queen.....	4.60
Premium.....	4.15
Blue Ribbon.....	4.15
Gold (Baby).....	2.35
Gold (Tall).....	3.35
St. Elmo.....	3.75

CRACKERS AND CAKES.

J. S. Ivins' Sou—	Boxes
Assorted Jumbles.....	.10
Cocoanut Ripple.....	.11
Crystall Cookies.....	.12
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Fruit Jumbles.....	.12
Lemon Bar.....	.10
Lunch Biscuit.....	.12
Marshmallow Mayblossoms.....	.11
Newtons.....	.11
Saltnes.....	.13
Spiced Wafers.....	.10
Sugar Cookies.....	.12
Sweethearts.....	.12
Water Crackers.....	.09
7-lb. tin pails.....	.16
Arrowroot Biscuit.....	.17
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.17
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.17
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundae.....	.16
Lemon Sundae.....	.16
Sweet Marie.....	.16
Package goods—	Per doz.
Animals.....	.45
Cracker Meal, large.....	.90
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.90
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltona Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers.....	.09 .09 1/2
Oyster Crackers.....	.09 .09 1/2
Wine Scroll.....	.11 .11 1/2
Cracker Dust.....	.09 .09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz. 1.15
" " with horseradish.....	1.15
" large, 1 doz.....	1.75
" " with horseradish.....	1.75
Wein Senf, bbls.....	per gal. .75
1-gal. stone jars.....	per jar .75
5-gal. kegs.....	per keg 2.50

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Prepared Mustard, bbls.....	per gal.
" 15-gal. kegs.....
" 10-gal. kegs.....
" 5-gal. kegs.....	35-.50
" 2-gal. pails.....	per pail .90
" 1-gal. pails.....	.50
Prepared Special, with spoon, 2 doz.....	per doz. .95
" sifting top, 2 doz.....	.46
" with horseradish, 2 doz.....	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....
" " loaf.....
Sap Sago, 3 to lb.....	per lb.
" less than case, ".....
Roquefort.....	12 in case, ".....
" less than case, ".....
Parmesan, about 30 lbs.....	loaf, ".....
" less than loaf, ".....
Edam, 12 in case.....	case.....
" single.....
" in tin.....	per lb.
" 1-lb. tins.....	per case.....
Camembert, domestic, wood boxes.....	per doz. 2.75
" Autocrat brand, large.....
" medium, ".....
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75
Parmesan, grated, ready for use, small bottles, per doz.....	2.50
Olmutter Hand, 100 in box.....	2.25
Edelweiss, Romatour and Bier-Kase.....	per doz.
American Swiss, No. 1.....	loaf 20-.22
" less than loaf 22-.25
" square loaves, No. 1, about 25 lbs. each.....	per lb. 22-.24
Limburger, No. 1.....	box and 1/2 box .18
" less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	per doz. 2.60
Muenster.....	per lb. 20-.22
Brick, No. 1.....	18-.20
English Dairy.....	22 1/2
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Wm. Tell brand, 12 in box.....	1.40
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....	1.35
" 4 doz.....	.70
" Thuringer, 4 doz.....	.85
Farmer Hand, 4 doz.....	1.45
Schutzen, 12 in box.....	1.25
American Mountain (Alpen Kase) 50 1-lb. pkgs.....	per lb. .18

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....
Carlsbad Speck (Imported Bacon).....	per lb.
Imported Cervelat Sausage, Rolf's.....
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....
Pate de fois Gras, small.....	per doz. 3.00
American—	50 and 100-lb. boxes. Less
Cervelat (C. W.).....	.27 .28
" (H.).....	.26 .27
" Peutonic.....	.24 .25
" Tip-Top.....	.32 .33
Salami (C. W.).....	.27 .28
" (H.).....	.26 .27
" (G. A. P.).....
Landjager, short.....	per lb. .35
" long.....
Mortadella, dry.....
Knackwurst, 25 in box.....	per box 4.75
".....	per doz. 2.40
Tongue Sausage.....	per lb. .18
Smoked Braunschweiger Liver Sausage.....	.18
Lachs Ham.....	.37
Petit Delicatess Frankfurters, plain, per doz.....	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz. 1.00
Lebanon Beef Bologna.....	per lb. 20-.22
Paprika Speck.....	.18
Mettwurst, half round.....	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb. .18
Smoked Thuringer Blutwurst.....
" Pfefferwurst.....

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	4.80
" " quart glass jars.....	5.75
" " 10-oz. jars.....	2.50
" tumbler.....	1.50
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....	per pail 1.05
" 5-gal. kegs.....	per keg 2.25
Russian Sardines.....	.75
" 5-lb. pails.....	per pail .65
" 10-lb. pails.....	1.25
Beef Salad, in glass.....	1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	per keg .85
Milkers, Y. M.....	per keg .95
Mixed, standard, bbls.....	6.50
" 1/2 bbls.....
Milkers, standard, bbls.....
" 1/2 bbls.....	7.50

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Scotland—	
Mixed, large, fulls, bbls.....	16.50
" 1/2 bbls.....	8.50
Milkers, " bbls.....
" 1/2 bbls.....
Marinirte Herring, Imported, about 40 in pail.....	1.25
Roll Herring, imported, about 25 in pail.....	1.00
Spiced Herring, Imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece .04

Bismarck Herring.

Round tins, with key, pint.....	Per .22
" " quart.....	.30
" " 2 quarts.....	.60
" " 4 quarts.....	1.10
Roll Mops, 4-quart tin.....	1.00
" 2-quart tin.....	.60
" quart tin.....
Bismarck Haring, 4-quart tin.....	1.00
" 2-quart tin.....	.60
Kruger's Roll and Brat Haring, oval tins, doz.....	2.50

Russian Sardines.

Imported, Wallkoff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....
Cut Spiced, 10-lb. pails.....	1.20
" 5-gal. keg.....	per keg 2.70
Russian, in glass jars.....	per doz. .90

Norway Anchovies.

Fancy, keg.....
" 1/2 keg.....
" 1/4 keg.....
Original package.....	per 1/4 bbl.
Repacked, 5-lb. pails.....	per pail
" 10-lb. pails.....
" 5-gal. kegs.....	per keg
" 1/2-lb. flat tins.....	per doz.
" 1/2-lb. tall tins.....
" 1-lb. tall tins.....

Salt Sardellen.

Original packages, 1902.....	per anchor
Repacked, kegs, about 8 lbs.....	per keg 4.00
" pint jars.....	per doz. 6.

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FANCY GROCERIES.

nd Staple Paste, 5-lb. cans.....per lb.	.35
ovies, in oil, 6 ring bottle.....per doz.	5.00
“ “ 3 ring bottle.....per doz.	3.25
rs, Nonpareil, 1/2-gal. kegs.....per doz.	1.50
“ “ quart, glass.....per doz.	7.50
“ “ bottled, 3/4 size.....per doz.	2.25
“ “ “ 1/2 size.....per doz.	2.00
“ “ “ 1/4 size.....per doz.	1.20
on Ginger, large pots, 6 to case.....per case	4.25
“ “ medium, 12 to case.....per case	4.50
“ “ small, 24 to case.....per case	4.25
ries in Maraschino, glass, 1 doz.....per doz.	7.00
Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
“ “ 2 doz. 3-lb. per doz.	2.20
e Powder, pints.....per doz.	3.60
“ “ 4 oz.....per doz.	2.40
“ “ 2 oz.....per doz.	1.40
ch Peas, extra fins.....per case
“ “ fins.....per case
“ “ moyens.....per case
ann's Irish Oatmeal.....per doz.
lb. cans.....per tin
lb. cans.....per tin
tle & Palmer's Petit Beurre Biscuit.....lb.	.22
“ “ Dinner Biscuit.....per doz.	.33
“ “ Breakfast Biscuit.....per doz.	.32
“ “ Packed 7 and 5 lbs. in a can.
Pepper, ring, pints.....per doz.	1.25
“ “ 1/2 pints.....per doz.	.60
stone jars, 4 doz.....per case	1.75
odore Marquett Mushrooms.....per case	24.00
rst choice.....per case	22.00
oice, 100 tins.....per case	26.00
tra, 100 tins.....per case	20.00
tel, 100 tins.....per case	20.00
ies, 1/2.....per tin	.25
“ “ 1/4.....per tin	.40
“ “ 1/8.....per tin	.75
“ “ 1/16.....per tin	1.50
mps, pickled, small size.....per doz.	1.30
“ “ Dunbar's, 2 doz.....per doz.	2.80
in Cordial, Bishop's, 1 doz.....per doz.	6.50
italized Ginger, 1-lb. tins.....per doz.	4.00
“ “ 1/2-lb. tins.....per doz.	2.25
e Juice, Rose's.....per doz.	4.50
or Rose Water.....per doz.	2.25
“ Peach Water.....per doz.	2.25
ed Olives.....per doz.	5.25
Franco-American Food Co.....per doz.	1.40
oths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes—	
er tin, 100 cubes.....per tin	1.70
“ “ 50 cubes.....per tin	.90
er doz. tins, 12 cubes each.....per doz.	2.75
ko Clam Bouillon—	
-oz. bottles, 1 doz.....per doz.	2.00
-oz. bottles, 1 doz.....per doz.	3.75
ig's Oxo Cubes—	
4s, 10c. size.....per doz.	.85
ros, 25c. size.....per doz.	2.00
ins, 100 cubes.....per 100	1.65
our's Beef, Clam and Chicken Cubes—	
nall boxes, 12 cubes, 1 doz.....per tin	2.50
edium boxes, 50 cubes.....per tin	.90
urges boxes, 100 cubes.....per tin	1.70
our's Concentrated Bouillon—	
rs, size 2, 1 doz.....per doz.	3.50
“ “ 4, 1 doz.....per doz.	6.75
“ “ 8, 1 doz.....per doz.	13.00
“ “ 16, 1/2 doz.....per doz.	25.00
our's Tomato Bouillon—	
ttles, size 4, 1 doz.....per doz.	2.50
“ “ 12, 1 doz.....per doz.	6.50
“ “ 16, 1/2 doz.....per doz.	3.00
ncy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

our's Solid Extract of Beef—	Per doz
rs, size 2, 1 doz.....per doz.	4.45
“ “ 4, 1 doz.....per doz.	8.20
“ “ 8, 1 doz.....per doz.	15.90
“ “ 16, 1/2 doz.....per doz.	29.75
our's Fluid Beef Extract—	
ttles, size 4, 1 doz.....per doz.	5.00
“ “ 8, 1 doz.....per doz.	9.00
“ “ 16, 1/2 doz.....per doz.	17.00

FLOUR.

	Per bbl.
ota.....per bbl.	7.10
g Midas.....per bbl.	7.10
Medal.....per bbl.	7.10
bourne.....per bbl.	7.10
Pop.....per bbl.	7.65
bury's Best.....per bbl.	7.10
per Idem.....per bbl.	7.10
ie of the West.....per bbl.	6.40
eam.....per bbl.	6.30
al Veil.....per bbl.	7.10
ker.....per bbl.	6.75
ay White.....per bbl.	6.50
ker's Best.....per bbl.	7.65
uth Imperial.....per bbl.	6.85

Prepared Flours.

illa Prepared Doughnut, Cake, Ginger-	Per case
bread and Tea Biscuit Flour—	
doz. 14-oz.....per case	1.44
doz. 28-oz.....per case	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

ker's Buckwheat, medium, 12s.....per doz.	1.50
“ “ Flap Jack Flour, 18s.....per doz.	1.42 1/2
le Jerry Buckwheat, 36 2s.....per doz.	2.75
“ “ Pancake, 36 2s.....per doz.	2.60

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Presto, 18 pkgs.....per doz.	1.55
Aunt Jemima Buckwheat, 18s.....per doz.	1.45
“ “ Pancake, 18s.....per doz.	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about	
2 1/2 bushel.....per bushel	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....per bushel	3.25
Red Kidney, fancy, new, grain bags about	
2 1/2 bushel.....per bushel	3.95
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....per bushel	2.90
Yellow, split, domestic, 1 bushel bags.....per bushel	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags.....per lb.
Less quantity.....per lb.

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....per 100 lbs.	2.15
Lea's, yellow, granulated, 100 lbs.....per 100 lbs.	2.15
“ “ fine, 100 lbs.....per 100 lbs.	2.10
Western, yellow, granulated, 100 lbs.....per 100 lbs.	2.05
“ “ table, 100 lbs.....per 100 lbs.	2.00
Farina—	
Hecker's Cream, 18 pkgs.....per case	1.50
Shaker Corn—	
Fancy, bbls.....per bbl.
Less quantity.....per bbl.
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags.....per bag	2.20
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case).....per case
Barley—	
No. 2, 100-lb. bags.....per bag	3.30
No. 3, 100-lb. bags.....per bag	3.30
Oatmeal—	
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats—	
Avena, 180 lbs.....per bbl.	7.25
“ “ 90 lbs.....per bag	3.75
“ “ 90 lbs.....per sack	3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....per case	4.00
Colburn's Flakes, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....per doz.	.04 3/4
Flake.....per doz.	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....per case	2.25
“ “ 18 pkgs., small.....per case	1.45
Egg-O-See, 36 pkgs.....per case	1.75
E-C Corn Flakes, 36 pkgs.....per case	1.75
Mapl-Wheat Flakes, 24 15c. size.....per case	2.70
“ “ 36 10c. size.....per case	2.80
Mapl-Corn Flakes, 36 pkgs.....per case	2.80
Washington Crisps, 24 pkgs.....per case	1.85
Washington Wheat Flakes, 24 pkgs.....per case	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....per case	2.50
1 doz. large pkgs.....per case	2.25
2 doz. small pkgs.....per case	2.70
3 doz. large pkgs.....per case	6.75
Instant Postum—	
2 doz. 4-oz. tins.....per case	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....per case	5.00
1 doz. 8-oz. tins.....per case	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....per case	2.70
Post Toasties—	
3 doz. popular size.....per case	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....per case	2.80
3 doz. 10c. size.....per case	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....per case	1.75
3 doz. 10c. size.....per case	1.75
Shredded Whole Wheat, 36 pkgs.....per case	3.60
Cream Wheat, 36 pkgs.....per case	4.50
Triscuit, 18 pkgs.....per case	1.80
Wheatena, 36 pkgs.....per case	4.50
National Oats, 18s, tubes.....per case	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....per case	4.40
“ “ 18 2-lb. pkgs.....per case	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....per case	2.80
“ “ Wheat Biscuits, 36 pkgs.....per case	3.30
“ “ 18 pkgs.....per case	1.65
“ “ Wheat Flakes, 24 pkgs.....per case	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....per case	2.90
“ “ large, reg. asst., 20s.....per case	4.85
“ “ no china, 20s.....per case	4.00
“ “ tins, 36s.....per case	4.20
Quaker Oatmeal, steel cut, 24s.....per case	2.90
Old Fashion Scotch Brand Oatmeal, 24s.....per case	2.90
Mother's Oats, regular, 36s.....per case	2.90
“ “ large, reg. asst., 20s.....per case	4.85
“ “ no china, 20s.....per case	4.00
“ “ aluminum asst., 20s.....per case	4.85
Royal Seal, 36s.....per case	4.20
Mother's Steel Cut Oat Meal, 24s.....per case	2.90
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....per case	1.80
“ “ family, 10s.....per case	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....per case	1.80
“ “ 10s.....per case	1.80
Mother's Hominy, pearl or gran., 24s.....per case	1.80
“ “ 10s.....per case	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....per case	2.80
Pettijohn's Breakfast Food, 18s.....per case	2.15
Quaker F. S. Farina, 24s.....per case	1.50
Saxon Wheat Food, no china, 24s.....per case	2.90
Mother's Wheat Hearts, 18s.....per case	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....per case
Corn Puffs, 36s.....per case	4.30
Puffed Rice, 36s.....per case	4.30
“ “ Wheat, 36s.....per case	3.45
Mother's Corn Flakes.....per case

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Sundries—	
Quaker Breakfast Biscuit, 24s.....per doz.	2.70
Apetizo, 24s.....per doz.	2.90
Quaker Whole Wheat Flour, 10s.....per doz.	2.40
Schumacker XXX Graham, 10 10s-20 5s.....per doz.	3.55
Scotch Brand Pearl Barley, 24s.....per doz.	1.80
Holland Rusk—	
36 pkgs.....per doz.	2.85
60 pkgs.....per doz.	4.75
144 pkgs.....per doz.	3.60
Freihofer's Bread Crumbs, 1 lb.....per lb.	.06
“ Unsweetened Zwiebach.....per lb.	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....per doz.	1.20
“ Acidulated Gelatine, lemon flavor, 2 qt.....per doz.	1.20
Cox's, instant, powdered, large.....per doz.	1.45
“ “ “ small.....per doz.	.90
“ “ “ large, gross.....per doz.	17.25
“ “ “ small, gross.....per doz.	10.80
Plymouth Rock, pink or white.....per doz.	1.17 1/2
Nelson's, large.....per doz.	1.50
Bromangelon, assorted, 3 doz.....per doz.	.87 1/2
Jellycon, assorted flavors, 2 doz.....per doz.	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....per doz.	.95
Per gross.....per gross	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....per doz.	.45
Per gross.....per gross	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....per doz.	1.20
Per gross.....per gross	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....per doz.	.45
“ large, 1 doz.....per doz.	.88
Cooper's, 1 doz.....per doz.	.88
Tryphosa.....per doz.	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....per case	2.70
Straight flavors, 3 doz.....per case	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....per case	2.70
Straight flavors, 3 doz.....per case	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant: Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....per case	.90
“ “ 50 10-oz. pkgs.....per case	1.85
“ “ 100 10-oz. pkgs.....per case	3.25
“ “ 24 20-oz. pkgs.....per case	1.75
“ “ 48 20-oz. pkgs.....per case	3.25
Brad's "I-X-L", 40 16-oz. pl gs.....per case	2.25
White Rice, shelled, sacks about 150 lbs.....per case	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....per case	2.00
Santa Claus, 100 10-oz. pkgs.....per case	2.75
“ “ 50 10-oz. pkgs.....per case	1.45
Yankee, 100 12-oz. pkgs.....per case	3.00
“ “ 50 12-oz. pkgs.....per case	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....per lb.
Short, 25 1s.....per lb.	.12
Cubes or Elbows, 24 1.....per lb.
Spaghett, 25 1s.....per lb.
Vermicelli, 25 1s.....per lb.	.12
Alphabet, 25 1s.....per lb.	.12

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghett a la Milanais, No. 1, 4 doz.....per doz.	.90
“ “ No. 2, 2 doz.....per doz.	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....per lb.	.10
Straight Macaroni, 36 1s.....per lb.	.10
Pastels, 36 1s.....per lb.	.10
Spaghett, 36 1s.....per lb.	.10
Elbow Spaghett, 36 1s.....per lb.	.10
All styles, 10c.....per lb.	.07 1/2
Noodles, 1/4 lb., 24s.....per lb.	.06
Fancy, long, 25 1s.....per lb.	.07 3/4
Cubes or Elbows, 24 1s.....per lb.	.07 3/4
Spaghett, 25 1s.....per lb.	.07 3/4
Vermicelli, 25 1s.....per lb.	.07 3/4

Choicest Grades.

Macaroni, short, 25 1s.....per lb.	.08 3/4
“ “ 50 1/2-lb. pkgs.....per lb.	.04 1/4
Cubes or Elbows, 24 1s.....per lb.	.07 3/4
Spaghett, 25 1s.....per lb.	.07 3/4
Vermicelli, 25 1s.....per lb.	.08 3/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	32.00	16.60	8.50	1.90	
Ex. Norway, No. 2.....230-260	26.00	13.60	7.00	1.55	
Ex. Norway, No. 3.....320-360	23.00	12.10	6.25	1.45	
Ex. Norway, No. 4.....400-450	20.00	10.60	5.50	1.25	
Ex. Norway, No. 5.....550-650	14.00	7.60	4.00	.95	
Fcy. Bloaters, XXX 90-110	26.00	13.60	7.00	1.55	
Fcy. Shore, No. 1.....150-170	22.00	11.60	6.00	1.35	
Fcy. Shore, No. 2.....250-260	
Fcy. Shore, No. 3.....300-350	
Extra Irish, No. 2.....300-350	18.00	9.60	5.00	1.15	
Medium Irish, No. 2.....350-450	17.50	9.35	4.88	1.12	
Irish, No. 4.....400-450	17.00	9.10	4.75	1.10	
Large Cape Shore.....100-125	12.50	6.85	3.63	.88	
Med. Cape Shore.....180-200	

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.					
Lab Splits.....
Herring, large No. 2,					
Lab. Splits.....
Shore, round, large....	7.50	4.35			
“ “ medium..					
Ocean Fish.....					
Salmon, red, fancy					
No. 1.....	18.00	9.60			
had, Mess, No. 1.....					
No. 2.....					

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palms, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/4
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Pennsylvania, red and black, pitted, 25 lbs.	.16
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/4
Fancy Muirs, 50 lbs.	.07 1/4
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/4
Choice Muirs, 25 lbs.	.05 3/4
Pears—	
Del Monte, extra fancy, 25 lbs.	.11
" fancy, 25 lbs.	.11
Fancy California Bartlett, 25 lbs.	.11 1/2
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11

Foreign.

Claron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 30 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	.28
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.07 1/4
Fard, 12 lbs.	.09 1/4
Halowee, 70 lbs.	.07 1/2
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.09 1/4
50-60	.08 3/4
California—	
40-50, 25-lb. boxes	.09 1/2
50-60	.09
60-70	.08 1/2
60-70, 50-lb. boxes	.07
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.00
Connoisseur, 20 pkgs.	2.75
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 3/4
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.07 3/4
" 3 crown, 50 lbs.	.07 1/4
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.08
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09
Crval, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/4-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/4-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/4-lb. pkgs., 15-lb. case	.20
1/2 and 3/4-lb. pkgs., 15-lb. case	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Millemann's, No. 1 bottles, 2 doz.	.85
Sherbert glass, 2 doz.	.65
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chlmneys—				
Macbeth, Pearl Top	4.20	4.50	5.10	
Sun, Crimp, Lustre braud	3.00	3.60	4.50	
Electric, No. 2	per doz.	.75		
" slim		.75		
Rochester, "		.75		
" 12 inch		1.25		
Success, No. 1, 10 inch		.90		
" 12 inch		1.25		
No. 0, Tubular Lantern Globes	5 doz.	2.75		
Cold Blast	5 doz.	3.25		
Jumbo Chlmneys, plain	per doz.	.75	.85	
" dec., 207"		.90	1.00	
No. 0, No. 1, No. 2.				
Banner Burners	.40	.50	.70	
No charge for packages				
Oil Cans—	Per doz.			
1 gal., glass	2.25			
1 gal., galvanized, Pearl	1.75			
5 gal., Lennox, spout	5.50			
5 gal., splgot	6.00			
5 gal., Columbia	7.00			
5 gal., Banner	8.00			
5 gal., Climax, pump	10.00			
5 gal., Home Rule, pump	12.00			
Lanterns—				
No. 0, Standard	4.00			
No. 0, Dash	7.50			
Cold Blast	7.50			
Nu Stylic Lanterns	8.50			

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
" " " " 5 case	3.50
Bird's Eye, " " 5 case	3.50
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " " 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " " 5 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " " 5 case	2.70
" " " " 5 gross, 1 case	4.75
" " " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " " 5 case	2.85
" " " " 5 gross, 1 case	5.00
" " " " 5 case	4.75
Doric, " 1 gross, 1 case	1.15
" " " " 5 case	1.10
" " " " 5 gross, 1 case	5.50
" " " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " " 5 case	1.00
" " " " 3 gross, 1 case	3.00
" " " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " " 5 case	1.00
" " " " 3 gross, 1 case	3.00
" " " " 5 case	2.85
New Fast Mail, " 1 gross, 1 case	1.10
" " " " 5 case	1.05
" " " " 3 gross, 1 case	3.15
" " " " 5 case	3.00
" " " " 5 gross, 1 case	5.25
" " " " 5 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

	Per case
None Such—	
1/2 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 120 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 120 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	2.70
" 6 1/2 doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13 1/2
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08 1/2

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National—	
18-lb. canakins	.07 3/4
30-lb. pails	.07 1/4
Brick's Nonparell Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/4
Tubs, 70, 35 and 18 lbs.	.09 1/4
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	Per lb.
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08 1/2
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb.
" " 3-box lots	.05 1/4
" Banner, sifting, 25 lbs.	.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	.05

OLIVES.

Extra Queon—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails, 2-gal. pails, 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
35-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
1/2-gal. tins, 5 gal.	15.85
1/4-gal. tins, 10 gal.	27.00
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/4-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trols Croix, French, 8 1/4-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.35
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half-gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 1	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

Almonds, California, Nonparell, paper shell, bags, about 80 lbs.	Per
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.2
Walnuts, No. 1, soft shell, bags, about 120 lbs.	.1
Filberts, bales, about 220 lbs.	.1
Braalls, large, bags, about 180 lbs.	.0
Pecans, large, bags, about 160 lbs.	.1
" medium	.1
Mixed Table Nuts, 25 lbs.	.1
Peanuts, Green—	
Jumbo	
Fancy, hand picked	
Virginia, choice	
Peanuts, Roasted—	Per bu.
Jumbo	1.8
Fancy, hand picked	1.5
Virginia, choice	1.2
Big Nickel	100 cartons 3.7

PICKLES.

Sweets—	
16 gals., 1800	14.0
32 gals., 3600	27.0
48 gals., 5400	40.0
16 gals., 2400	16.0
32 gals., 4800	31.0
48 gals., 7200	46.0
16 gals., 5000	20.0
32 gals., 10000	39.0
16 gals., 7500	58.0
Sweet Mixed—	
16 gals.	12.0
10 gals.	8.0
5 gals.	4.0
Sour and Dills—	Sour.
16 gals., 600	6.00
32 gals., 1200	11.00
48 gals., 1800	16.00
16 gals., 800	6.50
32 gals., 1600	12.00
48 gals., 2400	17.50
16 gals., 1200	7.00
32 gals., 2400	13.00
48 gals., 3600	19.00
Chow-Chow—	
16 gals.	8.0
10 gals.	6.0
5 gals.	3.0
Cuban Relish—	
16 gals.	11.0
10 gals.	7.0
5 gals.	4.0

VINEGAR.

Pure Elder, 45 grain	Per
" 40 grain	
Distilled, 45 grain	
" 40 grain	
Fermented, 45 grain	
" 40 grain	
Beech-Nut, quarts	per doz. 2.0
" pints	" 1.0
" 1/2-pints	" .50
Cruikshank, distilled white	per gal.

PROVISIONS.

Premium

Dressed Stock—	Per lb.
ers.....	.11½—.13½
ers.....	.10½—.13
ers.....	.08—.12
d Calves.....	.15—.16
ra Calves.....—.17
thern and Barnyards.....	.10—.13
ntry Dressed.....	.14—.15
ras.....	.16—.18
ep.....	.12—.13
ra Wethers.....—.14
nbs.....	.18—.19
ra Lambs.....—.20
rs.....	.11½—.14½

1 Steer Tongues.....each		~.80
Tongues.....		~.60
Heads, scalded.....	.50	~.70
Threads, veal.....per pair	.75	~.80
" beef.....per lb.	.25	~.30
Livers.....	.25	~.30
Kidneys.....per doz.		1.25
Livers.....		1.10
Lills.....per doz.		1.20
ts, beef.....per lb.		~.05
" beef.....		16.00
erloin, beef, western.....		.22
" Pork, loins, city.....		.15
" " western.....		~.15

	Per lb.
Eastern, young hens, 8 to 10 lbs.....	.21 -.23
" " young toms, 15 to 17 lbs.....	.22 .23
d hens and toms.....	.20 -.21
Common to good.....	.15 -.18
Eggs—	
Hiladelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.40 -.42
Hiladelphia, fresh killed, 3½ to 4 lbs. to pair.....	.40 -.42
Hiladelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.40 -.42
Is—	
Eastern, fancy, heavy.....	.17 -.18
Heavy Roasters, 4 to 5 lbs.....	.21 -.22
Air to good.....	.17 -.18
d cocks.....	.14 -.15
abs—	
Time, large, fancy.....	4.00-4.50
Sized.....	3.00-3.50
ark.....	1.75-2.00

ng Chickens, nearby, 1½ to a lbs.28	-.32
ge Springers.....	.20	-.22
ls.....	.16	-.17
sters12	-.13
ks, young15	-.16
old14	-.15

es—	Per doz.
litter's, pure	.95
rut jelly, apple flavor, 30 lbs. full weight	
per pall	1.05
chimmel's, 8-oz. tumblers	.80
ational, 16 oz., 2 doz.	.87½
“ 3-lb. tins, net weight	1.95
erves—	Per lb
chimmel's, pure, 12-oz. jars, e doz.	1.60
ational, 30-lb. palls.	.09½
outhwark, 30 lb. palls.	.07
“ 3 lb. toy palls.	3.05
13—	
chimmel's, pure, 12-oz. jars, 2 doz.	1.60
outhwark, assorted, jars, 2 doz.	.90
nge Marmalade—	
artley's, imported, 4 doz.	1.90
chimmel's, pure	1 50
ch-Nut Brand Conserves—	

Is—	Per doz., in glass		
	Large	Medium	Individual
Strawberry.....	3.25	2.00	1.10
Red Raspberry.....	1.80	1.00
Blackberry.....	1.80
Each.....
Ranberry Sauce.....	2.25	1.40	.80
Concord Grape.....	2.40	1.50	.90
Plum.....80
Big.....	2.35
Piced Plum.....	2.25	1.40	.80
Jamson Plum.....	2.25	1.40
Jellies—			
Black Currant.....	3.00	1.80	1.00
Red Currant.....	3.00	1.80	1.00
Guinice.....	3.00	1.80	1.00
Grape.....	2.40	1.50	.90
Crab Apple.....	2.35	1.50	.90
Apple (Spitzenberg).....	2.25	1.40	.80
Guava Jelly.....	1.80	.70
Serves—			
Apple (shredded)...	3.00	1.80	1.00
Cherry.....	3.50	2.10
Malades—			
Orange, sweet.....	2.25
Grape Fruit.....	2.25	1.40	.80
Hubarb.....	2.25
Bitter Orange.....	2.20	1.35	.80
Large jars packed one dozen, medium two dozen			
Individual three dozen per case.			

Fruit Butters—		Per doz.
Apple, Southwark, 30 lbs	per pail	1.15
" " full 5-lb. slp cover tins,		
" " 1/2 doz	per case	1.60
" " Schlmmel's, 30-lb. pails	per lb.	.06 3/4
" " 3-lb. slp cover tins, 1		
" " doz	per doz.	2.60
" " 2 1/2-lb. stone jars, cloth		
" " top, 1/2 doz ...	per doz.	2.90
" " 40-oz. stone crock, glass		
" " top, 1/2 doz ...	per doz.	3.15
" " Mother Cook's, No. 14, 2 doz ...	per doz.	.90
Peach, 30-lb. pails	per lb.	.07 1/2

	5c. 32.	10c. 32.	25c. 32.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....		.85	1.95
Spirits Painters' Commercial45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....		.75	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam of Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Alum.....	per lb.	.05
Borax, powdered, bulk.....	"	.07
" lump, bulk.....	"	.06½
Butter Color, W. & R.	per doz.	2.00
Bluestone, bulk.....	per lb.	.12
Copperas.....	"	.02½
Camphor, gum, 1-oz. blocks.....	"	.70
" flakes, 250-lb. bbls.....	"	.14
" less quantity.....	"	.15
" Tar Balls, 50-lb. bbls.....	"	.12
" less quantity.....	"	.14

Castoria, Fletcher's.....	per doz.	2.80
" " Pitcher's.....	" "	.80
Carbonate of Ammonia.....	per lb.	.13
Epsom Salts, in barrels.....	" "	.02½
Glauber Salts.....	" "	.02½
Glue, ordinary.....	" "	.11
" white.....	" "	.20
Gum Arabic.....	" "	.50
Haarlem Oil.....	per doz.	.40
Husband's Magnesia.....	" "	e.90
Jamaica Ginger, Hires', flasks.....	" "	.90
Licorice, P. & S., sc. stick, imported..	" "	.36
" M. & R., 5-lb. boxes.....	per lb.	.23
" " lozenges, 5-lb. boxes.....	" "	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	" "	.24
" " " " " " " " " " " "	" "	.30

Putty, 25-lb. cans	per 100 lbs.	1.57
50-lb. cans		1.47
Petroleum Jelly, screw top, 5c. size.....	per doz.	.35
10c. size.....		.75
Paris Green, 100-lb. kegs	per lb.	.17
" 1/2-lb. pkgs., 50 lbs.	"	.62
" 1/4-lb. pkgs., 50 lbs.	"	.81
" 1-lb. pkgs., 50 lbs.	"	.20
Rosin	"	.04
Roach Powder, BB, 4-oz. cans		e. 00
10c. size	per doz.	.80
Roach-salt, 10c. size	per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....	per lb.	.14
" granulated, about 100-lb. kegs14
Sulphur, flour, 175-lb. bbls	per 100 lbs.	2.50
" 100-lb. bags02
" less quantity	per lb.	.03

Venetian Red.....	..02
Whiting.....	..02
Goff's—	Per do
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
" BB, 10c. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	.80
Quinine Capsules.....	.80

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax	"	.03
Silver Sand	per bbl.	1.20
Tar, pts.....	per doz.	4.00
" qts.....	"	"
" gals.....	each	"
" ½ bbls.....	"	"
" bbls.....	"	"
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size ..		2.25
McCord's Magic Medicine, 25c. size		2.00
" 50c. size		4.00
McCormick's Tasteless Chili Tonic, 25c. size		2.00
" 50c. size		4.00
Reliable Brand Headache Powdera, 10c. size		.80
Borax, 50-Mule Team—		
48 1-lb. cartons		4.80
72 10-oz. cartons.....		4.80
96 ½-lb. cartons.....		3.20

[illegible]

No. 2, Lemon.....				.90
No. 2, Vanilla.....				.90
No. 2, Rose.....				1.20
No. 2, assorted.....				.90
No. 3, Lemon.....				1.25
No. 3, Vanilla.....				1.50
No. 4, Vanilla.....				2.25
No. 4, Lemon.....				2.00
No. 2, assorted cases.....			per gross	10.80
Nos. 2 and 4, assorted cases.....				11.80
	Pts.	Qts.	½-Gal.	Gal.
F. F. V. Vanilla.....	2.00	3.75	7.25	14.00
XXX.....	1.75	3.25	6.25	12.00
XX.....	1.50	2.75	5.25	10.00
X.....	1.00	2.00	4.00	8.00
Lemon.....	1.00	e.00	3.50	6.75
Ginger, Clove, Pepper- mint, Cinnamon.....	1.00	1.60	3.00	6.00
Almond, Orange, Nut- meg, Mace.....	1.25	e.25	4.00	7.50
Violet, Rose.....	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana...	1.25	e.25	4.00	7.50

	Per do
Shinn & Kirk's Liquid Rennet.....	1.50
Hansen's Junket Tablets, 3 or 1½ doz.....	.80

Old Orchard, bbls	per gal.
“ ½ bbls., 28 gals.....	per ½ bbl.
“ kegs, 14 gals	per keg

Adams', counter jars, 100 50. pkgs.....	8.75
" boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons..	.06
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06

Young's Pearl Cleanser, 40 16-oz	per box	2.75
Kleenatub	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz	per doz.	.80
Putz Liquid, large, 3 doz	per doz.	1.50
" small	"	.75
Putz Paste, large	"	.65
Old Dutch Cleanser, 4 doz	per case	3.40
" " 5-case lots	"	3.30
Babbitt's Cleanser, 5c. size, 100 cans		3.85
" 10c. size, 50 cans		3.85
Imperial Cleanser, 6 doz	per doz.	.45
Swift's Pride Cleanser, 50 cans		3.00
Sunbright Cleanser, 72 cans		2.75
Red Seal Cleanser, 4 doz		1.90
Bon Ami Powder, 3 doz. cans		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans.		1.60

	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 40 1-lb. bars	1.50
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....	9.50
72s.....	9.50
Bon Ami, 36 5c. cakes.....	2.50
Sta-Brite, 72 5c. cakes.....	3.00

	Per case
Durkee's, large, 1 doz.....	4.25
" small, 2 doz. $\frac{1}{2}$ pints.....	2.50
Schimmel's, small, 1 doz.....per doz.	.90
My Wife's, large, 1 doz. pints.....	8.50
" small, 2 doz. $\frac{1}{2}$ pints.....	1.50

Barrels, 400 lbs	per 100	.75
Kegs, 150 lbs.....	per 100	.85
Granulated, 60-lb. boxes.....	per box	.65
“ “ 5 box lots.....	per box	.62 1/2

Lea & Perrins'—	Per doz.
Worcestershire, large	4.50
“ small	2.50
Worcester, Campbell's, No. 8, 2 doz.90
North of England, No. 8, 2 doz.82½

	Per lb.
Babbitt's, $\frac{1}{8}$ s, 25 lbs.....	.05 $\frac{1}{2}$
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.06
" $\frac{1}{4}$ and $\frac{1}{8}$ -lb. pkgs., 36 lbs..	.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.	.05 $\frac{1}{2}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 $\frac{1}{2}$
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{4}$ and $\frac{1}{8}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
112-lb. kegs.....	.02 $\frac{1}{2}$
Bl-Carb.....	.03

Clicquot Cibo Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer ...2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root- beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
" " Ginger Champanale, 50 pints	8.00
Welch's Grape Juice—	Per case
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.70
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
" " " pints, 2 doz.....	4.50
" " " ½ pints, 3 doz.....	4.50
" per cent. discount on 5-case lots.	

The Franco-American Food Co.—	Per doz
Individual.....	.90
1 lb	3.00
2 lb	5.00
3 lb	7.25

Richardson & Robins'—		
Individual, 2 doz.....	No. 1, 1 doz.....	1.85
Round conical, with key, No. 1, 1 doz.....	No. 2, 1 doz.....	2.25
"	"	4.20
Atmore's Philadelphia, seedless—		
Individual, 2 doz.....		1.90
Cans, No. 1, 1 doz.....		2.30
" No. 2, 1 doz.....		4.10
" No. 3, 1/2 doz.....		3.25
" No. 4, 1/2 doz.....		4.35

Young's Pearl Cleanser, 40 16-oz	per box	2.75
Kleenatub	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz	per doz.	.80
Putz Liquid, large, 3 doz	per doz.	1.50
" small	"	.75
Putz Paste, large	"	.65
Old Dutch Cleanser, 4 doz	per case	3.40
" " 5-case lots	"	3.30
Babbitt's Cleanser, 5c. size, 100 cans		3.85
" 10c. size, 50 cans		3.85
Imperial Cleanser, 6 doz	per doz.	.45
Swift's Pride Cleanser, 50 cans		3.00
Sunbright Cleanser, 72 cans		2.75
Red Seal Cleanser, 4 doz		1.90
Bon Ami Powder, 3 doz. cans		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans.		1.60

	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 40 1-lb. bars	1.50
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....	9.50
72s.....	9.50
Bon Ami, 36 5c. cakes.....	2.50
Sta-Brite, 72 5c. cakes.....	3.00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips..	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naptha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naptha, Eavenson.....	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick.....	40 40	2.70
" Red Seal, Tomson.....	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz.....	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's.....	100 5ct.	4.00
"	100 10ct.	6.75
Fels-Naptha, Fels & Co.....	100 75	4.00
5-case lots.....		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
"	50 small	1.95
Gloss, Lautz.....	100	3.75
Ivory, P. & G	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naptha, 10 cartons	100	3.90
" Master.....	100	3.75
Lenox, P. & G	100 12 oz.	3.05
Lotus, white.....	100 1dly.	5.20
"	100 5ct.	3.90
Marseilles, Lautz.....	100 5ct.	4.00
" laundry size.....	100	6.00
Miller's, C. Miller & Co.....	100	4.00
Miners'	100	3.05
Mystic White Borax.....	100	4.00
Mayer's, Elkinton.....	100	4.00
Noxal.....	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf.....	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G	72 60	3.05
" Eavenson.....	84 60	3.15
" Penna., Miller.....	60 50	1.95
" Phila., Lautz.....	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller.....	60	2.10
" C. & C., Globe Soap Co ..	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G	120	2.40
Pound Bleacher, Day & Frick.....	60	2.65
P. & G. Naptha	100	3.90
Railroad	120	2.50
Star, P. & G	80	3.20
Sunlight, twin, Lever Bros. Co.....	100 5ct.	4.00
Sunny Monday, Fairbanks.	100	4.00
Velvet, P. & G	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars.....		3.85
Naptha, 100 bars		3.85
Old Mill, 96 bars.....		2.50
Pride, 100 bars.....		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
" 50 10c. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 10c. size.....		3.75
" " " " " " " " " " " "		20 25c. size..... 3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.00
" " 100 bars.....	3.90
Cygnat, Floating, Young & Co., 6½ oz., 50 cakes.....	per box 2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Cont'l, white.....	per bar .75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5½-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes.....	4.00
Fairy, Fairbank's, 100 10c.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" " 50 5c.....	1.95
Glycerine, Eavenson, 50 5c. cakes.....	per pail 2.00
Hand Sapolio, ¼ gross.....	per gross 9.50
Lava.....	100 cakes 3.85
" " 50 cakes.....	2.00
Marseilles, white, 100 pkgs., Lautz.....	200 cakes 4.00
" " 50 pkgs., Lautz.....	100 cakes 2.10
Miller's.....	50 cakes 1.75
Pummo, Fairbank's, 100 5c.....	3.75
" " 50 5c.....	1.95
Pumiss, Jergens', 100 cakes.....	per box 3.85
" Haskin's, 36s.....	1.45
Sweetheart, 50 cakes.....	per box 1.90
" " 100 cakes.....	3.80
Witch Hazel, 3 cakes.....	per gross 3.60
Glycerine Tar, Fairbank's.....	100 cakes 3.75
Swift & Co.—	
Vulcan Pumice, 100s.....	3.50
" " 50s.....	1.80
Raven Tar, 100s.....	3.50
" " 50s.....	1.80
Queen Regent, 100s.....	3.50
" " 50s.....	1.80
Witch Hazel, 100s.....	3.50
" " 50s.....	1.80
Health Glow, Kirk's, 50 cakes.....	4.00
Jap Rose, Kirk's, 50 cakes.....	3.30
Jergens' Violet Glycerine.....	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust.....	4.30
" 100 5c.....	3.85
Oak Leaf, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 1, 36 1s.....	
" No. 2, 100 7-oz.....	2.50
Pearline, 36 10c. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Red Star, Gowen's, 24s.....	3.75
" " 100s, 5c. size.....	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size.....	3.75
" " 100 5c. size.....	3.75
" " 24 family size.....	3.75
" " 20 laundry size, 6 teaspoons in each pkg.....	4.00
Lautz Naptha Soap Powder.....60 pkgs.	2.40
" ".....100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s.....	3.65
Polly Prim, Scouring, 60 10c.....	4.20
Star Naptha, 100 5s.....	3.75
Miller's Powerline, 100s.....	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" " 100s, 5c. size	3.60
Sunbrite Cleanser, 60s.....	2.25
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" " 100 16-oz. pkgs.	3.75
" " 24 4-lb. pkgs.....	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	3.85
5 boxes or more	3.80
10 " "	3.75
25 " "	3.70
Fels Soap Powder can be included with drop- shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, ¼ gross	per gross	5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.67½
Milk Jar, glass top, 2 doz.85
Water Tumblers, glass, 6 oz., 4 doz.37½

SPICES.

B. Fischer's Finest Spices—		
Black, White and Red Pepper, Mustard,		
Allspice, Cinnamon, Cloves, Nutmeg,		
Ginger, Sage, Thyme, Poultry Dressing.		
10c. tins, 4 doz.80	
McCormick & Co., Ground—	Per lb.	Per lb.
Allspice10¾	.11
Cinnamon13¾	.14
" Col. Cinnabar18¾	.18½
" Saigon21	.21
" Saigon71	.71
Cloves25	.26
Cream Tartar36	.36
Ginger, African, Crystal11¾	.12
" Cocbin14¾	.15
Mace24	.24
Nutmegs, ground17	.17
Pepper, Singapore17	.17
" Butchers'17	.17
" Red19	.19
" White25	.26
Tumeric09½	.10
Whole—	Per lb.	Per lb.
Allspice (Pimento), original bags05	.05
" less quantity05½	.05½
Cinnamon, Canton, fancy11	.11
" Java, thin quill, about 5-lb. rolls ..	.30	.30
" Saigon55	.55
" Mandalay, stick, 48 5c. cartons ..	.38	.38
Cloves, choicest Zanzibar, bags18½	.18½
" less quantity20½	.20½
Green Ginger Root15	.15
Mace, choicest Penang75	.75
Nutmegs, medium20	.20
" large21	.21
Pepper, black, original bags14¾	.14¾
" less quantity16½	.16½
Pickling—		
Mixed, 6 or 10-lb. boxes12	.12
Mayflower, Isinglass front, 10c., 2 doz.70	.70
" " " " " " " " " " " "	5c., 4 doz.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.82½	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb.	.07½
" 20 1-lb. pkgs.	"	.07½
Best, 24 1-lb. pkgs.	"	.03¾
" 48 1s.	"	.03¾
Duryea's, 40 1-lb. pkgs.	per lb.	.07½
" 20 1-lb. pkgs.	"	.07½
Niagara, 48 1-lb. pkgs.	"	.05½
" 24 1-lb. pkgs.	"	.05½
Cream, 48 1-lb. pkgs.	per case	3.60
Argo, 24 5c. pkgs.	per container	.90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06
" Silver Gloss, 40 1-lb. pkgs.....	.07
" " 12 6-lb. boxes.....	.08
Duryea's, Superior, 3-lb. cartons.....	.06
" Satin Gloss, 1-lb. pkgs.....	.07
" " 12 6-lb. boxes.....	.08
" Superior B, bulk, 40 lbs.....	.03
Best Gloss, bulk, 50 lbs.....	.03
Niagara, Laundry, 50 lbs., bulk.....	.03
" 48 1-lb. pkgs.....	.05
" 16 3-lb. cartons.....	.05
" 6-lb. boxes.....	.06
Celluloid, 64 10c. pkgs.....	5.00
" 64 5c. pkgs.....	2.50
Elastic, 64 10c. pkgs.....	4.80
" 64 5c. pkgs.....	2.40
Ivory, 72 10c. pkgs.....	5.00
" 36 10c. pkgs.....	2.50
" 72 5c. pkgs.....	2.50

STOVE POLISH.

Enameline Paste, small, ¼ gross	Per gross	4.50
" " " " " " " " " " " "	large, ¼ gross	7.20
" " " " " " " " " " " "	Liquid, large, ¼ gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross.....	5.00
Electric Paste, 1/2-gross boxes.....	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" " " " " " " " " " " "	10c. size 7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	" 9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—		
Rosenstein, 40 pkgs.	per pkg.	.07½
Weikel's, 24 pkgs.	per doz.	.90
Bird Gravel—		
Red, 36 pkgs.	per doz.	1.05
Silver, 36 pkgs.	"	1.05
Bath Brick, 25 bricks	per box	.77½
Toothpicks, Eureka, 100 boxes	per case	1.80
" Saginaw, 3 doz.	per doz.	.35
David's Liquid Glue	"	.90
" Mucilage	"	.75
" Cone General Mucilage, 2 oz.,	"	
" " " " " " " " " " " "	1 doz.30
Le Page's Glue, bottle	"	.80
" tube	"	.80
Royal Glue, 3 doz.	"	.80
Steel Carpet Tacks—	Per doz.	
8 oz., 100 count08½	
10 oz., " " " " " " " " " " " "	.12	
12 oz., " " " " " " " " " " " "	.14	
Wooden keg, ½-gross case, assorted, 6, 8,	per case	.92½
10s		
Matting Tacks—	Per doz.	
No. 11, blued10	
No. 11, " " " " " " " " " " " "	.08	
Fly Paper—		
Sticky	10 cartons	2.35
Tanglefoot	10 cartons	2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz.	.40
Poison	1 doz. sheets	.20
I-X-L Poison	50 envelopes	.60
Wire Fly Swatters, leather bound	per gross	4.15
Wax, white and yellow	per lb.	.25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.	
Cotton, 50 feet90	
" 60 feet	1.10	
" 75 feet	1.35	
" 90 feet	1.50	
" 100 feet	1.70	
Coils and spools	per lb.	.10
Jute—	Per lb.	
Coils or spools08	
Tie Yarn—	Per lb.	
5-lb. bales19½	
Colored assortment28	
Cones19½	

SYRUP AND MOLASSES.

All Molasses in ½ bbls. 3c. per gal. additional		
Porto Rico—		
Fancy, A. & Co40	
Choice28	
Special22	
New Crop New Orleans—		
Apollo45	
Bertba39	
Cora33	
River Front36	
Mixed New Orleans—		
Fancy, No. 2930	
Extra choice, No. 326	

Glucose.

Best, for confectionery	per cwt.	2.65
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HONEY.

Selser's, small bottles, 2 doz.	Per doz.	.95
" medium bottles, 2 doz.	"	1.35
Choice Victorla, large bottles, 2 doz.	"	2.15
" " " " " " " " " " " "	medium bottles, 2 doz.	1.40
" " " " " " " " " " " "	small bottles, 2 doz.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, Imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2½, 2 doz.....	2.32
Karo, cane flavor, 24 2 lb.....	1.90
“ “ 24 2½ lb.....	2.30
“ “ 12 5 lb.....	2.25
“ “ 6 10 lb.....	2.15
“ crystal white, 48 1½ lb.....	3.50
“ “ 24 1½ lb.....	1.75
“ “ 24 2 lb.....	2.15
“ “ 24 2½ lb.....	2.65
“ “ 12 5 lb.....	2.60
“ “ 6 10 lb.....	2.50
Lassies, 24 2 lb.....	2.00
Mary Jane, 24 2 lb.....	2.15
Duff's—	
No. 2½, screw cap, 2 doz.....	1.80
roc. size, 4 doz.....	.87
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.30
No. 2½, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2½, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 13.....	1.15
“ “ 23.....	1.90
“ “ cups.....	1.25
Turkey, No. 2, 2 doz.....	per doz. .80

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, July 12, 1915.

No. 2.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287
ate Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

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Editor.

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Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Five Copies10

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Frauds Still Exist in Manufacture of Noodles and Macaroni

Mostly Consist of Use of Dye to Make Eggless Noodles Look as if Eggs Had Been Used and to Make Macaroni Which is Made from Poor Wheat, Look as if Fine Durum Had Been Used. Hard for Honest Manufacturers to Compete.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

July 8, 1915.

Recent activity on the part of certain noodle and macaroni manufacturers in selling noodles artificially colored yellow as "egg noodles" when they contain little or no egg, has led the Federal and State food officials to seek means of stopping this fraudulent traffic. It is the custom in taking up matters of this kind to afford an opportunity for a hearing to all manufacturers and other interested parties in order to permit them to present reasons for or against trade practices. Accordingly the Joint Committee on Definitions and Standards, representing the Association of American Dairy, Food and Drug Officials, the Association of Official Agricultural Chemists, and the United States Department of Agriculture, recently held a hearing in order to secure all possible information in regard to the manufacture of noodles, macaroni and similar alimentary pastes.

It was brought out at the hearing that fraudulent practices have crept into the manufacture of noodles, macaroni and spaghetti which make it difficult for reputable manufacturers of unadulterated goods to meet the competition of the cheapened product, whereby the consumer receives an article that contains foreign coloring matter but much less nutritive substance than the genuine noodles or macaroni he expects to receive. Good egg noodles should contain a substantial amount of egg, but articles labeled "egg noodles" which contain only a trace of egg and in some instances none at all have been put on the market. The eggless "egg noodles," for example, are artificially colored yellow by means of a dye, so that to the uninitiated they look exactly like the noodles that contain real egg. Some manufacturers have been unable to see why they should add eggs at from 30 to 50 cents per dozen when the same

characteristic yellow can be obtained by the addition of a dye at a cost that is comparatively negligible. Where the output of a factory is large, the illegitimate profits made by substituting yellow dye for eggs may be very great.

If noodles were sold merely for ornaments it might make little difference to the purchaser whether the yellow came from an egg or from a dye, but when considered as food, whether or not they contain any eggs or enough egg to be of value as food, is important. For it is possible to make yellow noodles without any eggs at all and also to spread one egg over a great many noodles and add enough dye to give an attractive color. It was important, therefore, to find whether a mere suspicion of egg employed in an attempt to escape the law on a technicality would be considered in the trade justification for calling the product "egg noodles."

Dye has been used also for the purpose of deception in the manufacture of macaroni. The best grade of macaroni is made from the semolina of Durum wheat. This semolina is rich in gluten, which consists of the nitrogenous substances of the grain, and is high in food value. This wheat has its own characteristic yellow color, which is rightly associated in the minds of purchasers with the highest grade products. The yellow color, however, can, like that of the egg, be accurately reproduced by use of certain dyes. It has become the practice for certain manufacturers to make macaroni from grades of flour which are much less expensive than those from which macaroni is customarily made. This cheap substitute is artificially colored, by the addition of a dye, to look so nearly like the high grade, genuine Durum semolina macaroni that the ordinary purchaser is completely deceived.

Artificial coloring matter in noodles and macaroni serves no useful purpose whatever. It is added solely for the purpose of deception. Even a harmless dye adds

nothing in the way of taste or nourishment. An easy way to determine whether macaroni and noodles have been artificially colored is to examine the water in which they have been cooked; if they have been artificially colored with soluble dyes the water will be yellow. This, however, is not an infallible test, as some of the yellow dyes employed do not dissolve or color water.

The investigations made by the Department of Agriculture have also shown that there is a very great difference in the amount of moisture in macaroni, noodles and similar alimentary pastes now on the market. Water added in excessive amount and sold at the price of macaroni is even more profitable

than dyed dough at the price of noodles.

Those who appeared at the hearing before the Committee on Definitions and Standards agreed to in order to put competition with the industry on a fair basis, and guard the interests of the consumers, definitions should be adopted that would absolutely prohibit use of artificial coloring, fix a minimum egg requirement for articles sold as egg products, and also fine the amount of moisture that may be permitted in the product. What these limitations and requirements shall be is now being considered by the Committee on Definitions and Standards.

HOLT

Retail Clerks Who Can Sell Goods

Some Examples from a Recent Clerks' Contest Which Show the Value of Systematic Effort to Make Sales of Goods Which Customers Have Not Asked For.

A clerks' contest was held recently in Canada, in which prizes were offered to the three clerks who by personal experiences would show that they possessed the quality of salesmanship. We propose to reproduce the three personal experiences which got the prizes, not because they are anything very wonderful, but because they do show that a good live clerk who starts out to sell goods can usually succeed:—

THIS PAPER DREW FIRST PRIZE.

Having received 100 pounds of a certain brand of shortening, which was a new article coming into our store for the first time, I decided to spend one week in creating a demand for it.

One bright and sunny Monday morning a woman walked into our store, and stepping up to the counter, I said to her: "Good morning, Mrs. Thompson, this is an exceptionally fine morning for April," to which she replied that it was grand. She opened her purse and took from it a slip of paper, which was an order she requested to be sent to her.

On reading her order, and on excusing myself for interrupting her, I said: "I would like to show you a new line of shortening we have just in. I know you will like it." Taking a package from the refrigerator and opening it to show her, I said: "This is 3 cents a pound cheaper than lard and you can get better results with one-third the quantity than with lard. If you take this home and do not find it as I say, I will gladly refund you any loss you may have had through it." "All right," she said, "send it along." She came into the store a few days later and told me she never had better pastry. She never did better cooking

in her whole cooking experience and she had told several neighbors about it—she was so enthused about this shortening. I never lost a customer in the week that I pushed the sale and I never had a dissatisfied customer; also through the influence of our customers we sold a quantity to others.

We gained a great deal of trade through this, as people realized we were giving them something good quality, and also saving them money, and they appreciated my interest in them by telling me that I gave them pure goods and at less money when I sold them this brand of shortening. I sold about 100 pounds in five days.

THIS PAPER DREW SECOND PRIZE.

A short time ago a certain milk firm put on in this city a special selling campaign for one week, offering a prize to the clerk in each store who sold the most of the products during the one week. Their chief lines were flour, farina and rolled oats. This meant that practically every grocery clerk in the city was out for this prize.

By the following methods I was able to sell \$106 worth of the goods in all. I made it my business to mention these lines to all who came in. I explained to them that the goods were put up for them which meant more work for less help; that the quality was No. 1 and pointed to the fact that the goods were being extensively advertised. I had a sample of each line on the counter, and took good care to show them to all. By this time in almost every case the customer became interested, when I would then mention the prices. Most of the resulting sales were for small quantities, which meant a large percentage of these customers buying.

THIS PAPER DREW THIRD PRIZE.

A short time ago our firm received a consignment of dried peaches. While the fruit was appetizing enough to the sense of smell it did not prove very tempting



Mr. Merchant: United Coupons will help you get 100 per cent. of your customers' trade

Mr. Merchant, of course you know that you do not get *all* the trade of even your steadiest customers.

You know that if every family on your books would buy all its groceries of you, you would be very much more prosperous.

Mr. Merchant, the United Profit-Sharing Plan will help you get *all* the trade of *all* your customers.

The United Premium Catalog, giving a list of the goods now containing United Coupons, goes to millions of homes, many of them the homes of *your* customers.

This catalog tells them to buy such goods as teas, coffees, baking powder, soap, etc., etc., "from their own dealer."

That's you, Mr. Merchant.

Unlike most catalogs, this catalog helps *you*. It does not take trade out of your town. It brings it in.

This trade will come to you if you stock and feature goods containing United Coupons—goods the United Premium Catalog *makes* people want to buy.

The manufacturer pays for these coupons, not you. He packs them with his goods as a part of his advertising appropriation spent for your benefit in your store.

The manufacturers are your friends. They want to help you win back the 52% of profitable business that belongs to you but is going to the big mail order houses.

Give the United Plan a fair trial. Get the catalog and its list of profit-sharing goods. Your name on our list will bring you free information about the plan and will show you the premiums your customers can get without cost to you.

Address Service Bureau, Department 1

United Profit-Sharing Corporation
44 West 18th Street, New York City

appearance. However, it had to be sold, so I cast about for some method of introducing it to the customer other than by the ordinary one of simple display.

Securing a pint sealer I thoroughly soaked overnight what I considered would be enough of the fruit to fill it. In the morning I was amazed to find how the uninviting peaches had expanded to a surprising size, and great was my delight when on boiling and putting them 'up in the sealer in the regular way, I discovered how really fresh and tempting they looked.

An equally important discovery was the astonishing fact that only

half of the quantity I had at first thought enough was necessary, and this impressed me as an excellent selling factor.

This sealer of fruit was placed conspicuously on the counter beside the dried peaches, and frequently, with the addition of aptly-written and neatly placed cards, succeeded in making a sale by itself through merely exciting the customer's curiosity and attention and without any formal introduction from me. Where this was necessary I rarely failed to convince a woman of the pure economy of this method of providing fruit for her table, when in this between seasons period fresh fruit is so extremely expensive.

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

I went into a store the other day and asked for a certain line of goods and was told they did not handle it, that they never had any call for it. I said, "You have one now. What are you going to do about it. I want those goods right now." He replied, "We do not handle it." I said, "Do you mean to tell me that in this town there is no demand for that line?" He replied, "Absolutely none whatever." I told him that I did not believe him and that I was going to check it up with him; so we stood right there and listened to some of the calls that came in. This was one of the largest stores in a town of about 10,000, and while I stood there six inquiries were made for that line; and I asked him how he expected customers to come back to him time after time to be met with "I don't handle it." I said, "Why don't you handle it? Is it because you do not think there is sufficient demand? Not at all. You have a lot of second-hand junk here that you tried to sell to me and to these other people. You put it on six different times and did not succeed in making a sale. Now then, I would get rid of those goods and put in the things the people really want." He admitted to me that his trade was falling off and he could not understand it. I replied, "That is the

reason for it. I came into your store and asked for a certain thing, and you say in a very abrupt, grouchy way, 'We don't handle it.' I know there is a demand for it in this town, and that the people have it. Where do they get it? If you do not handle it someone else will. You had better learn what the demands of your trade really are and what they really want."—By O. A. Klingaman, who spoke on "The Retailer and His Trade."

Sears & Roebuck buy goods and in ten days they must pay for the goods; so from the time Sears & Roebuck get the money from their customers and need to use it they have it about two weeks. One hundred million dollars means \$4,000,000 every two weeks, so Sears & Roebuck have all the time \$4,000,000 that do not belong to them. Just think if you had plenty of money all the time in your till ready to buy goods, but you have it the other way. Your money is all out, and Sears & Roebuck's is all in. You are working just the opposite from his plan.—By H. O. Roberts, who spoke on "Co-operation vs. Competition."

About three years ago I formed the acquaintance of a certain mer-

chant, and at that time I will venture to say he bought hardly anything except in large quantities. He apparently could afford to do so. He is the largest dealer in his line in the town. To-day that man buys by the dozen where he used to buy by the gross, and he places orders for a half or a quarter of a dozen where he formerly bought by the dozen. What is the result? His stock to-day is about 25 per cent. less than when I first knew him, and last year he did 18 per cent. more business than in the year I formed his acquaintance. What is more to the point—he is making a greater net profit than ever before in his history. This man has a volume of business approaching \$500,000. True, he pays more for some of the things, but he is concentrating his purchases with two houses, so this difference is not as great as might be expected. In other words, he is

giving these jobbing houses a volume of business which makes worth their while to "talk turkey" to him. He buys some lines in large quantities as ever; but when he does so, it is because he has a large sale so the extra profit is not eaten up by carrying charges. As for other merchant whom I am proud to call my friend is making, I think a larger percentage of profit on the investment than any other man of my acquaintance. If his sales on certain article are not more than twelve or fifteen he buys two. When one is sold he orders another to take its place. On the other hand this man bought two carloads of a certain article to come forward in the month of October. Then he got busy and when the first car arrived, it was already sold, and he cleaned up the second soon after its arrival.—By H. K. Zuppinge who spoke on "Buying."

The New York Letter

Chamber of Commerce Will Investigate Nationally Advertised Brands and the Cutting of Prices Thereof. Important Amendment to Be Proposed to National Bankruptcy Act. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, July 9, 1915.

Considerable interest is being taken here in the forthcoming report of the Committee on the Maintenance of Resale Prices of the United States Chamber of Commerce. The finishing touches are now being put upon this, and it is expected that the Board of Directors will receive it during the next few days. The committee will recommend the making of an investigation into the general question of nationally advertised products, particularly that phase of it which concerns the cutting of prices upon such products. The committee will ask the Chamber of Commerce to make the investigation along the following lines:—

1. Cases showing whether there is an essential distinction between goods identified by brand or otherwise and unidentified goods, to the advantage of the former from the consumer's point of view.
2. Cases showing whether advertised or unadvertised goods are more economical for the consumer to purchase at the same price.
3. Cases showing whether or not legislation is desirable to require merchandise to be truthfully advertised and described.

4. Cases showing whether or not such legislation is necessary.

5. Cases showing whether or not competitive conditions prevent the making of exorbitant profits on identified merchandise.

6. Cases showing whether or not competitive conditions prevent the making of exorbitant profits on unidentified merchandise.

7. Cases showing whether or not price cutting actually reduces the value of, and hinders the distribution of, identified goods.

8. Cases showing whether or not price cutting helps or hinders the reduction of distributing costs.

9. Cases showing whether or not price cutting reduces the quality standards of identified articles.

When Congress opens in December, one of the first measures which will be presented for its consideration will be a proposed amendment to the National Bankruptcy Act, which has been prepared by United States Attorney H. Snowden Marshall, of this district. The most important change which it makes in the present law is in the appointment of an official Board of Receivers, or liquidators, who will be named for stated periods at fixed salaries, and whose work will be to take charge of the affairs of insolvent firms and corporations until a settlement or composition is

ted, or a discharge obtained. The object is to do away with the appointment of costly receivers, and to reduce the expenses of bankruptcy administration.

The purchases of American refined sugar for European countries all continues. The Federal Commodity sold during the week almost 1,000 tons of granulated sugar to France and Great Britain. The price was 4.70 f. o. b. in bond, which made the total amount involved nearly \$1,000,000.

Mr. Eugene Nortz, a well-known expert on coffee, has during the week given out a statement as to the probable Brazil crop for the coming season. He states that his figures are based upon information sent to him by friends in the producing district, and that the indications are for a very large yield. The most conservative estimate is for 11,000,000 bags as against 9,000,000 for the past season. Other estimates run as high as 12,000,000 bags. There are still chances for some curtailment of this, but everything points to a large crop. Mr.

Nortz states that the quality of the current Rio crop will probably be poor owing to the persistent hot weather. The quantity will be about the same as last crop—3,500,000 bags.

SUMMARIZED MARKET CONDITIONS.

Tea steady with demand for wants only. Prices generally are high, with buying by Russia and England holding up the low grades.—Coffee somewhat firmer, although quiet. The world's visible supply shown to be smaller. Firm news from Brazil. Milds steady and unchanged.—Sugar a little unsettled. Raws no more than steady. Demand for refined weak in feeling.—Canned salmon quiet as buyers are afraid of the market, which is unsettled. Imported sardines growing very scarce on this market. Prices tending upward.—Canned vegetables unchanged for the week.—Spot prunes firm; fair buying. Other dried fruits quiet. Raisins in moderate request.—Wheat nervous and firm. Some export business. Flour in slow movement. Market unsettled. Sales up to date have

been shorter than for many years.—Provisions somewhat weaker.

Scoop Time Is With Us All the Time, But This Price Only Happens Once.

A good scoop is a joy and pleasure to handle, and as you must use one all

the time, why not take advantage of the generous offer the Howe Scale Co., of 508 Market street, Philadelphia, advertise in this issue. They offer a solid aluminum sugar scoop, a genuine Wagner Cast, size 5 x 12 inches, at \$1.10, the regular price being \$1.50. This offer lasts but one week and not more than two scoops to one customer.—Advt.

The Week's One-Time Ads.

Here's still another delivery scheme that ought to get some of you. The Jones & Noyes people, 235 West Austin avenue, Chicago, have a special commercial bicycle proposition they want to submit to you, if you'll simply send them your name. They have a bicycle—not a motorcycle—that will stand up in the street as if it had four wheels, and will carry a load of 250 pounds. What do you think of that for a *bicycle*? As a matter of fact, it would take care of all the delivery in some small stores, and would be mighty useful for quick delivery in all kinds of stores. Of course it doesn't cost anything to keep up, and doesn't cost much to buy. Don't let this pass up without looking into it. Read the ad. and then send in the card.

The Ferris people have another of those peculiar ads. of theirs in this week. Are you reading these

Ferris ads? Do you know the way they strike me? When you read one of those ads. it's like sitting down and having a talk with a crack-a-jack talker. He doesn't say anything about his business, but you're tickled to death to hear him talk, and when he's through and goes away, you ask who he is. When you find out he sells hams and bacon, even though you never heard of his goods before, you say, "Well, a fellow as clever as that must sell good stuff. I'm going to get next to it." If you'll do that with Ferris & Co. you'll be glad you did. For years they've had a grade of ham and bacon way beyond the ordinary. It was different meat to begin with, and the curing and everything was different. You've certainly heard of Ferris Hams. If you haven't, you should. You take my advice and look them up. For particular trade there's nothing like 'em. JIMMY MANDER.

More Than One Way To Hit the Public Eye!

One is the Jess Willard way; another is the "display" way.

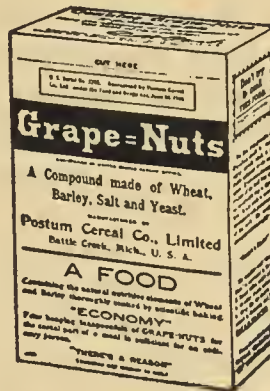
Goods attractively displayed have the "want it" appeal.

In thousands of homes **Grape-Nuts** is now used regularly because it is a delicious food, and a re-builder of body and brain.

Steady advertising—national and local—is carrying the Grape-Nuts message to others of your town. If you want their trade, give Grape-Nuts the display prominence it deserves in your store.

Profit Good—Sale Guaranteed

"There's a Reason" for Grape-Nuts



WITH THE EDITOR

The Dairy and Food Commissioner of Pennsylvania, in his preliminary annual report, agrees with the writer as to the probable uselessness of any cold storage food law while other States are without similar statutes. Mr. Foust speaks as follows about this:—

It has been clear that, in the present lack of entirely certain means of distinguishing cold storage foods from those which have been held without refrigeration for a period of 30 days or more, the keeping track of goods that have been stored in Pennsylvania cold storage warehouses is not sufficient fully to protect the public from the sale of cold storage foods as fresh. It is doubtful whether the situation can be made entirely satisfactory so long as surrounding States lack cold storage legislation and effective governmental control against the abuses which these laws are devised to stop.

Food kept in cold storage for a certain time cannot be told from fresh; even if it could be told, enough chemists could not be provided to make the tests. This allows outside shippers, bound by no law of their own, to ship storage food into Pennsylvania and sell it as fresh. Consumers are deceived, and honest Pennsylvania jobbers and retailers, who mark the cold storage food they sell because they have to, and moreover because it is honest to do so, are compelled to compete with those who sell the same class of products unmarked. The only remedies are 1, for all States to pass a cold storage food law, which will take many years, if it ever happens, and 2, for Congress to pass an interstate commerce cold storage food act. The latter would be quick, easy and completely effective, but there appears to be too many fat-heads in Congress to see it.

An Interesting Letter.

The following letter is interesting:—

Philadelphia, Pa., July 8, 1915.
Editor "Modern Merchant and Grocery World."

Dear Sir:—A great deal is said about the excessive profits which the retailer makes, and I believe that most of it has no foundation. There is some truth in it, however, as I shall testify. I am a wholesale produce salesman and know the wholesale prices of fruits and produce. The other day in passing a re-

tail grocery store in Camden my attention was attracted by some peas which were being displayed for sale in front of a retail store at 15 cents per half peck. I happen to know that this grocer paid 20 cents a basket for those peas, holding five half pecks. He charged 75 cents for what cost him 20 cents. I do not doubt that he could have sold several times as many if he had made only 100 per cent. instead of nearly 200. Is this not a pretty good example of excessive profit?

Yours truly,
R. A. N.

On the surface it certainly seems to be. Yet there may be something to be said. Peas are perishable. When they become a little old they are almost unsalable. Perhaps this grocer was calculating on a large loss for some reason.

Speaking to the general profit proposition, there is always this to be said about excessive retail profits: Those who criticise must not forget that business is conducted so illogically to-day that few articles of merchandise bear their own full burden and nothing more. They either bear less than their full burden, or more in order to make up for the burden other articles should carry but do not. Vegetables usually carry a good retail profit—*something* must carry it. The very people who protest because they are charged so much for vegetables and other things that now bear the profit would protest just as much if vegetables were reduced and flour and sugar and other lean things were increased.

It is a fine thing to be able to write a good letter. Letter writing is both a science and an art. The man who can write a persuasive, convincing letter can accomplish all sorts of things. Not long ago a general merchant wrote to a trade paper and asked for a form of letter which could be used to announce a bargain sale of shoes. He got this:—

Dear Sir:—You will be interested in the special marked down sale of shoes which I am offering in order to close out some lines which I will no longer carry.

These are all good shoes, and I feel sure you will be able to find something which will fit you and save you considerable money.

Among the stock there are a number of left-over sizes of my

very best grades, which I am selling at 25 per cent. to 33 per cent. less than regular prices.

I have placed these shoes all on a separate table, and if you will drop in at my store within the next few days you will get your pick of a very nice assortment.

I guarantee satisfaction on these shoes just the same as I do on my regular stock.

Hoping to see you soon, before the best of the assortment is gone, I am,

Yours very truly,
PARIS PELPHREY.

We cite it to show the type of letter which we believe would never get anywhere. A gentlemanly, mentally neat, mild, inoffensive affair, but with no punch to it at all. If we were a general storekeeper or a grocer in a farming community, we should get a list of out-of-town people who bought or could buy in our town, and we would experiment on them with letters. We should make the letters as distinctive, as unusual and as individual as we could, and we would watch results. When we struck a pace that we found brought results we should cultivate it night and day.

A Montana paper not long ago sent a lot of letters to consumers out there—Montana is a great field for the mail-order houses—

asking them why they bought from the catalogue concerns, and what they found in their service which they could not duplicate at the local stores. From something like forty replies, the paper tabulated the following reasons:—

First.—We want something exclusive.

Second.—We will not stand for the discourtesy of clerks in some of the Helena stores. They are indifferent and sneer at a customer with an air of superiority.

Third.—Helena merchants, with the exception of half a dozen enterprising ones, do not do comprehensive advertising, quoting prices and informing women just what they have in their stores.

Fourth.—There is widespread belief that money can be saved by sending to other cities, which flood Helena with attractive advertising.

Fifth.—The women believe there is a price agreement between merchants of Helena, especially among the grocers, and that the Retail Merchants' Exchange is a price-fixing organization. There is not enough competition—the merchants follow each other. If one has a sale, all have them at the same time. If one advertises on a

certain day, they all do, and if one stays out, they are all out.

Sixth.—The women believe the merchants extend too much credit, lose large amounts of money on bad accounts, and offer no inducements to the woman who pays cash, but makes her pay for the losses on charge customers.

Seventh.—Because many of the merchants themselves buy outside the city those things they do not carry in stock themselves. This is positively known, as their wives tell it and the transfer companies, the post office, the banks, express companies and other merchants know it beyond a doubt.

Most of these reasons are foolish and offer no good ground whatever for patronizing mail-order houses to the exclusion of local merchants. Suppose every one were removed suppose it were absolutely proved to the consumers of Montana that there was nothing in any of them does anybody think that the people would instantly drop the mail-order houses and buy only of local merchants? They certainly would not for the real reason for buying from mail-order houses would still remain, viz: people like the feeling of buying from a catalogue and from what they are educated to believe is one of the largest houses in the world. The familiar local store has no romance; the mammoth catalogue always has.

AMONG THE TRADE

P. F. Brown & Co., the Philadelphia butter and egg people who failed recently, have offered the creditors a settlement of 30 per cent.—10 per cent. cash in thirty days, 10 per cent. in one year and 10 per cent. in two years. A number of creditors have accepted, but there are quite a few creditors who institute contests over the ownership of certain goods, on the claim that P. F. Brown & Co. got them under circumstances which gave them no right to them. It probably be some time before these are settled. The receiver has been given permission to run the business till July 21st.

Peaches are coming mostly from Georgia, which reports a large crop. Prices range from \$1.25 to \$2.25 per crate and the quality is fine. A few Jersey peaches are coming in and range from 50 to 75 cents.

37

If when you figure the profit on a given nationally advertised product you estimate that it costs you seventeen per cent. (your general cost of doing business) to sell it, your calculation is based on unfair premises. It does not cost you seventeen per cent. to sell a nationally advertised product, for three-fourths of the sale is made for you by the advertising. It may not cost you more than five per cent.

It is the things that you have to argue and talk about that cost you seventeen per cent.—or more—to sell.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

WARNING!



TIME'S coming when the Government will say coated rice can't be sold at all. Don't you be caught—get out from under before this happens by introducing your trade to uncoated rice now. The finest fancy head uncoated rice is **Imperator**.

Uncoated rice is rice fresh from its maker's hand—no glucose, no talc. More nutritious, more palatable, and as much sightlier than coated rice as the unpainted cheek of a woman is sightlier than one besmeared with rouge.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.

Where Does This Money Come From?

☐ A coffee salesman gets \$125 monthly salary and \$125 expenses—where does it come from? Where can it come from except by adding it to the price you pay the salesman's employer for your coffee?

☐ Buy that same Coffee from us by mail. Can you doubt we can sell it to you cheaper? We don't pay the mails \$250 a month.

☐ If you agree that this is common sense, yet don't look into our plan, aren't you passing up a good opportunity? Send any sample of Tea or Coffee for us to match and quote.

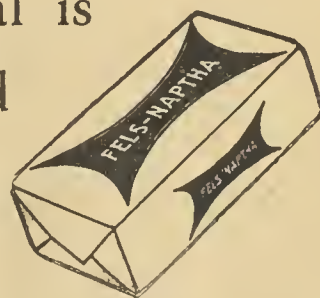
DURYEE & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES

533 Greenwich St. NEW YORK

ESTABLISHED 1897

The Difference

between imitations of Fels-Naptha soap and the original is this: **Fels-Naptha's** value is fixed and its sale is certain and prompt—the imitation may sell, but even if it does, its sale is slow. And the imitation may *not* sell.



F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St., New York

OUR NEW DEPARTURE IN ADVERTISING*JULY LETTER—To Progressive, Experienced, Well-Principled Grocers*

Our Good Friends:—

One of our City Transportation Lines through the Summer months combines business with practicable philanthropy in a remarkable degree. Fifth Avenue Auto Busses run from Fourth Street at Washington Square to Grant's Tomb, a ride of eight miles along Fifth Avenue to 57th Street, thence Broadway to 72d Street, turning to the Hudson River at Riverside Drive and so on to the finish, along one of the most beautiful River Boulevards in the world. The Busses are double-decked, the roof being fitted to carry 18 to 22 passengers and from this height each traveler has an unobstructed view along the whole course, taking in the busy kaleidoscope of vehicles and foot passengers on the crowded thoroughfare and, on the upper stretch, the beautiful Park setting and the Hudson River.

In the cool of the evening a young man with "His Best Girl" may enjoy this superb round excursion, for forty cents; a worn, weary-headed Shop Girl may now and then have this sixteen miles of diversion and up-building for twenty cents; a millionaire, who still has heart enough and eye enough for the interesting and beautiful in our City life and surroundings, may draw bigger dividends from his two dimes put in the Conductor's Bell-punch Treasury than from any investment he carries in his tin box locked up in the Safe Deposit Vault. Up to midnight on these lovely Summer evenings crowded Busses give joy to happy hearted travelers.



To one interested in the complexities of City Life, a Buss roof offers fine vantage ground to study one of the practical problems of Police Management in the control of the masses of vehicles and foot travelers bound in different directions at every congested Street Crossing. Great progress has been made in this special line in the last five years. One or two well trained, quick witted Policemen at our more busy crossings now keep the crowd of humanity and machinery moving with neatness and despatch. Put yourself where you can look down on one of these cross-roads and let your brains and eyes work at their best. Big lumbering Busses take their cue from the beck of that white gloved hand—the Boy on his Bicycle, the costliest Limousine, the Dago's Push Cart loaded down with fruit, the high piled Express Truck, the light Trotting Wagon following the dainty specimen of horse flesh, each has its chance without fear or favor. Now at the beck of Traffic Officer Richard Kreutzer, No. 5020, stationed by the Waldorf Astoria, Fifth Avenue at 34th Street, popularly and affectionately known as "Big Dick," the East and West bound calvacade stop in their tracks while North and South have the right of way. "Big Dick" puts his hand on the shoulder of the Boy and the Bike starts off under his friendly push, "Now away with you, young man! Do your best!" and the lad does, saying to himself "Gee! But don't I wish that Peeler was my Uncle!" That smooth-shod frisky mare begins to dance as the procession moves. She is nervous for her feet slip, but a strong hand at her bridle and a friendly pat on her arched neck brings confidence. She understands just what he means when he says "Now Lady, pull true!" And off she goes. Oh see! That Huckster with the rattle-bones of a nag wags his tail to skin in out of his turn. But the white glove stops him, "Now Piggy, if you try that again at this crossing, you know what you will get?" So she goes. That bright woman in a white shirt-waist, bound down town in a perky Buick to bring home her husband after the business day's work. She cordially recognizes the Crossing Guardian and he salutes her with dignity and courtesy as if she were the Mayor's wife. Now all the Avenue traffic stops at that gesture while from the sidewalk a little midget in white from neck to toe, bare-headed, with pink ribbons holding up her curls, catches the friendly nod of her Policeman, darts across the Street like a fairy, turns at the curb to wave her thanks to her Guardian No. 5020. The dainty little maid smiles, the grim Peeler smiles, every mother's son and daughter smiles, for "One touch of nature makes the whole earth kin." But following the little maid from each side a river of humanity surges across the Avenue. Did you ever try to calculate or count how many people could go over each way in six seconds where every one keeps in his line and moves straight ahead quickly?

By this time does it not percolate through our gray matter that the Traffic Policeman is a good deal of a man and has a considerable mission in life,—for under his eye the strong do not crush the Weak, the Swift do not over-ride the Slow, the Hogs never crowd out the Fair. Each man in

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

has his right of way; a fair show for every man, and so the welfare of all is promoted. From our Buss top has not our ten cent ride among many interesting scenes given us the chance to appreciate a bit of splendid Government in the way of securing the rights, the safety, the happiness of all?

The United States has been visited during the last quarter by two remarkable Delegations. The first, by invitation of our Government issued more a year ago, brought Three Delegates from each of 20 Latin-American Republics in Central and South America; (only Mexico and Hayti were not presented.) Those Delegates were the Guests of the Government from the hour they landed on our Shores and went from important City to City, where they were shown the most interesting features of our American Development and everywhere treated with the most generous courtesy. Then they rallied in Washington where 120 Appointees from various vocations met them and were in conference for a week. The President of the United States gave them an Address of Welcome and the Secretary of the Treasury was the permanent Presiding Officer. With many Committees the week was busily occupied considering the questions of general Finance, Commerce, Transportation and Commercial Law, all with the hope of developing to the utmost friendly business relations between the American Republics, under a Watchword "AMERICA for AMERICANS!"

Before this Foreign Delegation left our Shores there arrived a second company of 16 leading Merchants from the Orient, appointed by the President of the Republic of China, who came to see what advanced methods of the United States had to show to their blossoming Republic. Everywhere they were received with the greatest cordiality and friendliness and given opportunity not only to see but to express to us the result of their own experience. These 16 men of the Orient were invited to attend a Regular Meeting of the New York Chamber of Commerce and afterwards to Lunch in this magnificent Commercial Palace. The ordinary docket of business was swiftly followed and then they were welcomed by the Vice-President of the Chamber and was responded to by His Excellency, the Chinese Minister and by the Chairman of the Delegation, Mr. Cheng Hsun Chang, who spoke in his native tongue. But immediately afterwards the Honorable Secretary of the Committee, David Z. T. Yui, gave in excellent English and with much force, a translation of what the Chairman had said. Two things were notable in this brief Address. The Chairman said "The people of China believe thoroughly in the Open Door Policy. They are willing to give the Open Door to all Peoples' Industries and Commerce in their Republic, and they would like to find a door as widely and generously opened with the American People. Then occurred this remarkable phrase, "Furthermore, we are trying to pursue another policy which is even better than the Open Door Policy and that is the Open Heart Policy."

This met with applause as he went on to say "We mean that we want to have our hearts open to you in business, in developing Industries and Commerce and the establishment of intimate and cordial friendship between your great Country and ours, and this Open Heart Policy cannot be blocked or hindered, but there will always be a thorough passage way through which friendly feeling and cordial relations will flow from your Country to our Country and from our People to your People." "We shall then not only see tremendous possibilities for Commerce but also tremendous opportunities for the two greatest Republics of the world to join hands for Liberty, Equity and Universal Peace." (Great applause!)

Now what can be said of such business ideals as these from those who have been called "The Heathen Chinese?" As a result of the tour, the Commission has announced the preliminary organization of a Chinese-American Banking concern, with a capital of \$5,000,000, the planning of a Chinese-American Steamship Line, with a Gulf of Mexico or Atlantic terminal, and the placing of orders by Chinese Merchants for American goods to the amount of \$5,000,000.

What if our Great Captains of Industry were to practice the Open Door and Heart Policy in their business,—for this is simply what No. 5020 cures at a Street Crossing. What would the Commercial Princes, Swift, Armour, Sulzberger, Cudahy, etc., say to that? Would Heaven dawn for them and all other business men in this line?

But while waiting for these Magnates to "hit the trail" we smaller men can try it on and be all the manlier and more prosperous for it. By the way, why not let us supply your patrons with "That Irresistible Flavor" the Ferris Trade Mark Hams and Boneless Breakfast Bacon. Every Joint and Flitch bearing the Ferris Brand is of our own Curing on our Mott Street Premises. Prices Printed and Invariable. How does that strike you for a self-respecting business habit? Safe and pleasant for you to tie to?

With all good wishes.

In sincerity your friends,

F. A. FERRIS & COMPANY.

And how does our July Letter strike you?



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, understanding that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Duplicating Machine.

Mifflinburg, Pa., July 1, 1915.
The Editor.

Dear Sir:—Will you kindly let us know names of manufacturers who make good duplicating machines, and do you know of any second-hand ones? What we want it for circular letter work. Will you please answer us by mail at once and not publish answer in your paper.

Awaiting your prompt reply, we remain,
Yours very truly,
KLECKNER & Co.,

We would suggest your getting catalogues from the following firms: American Multigraph Sales Co., 910 Chestnut street; Evans Products Corporation, 613 Chestnut street; Russell E. Baum, Bourse Building; Duplicator Mfg. Co.,

1011 Chestnut street, all of Philadelphia.

It might be possible for you to get a used machine from any of the above, or by advertising in our want columns. J. O'Neill, 1600 Vine street, Philadelphia, has a duplicator he wants to sell.

Prospective Store Buyer Wants Information.

Conneaut, Ohio, July 1, 1915.
To the Editor.

Dear Sir:—I expect to buy a grocery store soon and would appreciate any information you could give me concerning same. Enclosed find stamped envelope for reply.

Could you tell me where I could purchase a good book on the grocery business?

The store I have in view has a Keith account system. It is one of the old style files and will hold 150 sales books. I do not feel able to buy a new system at present and would be grateful if you could give me any information on the book-keeping system to use or where I could get same. Will also have a check throwing four-drawer Dayton cash register. I have worked in a grocery for two years but do not know much of the accounting system.

Thanking you in advance, I am,
Yours truly,
WM. E. BARBER.

If you will give us an idea what kind of information you want we will be glad to give it to you if we can.

If by a book on the grocery business you mean a cyclopedia, the most elaborate work of this kind is "The Grocers' Cyclopædia," published by Artemus Ward, 50 Union Square, New York, and costing \$10.

The best short and complete bookkeeping system is the McCaskey system, made by the McCaskey Register Co., Alliance, O. That is a complete bookkeeping and accounting system, and can be operated by everybody without ex-

perience. It entirely takes the place of the old-fashioned bookkeeping system.

Dr. Shepard, American Tea Pioneer, is Dead.

Dr. Charles Upham Shepard, who was known as the "Father of the Tea Industry" in America because of his success in growing tea on a large scale in this country for the commercial market, died during the week at his home, Pinehurst Tea Farm, Summer-ville, S. C. Doctor Shepard in 1890 began his experiments in the cultivation and manufacture of tea at his Pinehurst plantation, succeeding where Government and other American tea pioneers had failed. His plantation in South Carolina covered about 60 acres, raised about 15,000 pounds of tea annually. His farm has been visited by many botanists and was a source of interest to officials of the Government, especially of the Department of Agriculture, who hoped that others would profit by the successful experiment of Doctor Shepard in showing that tea can be successfully grown in this country.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



SUN-KIST DRIED FRUIT TALKS

Keep This in Mind

When you consider that California is equal in size to the combined area of New York, New Jersey, Maine, Massachusetts, Rhode Island, Vermont, New Hampshire, Connecticut and Ohio—

That it has almost every degree of temperature and climate and every character of soil—

It's not surprising to find the finest of California's fruits restricted to certain districts where soil, climate and other conditions are ideal.

SUN-KIST Dried Fruits and Raisins are not only packed in the districts where the *best quality* and the *finest fruits* are grown but are a selection of the best produced in these localities.

They are Particular Fruits for particular people and the kind they are seeking—*that's the kind you want.*

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW
SUN-KIST Canned Fruits
Canned Vegetables
Dried Fruits and Raisins
Make Your Store a SUN-KIST Store

Thinks Eggs Ought Not to Be Sold Wholesale at Uniform Price or "Loss Off"

Agriculture Department Argues They Ought to Be Sold from the Beginning at Various Prices According to Grade. Mentions About the Enormous Egg Breakage.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 9, 1915.

The United States Department of Agriculture has issued a pamphlet through which it hopes to change the prevailing method of selling eggs from producer to jobber. This includes the country general storekeeper who trades in eggs. The Department thinks eggs should be sold at different prices based on their quality—so much for fancy eggs and so much for other grades, rather than sold at a lump average, or loss off, as now.

The Department's argument is as follows:—

Under the plan of selling according to quality, the farmer quickly finds that he makes more money by selling his eggs according to quality than when he simply sells them at an average price per dozen which the buyer has to make low in order to cover himself against off-size, off-color, dirty, cracked, checked or deteriorating eggs. If the farmer has one dozen of 17-cent eggs and another dozen of 13-cent eggs, he gets 30 cents for his two dozen, whereas under the other basis he probably would get only 13 cents a dozen, or 26 cents for his basket. In the absence of a quality basis of buying the buyer either simply pays a lump sum, gambling on the quality of the eggs, and naturally fixing a very low price, or buys on a "loss off" basis, which means that he deducts from the farmer's returns all the bad, leaking or unmarketable eggs found in his offering.

The quality basis of buying is generally believed by students of the business to lie at the very foundation of supplying the large centers steadily with eggs of good quality.

Quality buying is equally important to the local storekeeper and small-town egg collector. This was illustrated accidentally one day at the car when two of the three principals in an egg deal met in the candling room. One of these, a dealer who bought on the case-count plan—that is, paid a flat price per dozen for the eggs, whatever their condition—bought a lot of 10 dozen eggs and asked that their quality be determined by candling. He had paid 13 cents a dozen for the eggs, and the candle showed that only eight dozen could be rated either as "firsts" or "seconds." The remaining two dozen were so bad as not to be marketable under any grade. A quality buyer who was one of the group said, "These look to me like the same lot of eggs that were brought to my place this morning. I offered 15 cents for

firsts and 12 cents for seconds, but the woman who brought them would not sell at this price, and said she could find an egg man who would take them all." The case-count buyer figured gloomily that he had paid about 16 cents a dozen for a mixture of "firsts" and "seconds," or 1 cent above the market price for "firsts." In another case it was found that a case-count buyer had bought the eggs that had been thrown out by a quality buyer. This practice, however, in many towns is being broken up by agreement among the merchants, who stamp rejected eggs and thus prevent their resale as "farm run" eggs.

Not long ago the Department issued some startling figures showing how the enormous breakage of eggs in transit raised the market prices of eggs. The extent of the breakage is further revealed by the following additional statement, issued by the Department:—

According to this investigation of an average of 24 eggs out of every 30 dozen packed in a case arriving at market either cracked, dented, leaky or mashed. These figures represent the detailed examination of 6,000 dozen eggs before and after shipment, and the result of a general study of the condition of 71 carloads of over 500,000 dozen eggs shipped in carlots from packing houses in the corn belt to 10 different markets on the Atlantic coast. They mean that New York City alone has a breakage of at least 116,000,000 eggs annually. The study was also extended to the question of whether the egg breakage was due principally to the jarring received in railroad cars or to carelessness on the part of the packers. Over 200 cases, or 6,000 dozen eggs were separately examined at the packing house and the place of each egg in the case charted. As a result of this examination it was found that over 5 eggs to the case, or 5.34 per cent, were broken or had cracked shells before the eggs were loaded in the car. Between the casing of the eggs in the packing house and the delivery to the city merchant there was an additional breakage of over 5 eggs per case.

The number of eggs broken in transit, it is believed, could be greatly reduced if only sound, new cases were used, proper packing employed, a proper system of nailing on the covers followed, and an efficient method of stowing and bracing the cases in the car practiced. A study of egg cases has established exact facts as to the soundness of the wood, and has shown that there is a right and wrong way to drive every nail employed in putting the case together.

By sending out thousands of dozens of eggs packed in ma-

s and stowed in different ways and then recording the condition of the eggs on their arrival for a long journey, the specialists determined that a cemented nail will hold better in an case than a smooth nail; that use of less than six nails in the case greatly increases chance of straining; and that s driven in straight make the much more rigid than nails less driven at an angle. The experiment has also shown the most effective place to drive each nail. One of the most disastrous things that can happen to an egg case, is for it to actually come apart, for the right angles at the corners to spring, with the result that the case loses its rigidity and the eggs are broken. The straight nail is to prevent this far better than a nail carelessly driven, which is in at an angle and does not grip the wood. The way in which the eggs are packed inside the crate is also very important. Many experiments have shown that the fillers, or little card-

board cells in which the eggs are put, must be new and strong and that the flats, or cardboard sheets placed at the bottom and top of each case and in between the layers of eggs must be springy and unbroken. There is, of course, a temptation to reuse these fillers and flats. In the case of the fillers, the little projections around the outside which keep the nearest line of eggs from coming into contact with the box, are very important and in second-hand fillers these are apt to be bent, with the result that the eggs are not kept in place, but shift about with the movement of the filler. Some of the fillers when once used are dampened and weakened by "leakers," with the result that each layer of little partitions, instead of being rigid and keeping the eggs in place, has weak points which permit individual eggs to mash against each other. Much of the breakage in transit is due, not to unusually rough handling by the railroads, but to neglect of these simple facts.

HOLT.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

our Chance.—You sometimes hear some one say, "I never had the same chance as So and So." That's a weak excuse of self-excuse and you should never be guilty of giving it a thought, much less an expression.

For this reason your chance never changes when you make yourself ready. National preparedness is a preventive of war, individual preparedness is a preventive from standstill.

But," I hear some of you say, "how can I begin this preparedness you talk about." You have begun it this minute if you are really interested in the printed pages of this paper. Apart from daily practical study of your work and your goods there is no educational medium to be compared with your trade paper. A young man cannot hope to become properly versed in the food line without looking forward to the help furnished by the thoughts of bright men and the doings of big people as recorded in your grocery paper.

Personally the writer would consider himself out of touch and out of tune with grocerydom were it not for the splendid privilege of reading the editorials, "The New York Letter," "Organization News," etc., contained in the Grocery World and Modern Merchant and the "American Grocer."

Such reading fits you for your chance." It's our text book, and you know, without a text book a freshman is a poor chance of becoming a sophomore. A friend who is a stickler for knowledge of goods was asked by one

of his clerks, "Why is it that the weight of the contents of packages is always marked on the packages now-a-days?"

You see, that man is a stand-stiller. Perfectly evident that he hasn't even common knowledge of the laws governing the very goods he is handling daily. It isn't therefore only a duty to read your trade paper, it is a necessity.

Men are not called to good jobs who have spent their spare time in a pool room or in front of a bar.

President Wilson didn't appoint a professional municipal politician to succeed Mr. Bryan.

Yes, sir, your chance is just as good as the other fellow's, because it's all in your own hands—or head.

If you are in the grocery business for keeps, make the most of it. It's a never ending study. Yet it is like being efficient in anything—efficiency brings its own reward.

It's a very good thing to read up corporation laws, and thereby know the meaning of the various terms.

This thought is suggested by a remark, or rather a question, asked the other day by one whom we considered pretty intelligent and a first-class salesman. His question was, "What do they mean by preferred stock?" You would naturally think the very word was self-explanatory—that in the division of assets the preferred stockholders commanded a prior right to those holding common stock.

Anyway, the more you try to learn about business the more you'll want to learn, and the greater your "chance" will be.

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

The Grocery Markets

Tea.

No change has occurred in the tea market during the week. There's a good demand for medium grades, mostly new teas, which are selling actively on a fair basis. Low grades are as they have been for several months—very scarce and very high.

Coffee.

Various causes have combined to make coffee a small fraction higher this week than a week ago, speaking now of Rio and Santos. The announcement of the figures on the world's visible supply showed considerable falling off, which had much to do with the firmer feeling. Europe is also buying and that helps. The situation in Brazil appears to be fairly steady. Mild coffees are unchanged for the week but firm. Europe is buying considerable quantities. Mocha can be bought to come forward for around 23 cents green, and in a large way, but there is no definite information as to when they will arrive. Mocha coffee on spot is about 3 cents higher than that.

Sugar.

The sugar market, although steady to firm, shows no change for the week. The cause of the firmness is European purchases, which bid fair to become large in the not distant future. Both raw and refined remained unchanged for the week. The consumptive demand for refined sugar is fair, although not so active as some operators believe it should be, in view of the large quantity of cheap fruit.

Syrup and Molasses.

There is no change in this market for the week. Glucose is unchanged. Compound syrup is dull and unchanged, and so is sugar syrup. The demand for consumption is quite late in both cases. Some grades of molasses are becoming scarce and firmer. There is a very heavy demand for blackstrap for manufacturing purposes.

Fish.

Mackerel is very firm but unchanged for the week. The supply of good Norway mackerel on spot is light and holders are asking full prices, and getting them. There is

a little mackerel on the other side available for this country, and what there are are said to be in strong hands. New Norway mackerel will not be available for a month or six weeks, and the supply is expected to be light owing to the war. Shore mackerel have not yet become a factor, but some new ones are being offered at from \$12 to \$14 per barrel. Irish mackerel are no factor at all, as the supply is light. Cod, hake and haddock are dull and unchanged. Salmon on spot is still in buyer's favor, with comparatively light demand. Prices on new Columbia River salmon have been named on about the same basis as last year. Domestic sardines are cheap and sales have been made as low as \$2.25 for quarter oils in a large way, f. o. b. Packers claim that these goods are costing about 25 cents more than the selling price to pack. Imported sardines show no change.

Canned Goods.

Tomatoes are unchanged and quiet. The outlook for the coming crop is for a late season, probably accompanied by a glut. The market for newly packed peas is becoming very much demoralized, and standards have sold in a large way as low as 50 cents per dozen. This is believed to be 10 cents below the average cost of packing. Other grades of peas and corn are unchanged and quiet. Apples dull at ruling quotations. California canned goods, both spot and future, are weak on account of a present and prospective over-supply. Small Eastern staple canned goods are proceeding through the packing season without incident.

Butter.

The butter market is unchanged, with a normal consumptive demand, and a slight increase in the production, due to the very favorable weather. The quality of the butter arriving now averages fancy and the market is firm and healthy.

Eggs.

The egg market is steady at a decline of about one cent, due to the fact that the quality is not averaging so well as it has been. The receipts of eggs continue liberal and

the market is steady at the decline with no immediate change in sight.

Cheese.

The cheese market is steady and unchanged with a considerable percentage of the receipts going into cold storage. The weather has been very favorable for the making of fine cheese and the quality of the present production averages very fancy. As long as the weather continues as good as it has been the market will probably remain about stationary.

Provisions.

All cuts of smoked meats are steady and unchanged with a fair consumptive demand. Pure lard is steady at a decline of ¼ cent and a moderate consumptive demand. Compound lard shows no change and fair demand. Compound lard appears to be in a fairly steady and settled condition. Dried beef, barreled pork and canned meats are all

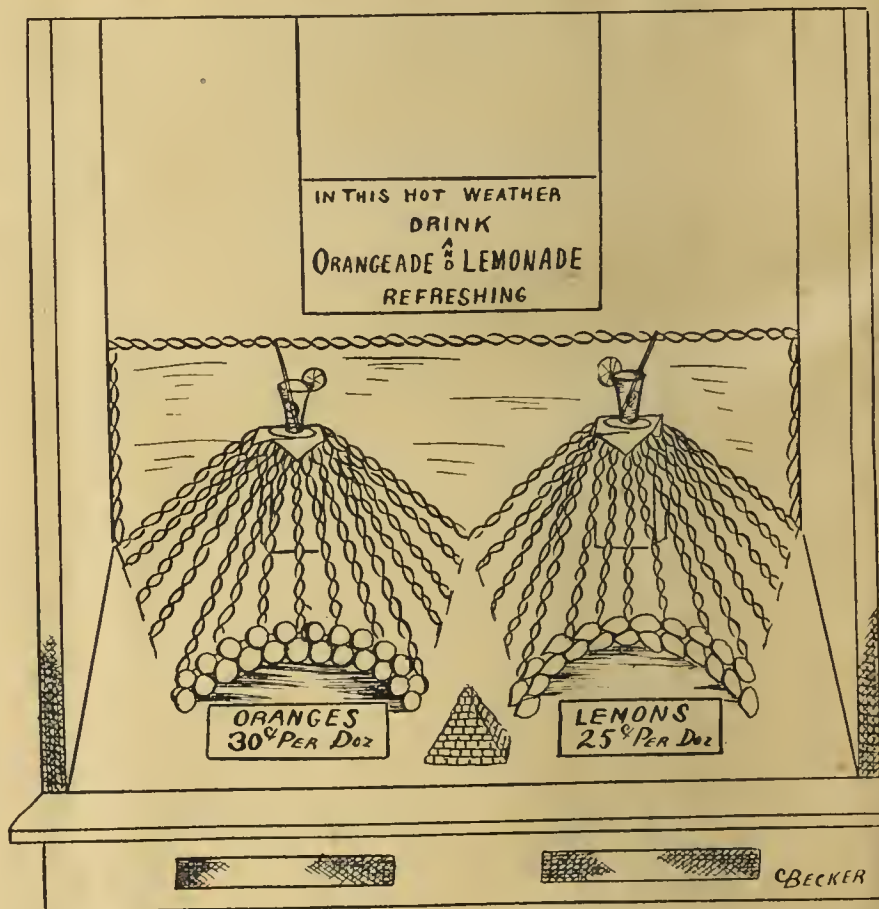
Beans and Peas.

Domestic pea beans are a shade weaker for the week, probably to 10 cents. Marrows are steady firm at unchanged prices and fair demand. California limas weaker and to come forward in beans can be obtained in a large way at 4.85. On spot the market is about ½ cent above that. Green and Scotch peas are unchanged and quiet.

Dried Fruits.

Prunes on spot are steady to firm but unchanged for the week; demand fair. Futures are no weaker and perhaps are a trifle firmer, though it is difficult to understand how the prune situation can be maintained much longer on the present basis. The coming crop is expected to be as high as 20,000,000 pounds, whereas the

Weekly Window Display Suggestions



Orange and Lemon Display.

Cover the bottom of the window with green crepe paper and also the sides of the window, and finish with a twisted strip of the same. Make a sign card in the rear like illustration. Next take two tall boxes, about 18 inches high, cover with green crepe paper and place in the rear at each side. Now cut strips about two inches wide and tack fast to the three edges of each box and slant down to the floor. On the top of the boxes place a glass of lemonade and orangeade and a straw, with a slice of fruit on the rim of the glass. Now make two large semi-circles of the fruit on the front of the boxes. Make two placards with the price of each fruit at the front of the boxes. Make two placards with the price of each as you are selling them, and in the center of the front of the window make a pyramid of loaf sugar.

Trouble in the Rennet Bottle

Unless a man knows how to make Rennet, every bottle he puts out stores up a world of trouble for the retail grocer.

Nothing is more delicate than Rennet, nothing harder to make to keep.

James T. Shinn's Liquid Rennet, begin with, is as clean as we could want Rennet to be. It is so clean that we guarantee it against spoilage. And it is probably the cheapest Rennet made — it will curdulate milk in five minutes.

Surely a grocer should be willing to handle such a superfine article for a small profit — but Shinn's Rennet pays 100%.

Why stand ye here idle when you could be selling this great good thing?

Shinn & Kirk
1400 Spruce St., Phila



Fine Flavor for Summer desserts **MAPLEINE**

and is dainty, delicious
in ices, puddings, etc.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Dayton Moneyweight Scales

S. M. TEMPLETON

1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Lead The Advertising World

New and practical advertising ideas in various
forms of trade. Its dictionary of headlines and
advertisements saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good
condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery
World, 927 Arch Street, Philadelphia, Pa.

mestic consumption of prunes is not over 60,000,000. Europe has always been depended on to consume the bulk of the balance, but this year Germany, the largest buyer, is a very uncertain quantity. If large orders do not come from Germany, it appears as if the American market would come pretty near going to pieces. Peaches, apricots, raisins, currants and other dried fruits are all unchanged and dull.

INDIVIDUAL MARKET REPORTS.

Rice.

Trade during the past week has been quiet, a natural incident to the July 4th holiday. Stocks in dealers' and grocers' hands are steadily working down and there is every indication that we shall go into new crop with little or no carry over. Fancy Japan sorts are in greater demand, with practically no supply, and a better toned market is anticipated for all grades. Screenings and second heads are also in short supply.

Advices from the South along the Atlantic coast indicate no change for the better. Merchants evidently are endeavoring to reduce stocks to the lowest possible minimum prior to stock taking. However, a better feeling seems to be manifest, due to improving conditions in the cotton and tobacco crops. Prices seem to be holding firm.

At New Orleans the trade are giving Honduras sufficient attention to take up the bulk of supplies in first hands. Japans, Blue Rose and broken rices continue scarce and in good demand, although the trade seem to be buying rather conservatively. New crop, according to consensus of opinion, will arrive in milling quantities about two weeks later than usual.

In the Interior, Southwest Louisiana, Texas and Arkansas, reports indicate occasional sales at firm prices. There has been a few sales of rough at full prices. Weather conditions, in the aggregate, continue favorable and it is anticipated that approximate crop percentages of Honduras, Japans and Blue Rose will be available within the next two or three weeks.

D. TALMAGE'S SONS CO.
New York and New Orleans.

Standard Canned Goods.

The recent weekly bulletins of the leading mercantile agencies and the market letters issued by the banks and other financial concerns show a distinct trend towards an improvement in the merchandise markets which is expected to broaden, both as to demand and prices, as the fall trade opens up. Big orders for canned goods in this market during June were not so numerous as they usually are during that month in normal times, but in point of numbers the buying orders exceeded those in the June previous, at least that was our experience. A very encouraging feature in this market is the wide scattering of the goods to the same markets that have steadily drawn on our canners since the first of the year. The new crops of peas, spinach, string beans, cherries and berries are now in the cans, and the other articles will be taken care of as they arrive.

Holders of tomatoes in this section appear to feel rather encouraged by the increased buying. Previous to June the larger part of the demand was for the No. 2 size tins, but during June the No. 3 size became active again, and the quantity of them held in the warehouses here was much reduced. The news about the coming crop and the size of the acreage this season as compared

Building Up Store Character

Every product of the National Biscuit Company suggests goodness, freshness, cleanliness — quality. N. B. C. goods as a line suggest to customers, present and prospective, the character of the store that sells them.

These products are widely and persistently advertised. People have confidence in them because they have been proved good. Consequently, for the grocer who sells them, National Biscuit Company products are goodwill promoters—they bring trade and they hold trade.

The famous In-er-seal Trade Mark Packages on your shelves make selling easy.



**SOCIAL TEA
BISCUIT**—a
favorite to serve with
ices or beverages.
Include Social Tea
Biscuit in your
order.

NATIONAL BISCUIT COMPANY

with last year, is much mixed. The unusually late spring and the continued cool, wet weather up to this week have upset the calculations of the growers and canners, but the crop is in no danger at present. The same character of buying of future tomatoes prevails, though it is a trifle larger without any ginger or pep to it.

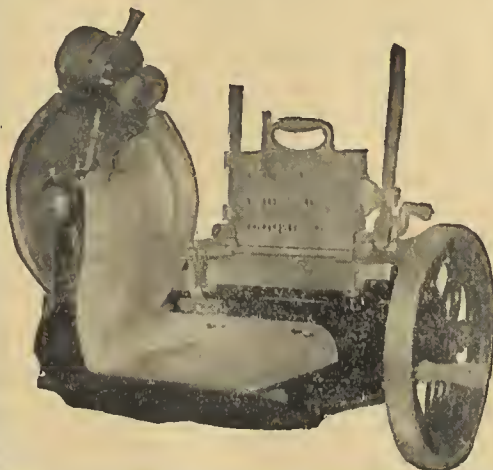
There was an increase in the orders for string beans and wax beans, be-

cause of the very low prices at which they can be bought. A casual glance at your records will show that the opportunity to buy No. 2 wax beans at 42½ cents per dozen and No. 2 green string beans at 42½ cents per dozen, f. o. b. Baltimore, have been the exceptions, not the rule. There is a better demand for spot sweet potatoes, with a strong upward tendency as to prices, and future sweet potatoes are

The World's Greatest Slicer

**MAKE NO MISTAKE—THE BEST IS
THE CHEAPEST**

**Eliminates Waste Increases Profits
Multiplies Sales**



Endorsed by more than 70,000 satisfied users as the best investment.

No machine genuine without the picture and signature of Wm. A. Van Berkel. Every machine absolutely guaranteed.

U. S. Slicing Machine Co.

Write for free demonstration to

Charles Dapp, Sales Agent
1024 Arch St., Philadelphia

finding more buyers, too. For the other lines of vegetables during the week there was the usual run of daily orders, small to medium size, without any interesting developments in any of them, though spot corn shows some strength every now and then.

The new pack of strawberries, both the water and syruped berries, has sold faster than the canners expected. Cherries are active in small orders, no big business doing in them as yet. If they prove to be a small pack the market will do better. Raspberries and blackberries were not so active as in the week previous, but they look firmer ahead. Spot pears and apples are not at all plentiful, and the prices are strong. Next to nothing doing this week in spot or future peaches. Pie grated pineapples are fairly active; the other grades are very quiet. Gooseberries and blueberries are selling in small quantities.

Cove oysters are quiet, though firm as to prices.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is at a standstill. There has been little buying during the past week, due to the holiday. Prices on spices generally are slightly easier, but higher ones are predicted.

Pepper.—Generally unchanged, and present prices are considered very fa-

vorable, as stocks are getting very low.

Cloves are being closed out by holders who are anxious to sell at low prices. In fact, prices are lower than any shipments on the way. A purchase at present would be a good one.

Pimento (Allspice).—Very dull. Prices are exceedingly low and at a standstill.

Mace.—In fair demand. Prices are unchanged and there are no prospects of any change in the near future, though it is predicted that supplies will not serve the wants for the next few months.

Nutmegs.—Prices are slightly easier, notwithstanding the fact that stocks in this country are very limited. They are in fair demand. Prices on this article will prove interesting before long.

Cassias.—Cables from abroad are very high, though prices in this country have not been affected as yet. A short crop is strongly indicated, and we believe higher prices will rule a little later on.

Ginger.—There has been a little trading on this article in closing out odds and ends at very cheap prices. African ginger has not as yet arrived and this article at present is sold at a good profit.

Green Ginger Root.—There has been few arrivals and they have been taken up as fast as they came in. In fact, arrivals are not sufficient for the demand. It is predicted higher prices will rule over the summer months.

Paprikas.—Prices are unchanged, with moderate jobbing demand.

Seeds, Herbs, Etc.—The market is fairly active and shows more strength than the spice market. Caraway, poppy and celery seeds are very firm. All seeds are likely to advance, due to low stocks in this country. The Malta crop of cummin seed is exceedingly poor.

McCORMICK & Co.

Baltimore, Md.

Imported Fish Specialties.

The herring market is very quiet for the simple reason that there is practically no desirable stuff to be had in the market to-day. The demand is good, and as soon as new supplies of new fine Scotch and Holland herrings come in, the trade will take them, even at high prices.

Mackerel quiet, but firm. Holders are not pressing for sales.

Sardines of all kinds continue in good demand, but unfortunately, stocks of all kinds—French, Portuguese and Norway

are very small, and new supplies are lacking. The demand is really good, but buyers do not seem to have grasped the idea as yet, that they are obliged to pay higher prices if they want these goods. We importers have to pay more money for every shipment that we are getting, and naturally, we have to get more money for the goods if we want to make a profit. There has been a very good catch of sardines in Norway of those new, summer fish. They are real good in quality, but the great trouble is that they have such a very large demand from all over that the packers really do not know whether to sell or not, as they all seem to be speculatively inclined, and want to hold for higher prices, but whether they will realize or not, of course is a question. At any rate, it makes it impossible for us to secure large supplies at reasonable figures at the present time. We simply have to wait what the outcome will be.

The catch of codfish is practically over, and it shows a large shortage against last season, and there is no question in our minds but that prices will be rather high for stockfish this coming season, as well as for codfish; that is for the imported Norwegian codfish.

STROHMEYER & ARPE Co.
New York.

MARKET NOTES.

Tomatoes are coming in from New Jersey and ranging from \$1 to \$1.50. Everything looks like a very large crop of tomatoes everywhere, accompanied by low prices. Mississippi tomatoes are also coming North now and average 40 cents.

Jersey corn is in and brings 75 cents per basket. The quality is fair and the crop promises big. Sugar corn will be along in about two weeks. New Orleans is shipping some corn north in barrels, at \$3 per barrel (150 ears), but the quality is nothing extra.

Watermelons from Georgia and Florida are cheap—25 to 40 cents each, and the quality is fine. Demand excellent.

Currants are coming in from New York State and New Jersey and are

cheaper almost than ever before—7 cents.

Jobbers' Packages Now empt From Pennsylvania Net Weight Act.

Amendment to Commodities
Signed by Governor Providing
the Act Shall Not Apply to Packages and Containers Such as Cans and Boxes.

The Governor of Pennsylvania has signed an amendment to commodities act of 1913, which body seemed to know anything about until it was passed. The commodities act provides that goods in package form should be a statement of the net weight, measure or numerical count of the contents. When the act was passed in 1913 there was considerable uncertainty as to just what was meant "in package form," and whether instance it meant a case of canned goods or of flavoring extracts sold by a jobber. The general opinion was that such containers as a case or a box were not packages and therefore did not need to be marked with the weight, measure or count. The Weights and Measures Department agreed with this view, and never made any effort to enforce the act against jobbers' packages.

The amendment which is now law, however, provides that "the act shall not apply to the marking of the net quantity of the contents on containers or packages named, sold or offered for sale by wholesalers, jobbers or commission merchants."

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia



A Sweet Special



We offer one of the best bargains in pure sugar syrup we have had for a long time—good color, equal to some of the corn syrups, good, sweet flavor, exceptionally fine and price three to four cents per gallon below the usual price for this grade of pure syrup.

Mighty Fine Sugar Syrups

Barrels Only. Price 24 Cents per Gallon

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Our Business Is to Increase Your Business

From 20 to 50 and even 100 per cent. not an uncommon increase

THIS IS ACCOMPLISHED THROUGH

OUR NEW AUTOMATIC BUSINESS BUILDING CAMPAIGN FOR THE RETAIL MERCHANT

¶ *A New, Unique and Dignified Trade Increasing Campaign That Positively Pays Its Own Way and Builds Business Permanently and Continuously.*

¶ **THIS IS NOT A CONTEST** but an inexpensive and effective method which in a quiet and dignified manner, with but little effort on the part of the retailer, aside from tying up goods, rapidly and permanently increases business.

¶ *Sold under a positive guarantee* to increase your business or not cost you a penny. It quickly brings new customers and retains the old; secures business now going out of town; increases cash deposits; quickly balances your business.

¶ *You will want the exclusive use of this new and copyrighted Service in your town.* Fill out and mail the coupon to-day.

BOSTON ASSOCIATION OF FINANCIAL ENTERPRISE

Cedar Rapids Savings Bank Building, Cedar Rapids, Iowa

GENTLEMEN:—Without obligation on my part send me full particulars concerning your NEW AUTOMATIC BUSINESS BUILDING CAMPAIGN.

.....Retailer

.....Town.....State

Boston Association of Financial Enterprise

Cedar Rapids Savings Bank Building

CEDAR RAPIDS, IOWA

KNOX GELATINE PAYS REAL PROFITS



Every time you sell KNOX GELATINE you make a better profit out of the retail price of fifteen cents per package than you can make on other kinds, and you can sell it oftener, sell it *faster*, sell *more of it* to *more people*. KNOX GELATINE is the *popular* gelatine, the *best known*, the *most advertised*, the biggest and easiest seller and the most profitable to you, either by the single sale or the year's business. *Push its sale, keep it displayed!* You can make more even than you are making now.

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us.

CHARLES B. KNOX COMPANY

Johnstown, N. Y.



Give Us More Little Jenny Clerks.

Say, it's a funny game, ain't it—this salesmanship business. By gravy, it's almost as individual as red hair, if you know what I mean. Some people come into the world with it and those that don't will never get it.

I saw the thing tried out last fall by my own house. One of our regular road men was sick and couldn't go out over a certain territory in north Jersey. So they sent a young fellow that had been shipping clerk but had a hunch to go on the road. He was gone three weeks and got a thousand dollars' worth of business. That was nothing for that territory. Then they put another man on it and he went over it again, when it ought to have been squeezed dry. He got five thousand.

D'ye get it? I'll bet a nickel that the first man worked a darned sight harder than the second. He saw the same people, put up the same goods, shot the same arguments, and he knew the trade just as well. I think I said that neither of 'em knew the trade at all.

What's the answer? Why, one of 'em could sell goods and the other couldn't. Of course the first man hadn't had as much experience as the other, but he had had enough to show up better than he did—if there was anything in him.

Same way in a retail store. You fellows have seen the difference. One of your clerks gives people what they ask for and another sells 'em that and something else. It would pay you to pay the second clerk twice as much as you pay the first. Twice as much? Ten times, I was going to say.

One day last week my wife got me down in the street, tied my hands and feet and carried me in a candy store with her. Laying me in the corner she went up to the counter.

"What have you got that's good?" she asked the clerk. "I want something and I don't know what. I'm tired of all the usual things."

The clerk didn't care a darn whether she was tired of 'em or not—she said so with her face. She looked over at the show case and acted vacant.

"There's maple fudge, that's nice," she said.

Nothing doing. We had already ate ourselves sick on maple fudge.

"We have Italian creams, they're very nice," she said then.

They didn't look so, so we passed them up.

"Have you tried marshmallow crullers; they're real nice," said the clerk. "They're something new."

Neither of us watered up over marshmallow crullers, and to make a long story short, we ended up with half a pound of orange paste, that I gave up 15 cents for. It gave us both a tummy-ache and never again.

What d'ye think of that, anyway? We went into that store and said "Here, we want to buy something and we don't know what. You tell us what." And the fatheaded clerk said "this is nice," and "that is nice," and "this is real nice," and in the end we spent 15 cents for something we didn't want. And it turned our little tummies inside out and hurt the candy business.

Wouldn't it peeve you to have a clerk like that? Honest, I'd rather pay such a gimp to stay away from the store. She hurts trade.

On the way home we passed another store that we get into every once in a while.

"I wish we'd gone in there," said my wife. "That little Jenny would have had something we wanted. Let's go in now."

"Nope," I said, "I've had enough. That cotton-headed mutt down at

Engle's got my nerves. We'll let our half pound of orange paste hold us for to-night."

"That little Jenny" that my wife talked about—she's the clerk for you. Honest to goodness, she can separate you from more money in five minutes than the other clerk could in all her life. If we'd gone in that store and said to Jenny what we said at the other place—"I want something and I don't know what," Jenny would have known what all right. She'd have opened the boxes and the show cases and shoved samples in our faces until we died happy.

But before we died, Jenny would have taken from us all the money we had except carfare.

Why I've refused to go in that store more than once because I had to pay the rent next day and had the money with me. Maybe that's drawn a little steep, but it's a fact that I've said to my wife many a time, "Not on your life. I ain't going in there and let that Jenny hypnotize me."

I don't mean she makes a nuisance of herself—nothing like it. But she's such a bully good salesman that she gets it over and you're loaded up before you're next.

Funny thing—these people that haven't got the knack; they can't get it. I've seen 'em try. The born salesman, he can keep after you and after you, and somehow you don't get mad. He may not land you, but you stay his friend. Pretty often, though, he'll land you.

The other kind, let him keep at you half as long and you'll feel like poking him one.

Take that girl that told us how nice things were. I'll bet if I took her and let her watch the way little Jenny did it, and had her say the same things—the same identical words—she wouldn't make good. It wouldn't work. There would be something that wouldn't be there—

the salt would be missing or the sugar. It wouldn't go, that's all.

I know a little bit about the store where Jenny works—how much business it does, and all—and I like to bet anybody that she brings in enough profit to pay more than her wages. I don't mean profit on the trade that come in and she works on. I mean trade that she makes that wouldn't be done if she didn't do it.

What a cinch to do business with two or three live wires like that. The trouble is you can't hold 'em. A clerk like that ups and opens place of his own. But I'll tell you this—if I had a store I'd be on the dead hunt night and day to find 'em to hold as long as I could. No trying to train the other kind. You may be able to make 'em a little better, but you can't give 'em the selling stunt any more than you can give 'em a body six inches taller than the Lord made it.

THE STROLLER

California cantaloupes are coming East regularly and selling at \$2.50 \$2.75 per crate. The quality is far better, in fact, than Georgia cantaloupes, which range from 50 cents \$1.50.

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric
Tenth and Chestnut Streets

The Need for an Economical and Efficient Delivery System

Due to the requirements of the grocer or marketman who has a limited amount of delivery service to perform is troubling thousands of retailers. More thousands are looking for a means of cutting down the expense of special rush orders which are trying incidents in every retail grocery store.



The Commercial Bicycle

The answer to these problems.

The Commercial Bicycle in the first place costs little, entails a trifling upkeep expense, is always ready and is built not only to handle small orders, but will carry a 250-pound load as readily.

Full information regarding our special proposition is yours for the asking. Address a card or letter to

ONES & NOYES 235 West Austin Avenue
CHICAGO, ILL.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products

The purity of the finished article is of first importance

hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind,
in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics,
auto lunches, handy for breakfast, luncheon or
night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia



To the merchant

—Who Is Discouraged.

—Who Finds His Sales
Falling Off.

—Who Has to Meet the
Big Mail Order
Competition.

THE *Sperry* SYSTEM of National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable
him to laugh at the big catalog
house competition

The *Sperry* system of profit sharing, through the
use of the Famous *S.H.* Green Trading Stamp and
the **Hamilton** Coupon has lifted thousands of
retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY

George B. Caldwell, President



319.—Paying Commissions on Cancelled Orders.

The following letter, received from an Indianapolis, Ind., reader, raises an interesting point regarding the payment of salesmen. Of course the law is the same whether it be a salesman on the road, or a retail salesman who goes among customers to get orders, or a clerk behind the counter who gets a commission on what he sells:—

We are having an argument with one of our salesmen which may require us to change our whole method of doing business, but before going to such length we feel like submitting the question to you. We employ several outside men, who are paid by receiving a share of the profits on their orders. There has been more or less friction between us over whether anything was due them on orders which were cancelled, but the matter has never reached a head until the present time. One of the salesmen now demands to receive regular commission on all orders he sends in which we accept, whether they are afterward cancelled or not. He states that he has been told by a lawyer that he can collect those from us. You can see that it would not be good business for us to pay a salesman for obtaining orders which we do not fill, and we could not afford to do that and would not. We are desirous of avoiding all controversy with our salesmen, however, and hope you can throw some light on the matter.

This is another complication arising from the loose and indiscriminate habit of cancelling orders, which obtains more or less all over the United States. I can tell this correspondent how he can solve his difficulty with his salesman, but he will probably not adopt it, because he will not consider it good business to do so. All he needs to do is to refuse to accept cancellations of orders. If he will do that, and will stand by it, all the orders his salesmen get, which are accepted, will be filled, and the salesmen will of course get their pay.

But he will probably not do that, so let us see what his status is under the present method.

As I have explained, all courts

would probably read into every ordinary contract of purchase to-day, the custom allowing cancellation at will. That is, if a seller who had previously allowed indiscriminate cancellation, suddenly refused to accept cancellation of a given order, without warning, the court would say: "Mr. Seller, you can't do that. All your previous relations with your buyer allowed cancellations, and you must therefore change those relations by notice that henceforth you will not allow cancellation. Until you do that you cannot strictly hold him to his orders."

Moreover, the courts would also hold a salesman charged with notice of this custom. A salesman who does business right in the midst of the cancelling custom, who sees his own customers cancelling orders time after time and getting away with it, of course knows that any order he gets may not be filled. My judgment is that he could not collect commissions on cancelled orders, for his employer is entitled to expect—unless the salesman tells him different—that he is going along with the cancelling custom like everybody else, and that he will for himself treat as actual orders, only such as the buyer stands by.

Therefore where employer, salesman and buyer have been going along under the prevailing custom, the employer could not hold his customer to an order without first warning him, nor could the salesman hold his employer for commissions on cancelled orders without first warning him.

Particularly is this the case with a salesman who has never heretofore claimed commissions on cancelled orders, or who if he has claimed them has not enforced his claim.

But if a salesman warned his employer that hereafter he would not be a party to any cancelling of orders, that the orders he obtained

were obtained in good faith, that the employer could enforce them if he would, and that if he chose not to do so, the salesman would still expect commissions, then I believe the salesman could collect every cent. The employer could no longer plead custom of the trade, for the salesman had notified him that he would no longer be bound by custom of the trade.

The only thing for an employer to do in such a case would be one of three: 1—take the same attitude with his customers and refuse cancellations; 2—pay commissions whether orders are filled or not; 3—discharge the salesman.

I think I should say that if there were no custom of the trade to change it, a salesman's commissions would be due and payable the minute he had obtained an order and his employer had accepted it. He would not even need to wait until it was filled.

(Copyright, July, 1915, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

President J. Denny O'Niell has appointed the following gentlemen as a committee to prepare a programme for the annual convention which meets in September at Conneaut Lake: William Smedley, chairman; J. W. Kendall, Warren; H. W. Schaeffer, Lock Haven; Theodore Landsberg, Erie; J. A. Edgar and Albert Kaiser, Philadelphia. The committee is now at work preparing for topics and speakers. We want the sug-

gestion of every member as to w topics to formally present. The min the committee is to use our own mate for the addresses instead of going side for speakers. In other words, is to be a real business men's con tion for real merchants. Let us from you, Mr. Merchant, as to you want discussed.

The Nanticoke Business Men's Association arranged a monster Independence Day celebration and it was tended by thousands of people.

Mr. Smedley addressed the newly organized Association of Business of Plymouth on June 30th. Jenkins Jones is president and David W. S is secretary. The association, now 30 members. About 60 persons were attendance at the meeting and there much interest manifested. Plans been formed for a membership paign and it is expected that there be an enrollment of about 200. A rate credit rating system has formed and certificates of membe provided. The future of this or zation seems bright.

Mr. Smedley will address the chants of Manheim on July 15t which place there is a good associ

Mr. Smedley has received an i tion to address the East Stroud Association. The date has not fixed.

The big picnic of the Pittsburgh cers' Association will be held on 21st. It promises to be the big event of the season.

The Washington Association 1 big "Dollar Sale Day" on June New members are being added d the roll of this progressive organi

The Franklin Board of Trac just concluded a "Buy at Home test similar to those promoted in towns of the State.

The Clearfield Chamber of Con has arranged for the installation ornamental lighting system, the lishment of a garbage incineration and the opening of some city pa

The Washington (Pa.) Asso has established four free hitching Good work.

By the way, Mr. Merchant, i an association in your town? it should be affiliated with the St sociation. If you have no asso why not try and start one? T ganizer will assist, if you say th

Make your plans to attend nual convention of the retail m of the State, to be held at C Lake, near Meadville, Septem 7th, 8th and 9th. It will be a bi

Wilkes-Barre merchants have vigorous protest against the a the tax assessor in doubling the ment on the main street busines

If Your Townspeople Go to the Movies This Advertisement Is for You

¶ Which means it's for everybody with a movie theatre in his town, for people always go to the movies when they have a movie theatre to go to.

¶ We can put you in a position to turn the movie craze to your own good. This Company and the Universal Film Manufacturing Company together (the Universal is one of the largest concerns in the business) issue tickets which retailers give their customers with various-sized purchases. The tickets are in different denominations and your customers use them as admission tickets to movie theatres.

¶ If you will use this plan your customers will no longer spend on the movies the money they owe you. Fill in the coupon below.

Robyn-Kander Movie Ticket Corporation

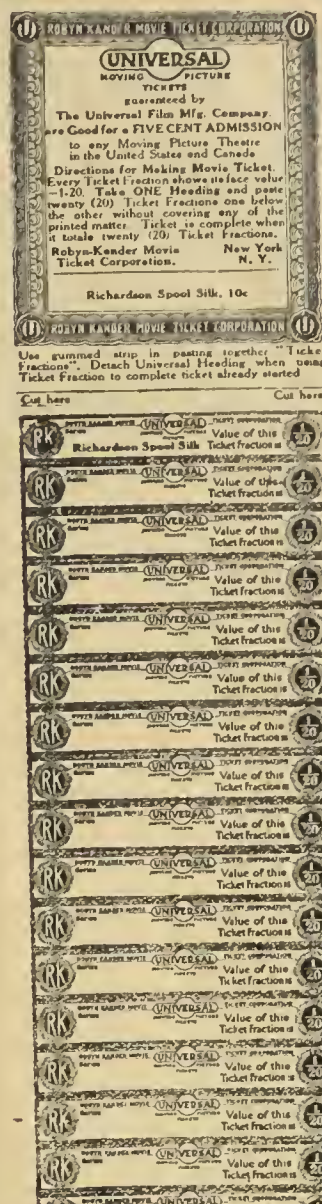
30 East 42d Street, New York City

SALESMEN—We have an attractive proposition for you in some good, open territory on liberal commission basis.

Robyn-Kander Movie Ticket Corporation, 30 E. 42d Street, New York, N. Y.
Gentlemen:—How can I utilize your Movie Ticket Plan in connection with my business, which is

Name

City State



Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirtieth St., New York City.
R. M. Doernberger, 115-117 Park Row, New York City. (13)
Advertising Novelty Co., Newton, Iowa. (6)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)
American Aluminum Mfg. Co., Le-mont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., W. Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pan-cake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Water-ville, Ohio.
Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.
Kitchen Spec. Mfg. Co., Reading, Pa. (22)
Wachusett Specialty Co., Worces-ter, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)
Geo. W. Dover Co., 79 Ship St., Providence, R. I.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.
Souvenir Lead Pencil Co., Cedar Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis.
(Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yard-sticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

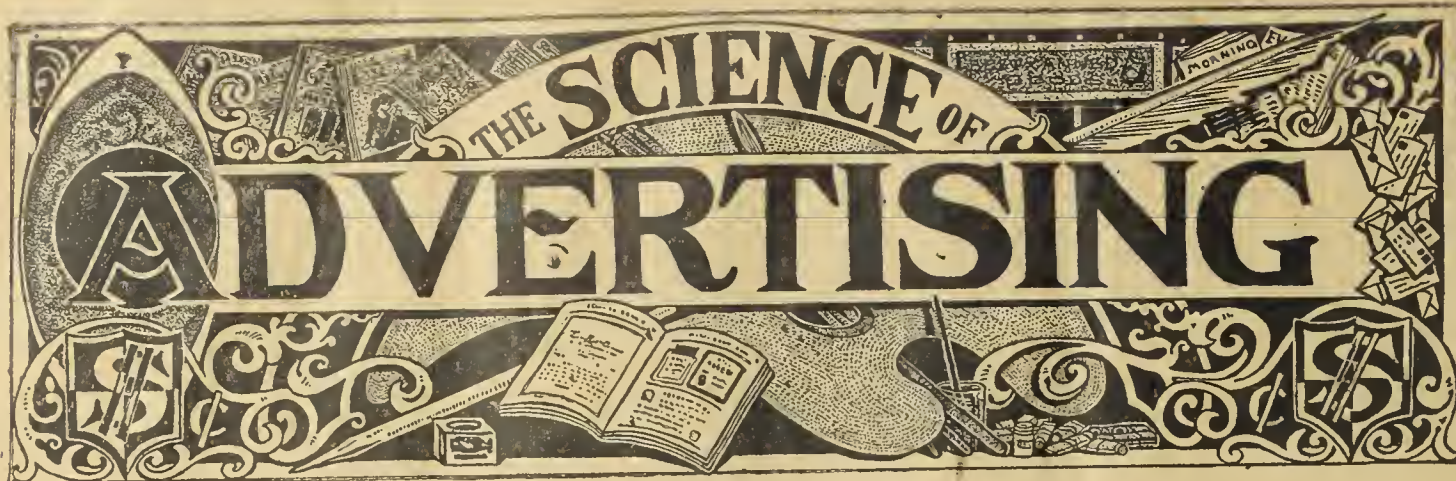
Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.



Danielsville, Pa., June 15, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed you will please find circular that we used the first part of January, 1915, from which we received big business, but at the same time feel that our advertising could and should be a whole lot stronger than what it is.

Would be pleased to have you point out our mistakes and weak points, as we are going to get out another circular in the near future, and oblige, Yours truly,

MARSH & HERMAN.

The circular enclosed was really large enough to be a hand bill. It

measured 18 x 24 inches, which I believe is too large. In my judgment it would be better to cut the circular in half and get it out twice as often. There are a lot of objections to a circular as big as this. It is more expensive to get out, it is unwieldy and hard to read. As against these disadvantages, I don't know of a single advantage. Here is the circular greatly reduced; so much reduced, in fact, that the layout is about all that can be seen:—

ter, and should have been spaced. A wonderful improvement would have resulted from this—the lines under "Coal Oil" and "Men's Shoes" are only half the width of the others and they are much easier to read in consequence.

In spite of the fact that this circular is open, in my judgment, to criticism, it is nevertheless enterprising, and so impresses you. I should expect it to get business. The offerings are straight from the shoulder and persuasive. Some of the prices are low. But I say again that the thing is too big—it would have been better to print it on both sides.

I have a letter from a correspondent who asks that he be given a personal reply, which I have done. He also asks that his letter be not published, but the matter about which he writes is of such general interest that I feel sure he will let me publish it if I withhold both his name and address:—

—, July 3, 1915.

Editor "Science of Advertising."

Dear Sir:—Would you kindly get up for us an introductory letter of some kind to send out. We intend to send out a double post card each week with a list of specials on the one card and the return card will be left blank for them to mail in their orders to us, and which we will deliver one day each week. We expect to cover the same territory the same day and about the same time each week. We will also carry with us when we deliver a book containing samples of the different lines of piece goods we carry.

We carry a full and complete line of groceries, dry goods, notions, carpets, rugs, linoleums, oil cloths, window shades, curtains, flour, feed, shoes for all members of the family, corsets, men's overalls, blouses, dress and work shirts, underwear, house dresses, aprons, shirt waists, trunks, suit cases, traveling bags, automobile tires and most everything consistent with a general store.

We are going to do this as a means of extending our service and get new business. We also guarantee everything we put out to give absolute satisfaction. The mail order houses get quite a business out of this country and we believe we can scare up some new trade this

way. We had thought of issuing small catalogue, but find that will be too expensive. Would you let us know where we might be able to buy the double post cards the most economical? Do not want both stamped, only the one. We will certainly appreciate it very much if you can get us up a little letter that will cover all the things we describe and tell the our mission. As we have the buying capacity of two stores and cash for everything we buy, we are able to buy at rock bottom prices. Get us up something not too lengthy, but to the point. Thanking you in advance.

Yours truly,

The preliminary letter in judgment should quote nothing, should take about the following tone:—

Look for Our Postals from Now On.

Beginning with next Monday, July 19th, we are going to send you each week a postal card advertising some especially juicy special which we feel sure will attract some attention.

We advise forming the habit of both looking for these postals and looking at them.

They will be return postals—you use the blank half to mail your order in.

Take our word, these specials will make people open their eyes. Nothing will be offered that cannot guarantee.

Yours,

Of course Government postal cards cost the same everywhere. Any printer can print them. It will be more convenient to let your local printer do it if you have a good one. By all means have both halves printed—one with the advertisement, and the other with your name and address. Otherwise, some people will use the blank half for their own purposes.

NOTE.—This department is devoted to the criticism of advertising matter, in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

California Will Compete With Europe on Glace Fruits.

A \$50,000 glazed fruit company has been organized in Southern California to manufacture candied fruits and flowers. One of its managers has returned extensively through European countries studying the processes of preparing high-priced products, and will endeavor to establish an industry which will compete with imported goods. Confectionery imported into the United States during the fiscal year was valued at \$289,362.

Eastern shore, Maryland, potatoes which ordinarily rule at around \$1.25 are exceedingly cheap—\$1 to \$1.25.

A SQUARE DEAL TO EVERYBODY

We promise to vigorously exert ourselves during the year of 1915 and to give you low prices, good qualities, prompt service and fair and square treatment. We hope to make it possible for you to say that there is no place to buy goods like M. & H.'s. Now watch us.

Ceresota Flour for Bread

Buy CERESOTA FLOUR right now in hundred pound lots at \$3.60

Just think of it. A high grade of Western Flour at this low price. This is a flour that can't be beat in quality, and at a price that is matchless. Therefore our strong recommendation as above.

We think you are aware of the fact that all Flour has advanced very rapidly in the last few weeks and the market is still in a very strong and advancing condition. We did not yet advance and will not until we have given everybody a fair and square shake at our flour, at the old price, if quick action is taken. Of course you understand that we are unable to continue to sell you this Flour indefinitely at present prices quoted.

Therefore we advise you not to hesitate but BUY! BUY!! BUY!!! Isn't that fair?

Another car of Middling to arrive at the Danielsville Station, about the latter part of this month, and will quote you "out of car" price on the following:

Pure Wheat Bran at \$1.39 Pure Wheat Red Middling at \$1.39

We charge 5 cents for bags and when returned in good condition refund same. Remember that at this "out of the car" price we will not accept orders for less than five bags of one kind or assorted. We got to have your order so we can notify you to call for your goods upon arrival of same. Let your orders come—we think it's a good buy.

COAL OIL--5 Gallon Lots at 45 Cents

Say, about this kerosene matter, you are not going to make any mistake by buying kerosene from M. & H.'s. Let us tell you that right straight from the shoulder. Our Price is right.

National Flour for Pies

ANOTHER BARGAIN

Our Price in Hundred Pound lots at \$3.00

This Flour is as good in quality as any for pastry. And at a lower price than any other. Therefore do not hesitate—But BUY.

MEN'S SHOES--\$2.50 Value \$1.98

It will pay you to buy Shoes from us for we are sure of our qualities and you may be sure of our prices by comparison with what others will ask.

B--SUGAR 4½c. A--SUGAR 5c. GRAN. SUGAR 5½c.

GROCERIES

ARBUCKLE'S COFFEE, 1½c. value, 18c.
LOOSE COFFEE, 1½c. value, 22c.
EVAPORATED MILK (Large), 25c.
EVAPORATED MILK (Small), 25c.
CONDENSED MILK (Large), 25c.
CONDENSED MILK (Small), 25c.
PEAS (Early), 25c.

HAMS, 10 to 12 pounds, 17c.
CINER SNAPS, 25c.
LUMP STARCH, 25c.
P & G WHITE NAPHTHA SOAP, 25c.
NAPHTHA WASHING POWDER, 25c.
BEE AND ACME SOAP, 25c.

TOBACCO

RED MAN, 25c.
UNION WORKMAN, 25c.
POLAR BEAR, 25c.
OLD HUT, 25c.
SWEET SCENTED, 25c.

MEN'S 10c VALUE WORKING SOCKS

Full Seamless--Brown Mixed

Our price for this sale only 4 Pair for 25c

Say, let us tell you that we have bought enough of these socks to supply four or five towns, the size of ours, and should be able to supply them at this low price. You will not buy any too cheap if you buy one or two dozen pairs, particularly when you think of the high quality of the goods here offered. This is the same high quality SOCK we have been handling for years.

WOMEN'S BLACK HOSE 3 Pair for 25c.

A good quality stocking and at a price that pleases.

CANVAS GLOVES

A good quality glove 3 Pair for 25c

KEEP IN TOUCH WITH US

On the things we do not name prices on, as well as the many things we do quote. There are a great little points that we can give you that you do not know much about until you get right well acquainted with us.

MARSH & HERMAN

On the Corner

STORE OPEN EVENINGS
UNTIL 8 O'CLOCK

Opposite the Bank

DANIELSVILLE, PENNA.

There is too much matter on this circular—the impression you get when you look at it, is that it would take half a day to read it. This is a very unfortunate impression to get where advertising is concerned, and in this case it is caused by the long lines of type, without any spacing between. The lines should have been broken in half in the cen-

Does \$175 Mean Anything to You Fellows With Windows?

If it does, go in the **Lipton Tea** window dressing contest, for \$175 is what we'll give away in prizes.

Two strong reasons why you should make a **Lipton Tea** display now-- 1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the \$175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

5 cases Banquet Pepper, in sifting glass bottle, 70 cents dozen.
10 boxes Huyler's $\frac{1}{2}$ Cocoa, 25 cents lb.
15 boxes Rona Cocoa, $\frac{1}{2}$, 30 cents lb.
10 boxes Rona Cocoa, $\frac{1}{3}$, 30 cents lb.
3 doz. Wood Lemon Squeezers, 25 cents doz.
10 boxes 50s Swift Pride Cleanser, \$1.50 box.

15 boxes Brubaker's Pudding, 65 cents doz.

15 boxes Jellycon, assorted flavor, 45 cents doz.

1 case 50 Window Klene, \$1.50 box.

8 Boxes 4-oz. Favorite Lye, \$1.60 box.

3 doz. All Steel Washboards, \$2.75 doz.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price \$15, f. o. b. Berwick.

FLOYD KLINETOB,
Berwick, Pa.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 76.

We offer the following, terms net cash with order, f. o. b. Mount Carmel, all guaranteed to be in first-class condition:—

4 cases Buckrellen Brand Kipperd Herring, Norwegian, 100 $\frac{1}{2}$ s to case, \$6 per case.

28 cases Navigator Brand Kipperd Herring, Norwegian, fancy quality, 72 is to case, \$7 per case.

41 cases Navigator Brand Kipperd Herring, Norwegian, fancy quality, 100 $\frac{1}{2}$ s to case, \$6.25 per case.

18 cases Half-Moon Brand Delicatess Herring, Norwegian, 100 $\frac{1}{2}$ s, oval, tomato sauce, \$7.75 per case.

7 cases Snider's Catsup, 24 16-ounce to case, \$1.84 per dozen.

50 boxes Tomson's Red Seal Borax Soap, 100 5-cent, \$3.44 per box.

SCHNEIDER BROS. & Co.,
Mount Carmel, Pa.

Offer No. 77.

I have for sale at a very low price small auto, single cylinder, air-cooled engine, 7-horse power, friction drive, cost \$400 new, equipped with wheels, steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale in good condition. Will weigh an amount up to 600 pounds. Cost \$15 will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Be Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multiplying machines, for producing imitation typewriting. This is the best machine in the world for this purpose. We own need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$5 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register with clerks' keys and tape on the side and registers up to \$10; in good order. I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as have gone out of the cream business will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hose, that we would sell at sacrifice if moved quick on account of making repairs to buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second hand to me, has a carborundum grind attached and will do fair work. Fifty dollars is what we ask for it.

D. W. DEWEESE,
51 Logan Ave., Sharon, Pa.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Wants to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

RED PENCILS BRING RESULTS.—Ever throw an ad. pencil? As low as \$1.08 per gross in stamp brings samples. Grabill & Lancaster, Pa. 52

Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

HELP WANTED

WANTED.—Two young women with chain store experience, capable of managing stores out of city. State age, experience and salary wanted. Address X., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

FURNISHED BUNGALOW.

FOR SALE OR RENT.—Six-room bungalow on Manasquan beach. Water and sewer connections. Address A. B. Crawford, 17 Hudson St., Freehold, N. J. 2

STORES.

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes

my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR RENT.—Store, suitable for grocery; 1,500 population; one other store doing about \$40,000 yearly; fine opportunity for profitable cash business; \$17.50 per month. Address P. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 29

FOR SALE.—Stock and fixtures of a first-class home cooking and delicatessen store, South Sixtieth street, near Market. Will sell to a quick buyer for a very low figure, \$1,150. Address S. C. F., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FOR SALE.—Stock and fixtures of well-established general store in Lewistown. Reason for selling, ill health. Address Thos. Myers, Lewistown, Pa. 3

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—Having discontinued the cart on the road, we have one grocery cart, in first-class condition. Will carry 1,500 to 2,000 pounds. Running gears alone worth more than we ask for cart. Address A. H. and W. R. Andrews, Prattsburgh, N. Y. 4

FOR SALE.—At \$30, Oliver typewriter. Not a rebuilt machine, but in good condition. Cannot take less than asked.

Address H. F. Snader & Co., Adamstown, Pa. 5

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

FOR SALE.—Light delivery wagon and single harness. Address Owner, 460 Asbury Ave., Ocean City, N. J. 26

PATENTS

and Trade-marks procured promptly and properly in all countries

Davis & Davis, Washington, D. C.

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient buyer who only drops in occasionally, the son who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

expensive—all sizes—f. o. b. destination. Will be trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM! You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

P. FORBES, Forbes Building, Coshocton, Ohio

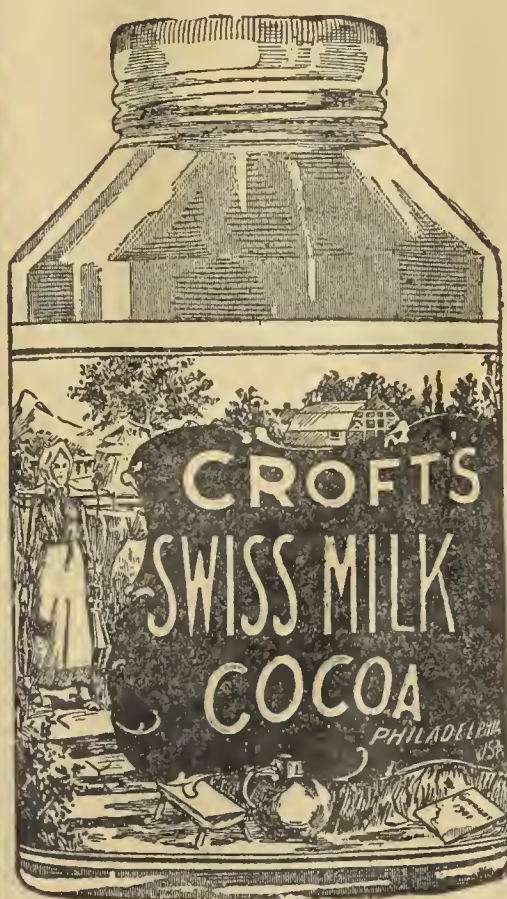


Retailers Are Satisfied With Us

We believe that the retail trade of the United States, generally speaking, is satisfied with business conditions surrounding Wheatena—profit and protection and everything else. Retailers tell us they regard Wheatena as splendid merchandise from every standpoint.

Certainly our business could hardly have gone on increasing if this had not been true. Wheatena is the best of selected Winter wheat.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n



WHERE the GLASS JAR COMES IN

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

Croft & Allen Co.
PHILADELPHIA, PENNA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JULY 12, 1915.

COL.		COL.		COL.		COL.	
2	Ammonia.....	21	Dressed Poultry.....	26	Sauces.....	26	Sauces.....
2	Axle Grease.....	22	Drugs.....	27	Scouring Soaps.....	27	Scouring Soaps.....
2	Baking Powder.....	23	Datenut Butter.....	28	Seeds.....	28	Seeds.....
14	Barley.....	23	Extracts and Essences.....	29	Soda-Bi-Carb.....	29	Soda-Bi-Carb.....
14	Beans.....	23	Extract of Beef.....	29	Soft Drinks.....	29	Soft Drinks.....
2	Blackening-Shoe.....	23	Evaporated Milk.....	29	Soap Powder.....	29	Soap Powder.....
3	Bluing-Dry.....	23	Eggs.....	3	Spices.....	3	Spices.....
3	Bluing-Liquid.....	23	Fancy Groceries.....	3	Stove Polish.....	3	Stove Polish.....
13	Bouillon Cubes and Liquids.....	23	Flour.....	14	Sundries.....	14	Sundries.....
28	Brushes.....	28	Farinaceous Goods.....	19	Syrup and Molasses.....	19	Syrup and Molasses.....
21	Butchers' Sundries.....	28	Fresh Fish.....	19	Smoking Tobacco.....	19	Smoking Tobacco.....
4	Butter.....	28	Green Coffee.....	19	Table and Cooking Oil.....	19	Table and Cooking Oil.....
10	Cakes and Crackers.....	28	Gelatine and Prepared Desserts.....	21	Tapioca.....	21	Tapioca.....
4	Candles.....	15	Horseradish.....	15	Tea.....	15	Tea.....
5	Canned Goods.....	14	Hominy.....	20	Toilet Soaps.....	20	Toilet Soaps.....
6	Canned Meats.....	27	Honey.....	24	Tobacco-Plug.....	24	Tobacco-Plug.....
4	Catsup.....	17	Ink.....	21	Vinegar.....	21	Vinegar.....
14	Cereal Specialties.....	4	Jars and Jar Rubbers.....	17	Wood and Willow Ware.....	17	Wood and Willow Ware.....
12	Cheese.....	4	Ketchup.....	3	Yeast Cakes.....	3	Yeast Cakes.....
23	Chewing Gum.....	18	Lamp Goods.....				
8	Chocolate and Cocoa.....	14	Lentils.....				
23	Cider.....	19	Lime.....				
16	Clams.....	18	Lye and Potash.....				
24	Cleaners and Polishing Compounds.....	20	Lard and Compounds.....				
17	Cocanut.....	21	Live Poultry.....				
13	Cornmeal.....	25	Laundry Soaps.....				
26	Cornstarch.....	26	Laundry Crystals.....				
9	Condensed Milk.....	26	Laundry Starch.....				
12	Cottolene.....	15	Macaroni.....				
3	Coffee Essence and Chicory.....	22	Mapleine.....				
10	Delikatessen.....	18	Matches.....				
17	Dried Fruits.....	18	Mince Meat.....				
21	Dried Meats.....	28	Maple Syrup.....				

ADVANCES.

Butter.....	6
Flour.....	6
Fresh Fish.....	16
Dressed Meats.....	7

DECLINES.

Eggs.....	24
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SUGAR.

	Barrels.
Cut Leaf.....	7.15
Eagle Tablets.....	7.65
Crystal Dominoes, 24 5-lb. pkgs.....	8.75
" " 60 2-lb. pkgs.....	9.25
Patent Cubes.....	6.50
Confectioners' Lozenge.....	6.40
Powdered.....	6.35
Fruit Powdered.....	6.25
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.55
Granulated, fine or standard, McCahan.....	6.25
" " Franklin.....	6.30
" " extra fine, bbls.....	6.25
" " 2-lb. bags.....	6.55
" " 5-lb. bags.....	6.45
" " 10-lb. bags.....	6.40
" " 25-lb. bags.....	6.40
" " 100-lb. bags.....	6.25
" " coarse.....	6.35
Confectioners' Crystal A.....	6.25
A Confectioners'.....	6.15
A No. 1.....	6.00
A No. 2.....	5.95
Franklin B.....	5.80
Extra C.....	5.55
C.....	5.40

TEA.

	Per lb.
Formosa.....	.40
Extra choice, 1/2 and 1/4 chests.....	.45
Choice, 1/2 and 1/4 chests.....	.35
Finest, 1/2 and 1/4 chests.....	.30
Fine, 1/2 and 1/4 chests.....	.25
Oolong, black.....	.30
Extra choice, 1/2 and 1/4 chests.....	.35
Choice, 1/2 and 1/4 chests.....	.25
Finest, 1/2 and 1/4 chests.....	.20
Superior, 1/2 and 1/4 chests.....	.20
English Breakfast, black.....	.30
First picking, 1/2 and 1/4 chests.....	.35
Choice, 1/2 and 1/4 chests.....	.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green.....	.35
Extra firsts, 1/2 chests.....	.40
Firsts, 1/2 chests.....	.30
Extra second, 1/2 chests.....	.25
Second, now, 1/2 chests.....	.22
Imperial, green.....	.38
Firsts, 1/2 chests.....	.30
Second, 1/2 chests.....	.25
Japan, green.....	.38
May pickings, 1/2 chests.....	.40
First crop, 1/2 and 1/4 chests.....	.35
Second crop, 1/2 and 1/4 chests.....	.30
Basket first, uncolored, needle leaf, 1/2 chests.....	.35
Young Hyson, green.....	.35
Firsts, 1/2 chests.....	.40
Hyson, green.....	.35
Extra firsts, 1/2 chests.....	.40
Firsts, 1/2 chests.....	.35
Second, 1/2 chests.....	.25
Assam, black.....	.26
Choice, 1/2 chests.....	.28
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases.....	.50
Gold Label, I. and C.....	.51
Buff Label, I. and C.....	.57
Green Label, I. and C., Formosa Oolong or Mixed.....	.50
Orange Pekoe.....	.55
Red Label, I. and C. or Mixed.....	.44
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

-2-

Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42 1/2
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.10
" " 10c., 3 doz.....	.85
Banner Dry Ammonia.....	1.95 1/2
White Foam Household, 10 oz., 3 doz.....	.90
" " 16 oz., 2 doz.....	1.35

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz. .75
Mica, 1/2 gross.....	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 5 doz.....	1.66
6 oz. " 5 doz.....	2.15
8 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder—	Per case
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1.95
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	Per case
1/2 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., 1/2 doz.....	7.20
Leslie's—	Per case
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal—	Per case
10c. tins, 4 doz.....	.86
1/2 lb., 4 doz.....	1.30
1 lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/2 gross.....	2.70
" " No. 2, 1/2 gross.....	3.00
" " No. 3, 1/2 gross.....	3.30
" " No. 4, 1/2 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

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Black Shine, No. 1.....	.45
" " No. 2.....	.75
Tan Shine, No. 1.....	.45
" " No. 2.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.27 1/2
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.13 1/2
Caracas, fancy, washed.....	.16 1/2
Maracaibo, strictly fancy, mild, choice.....	.12 1/2
Santos, Peaberry, extra fancy.....	.12 1/2
Santos, fancy.....	.11 1/2
Rio, Golden, fancy.....	.11 1/2
Rio, primo.....	.09 1/2

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/2
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 1/2
Caracas, extra fancy, washed.....	.20 1/2
Maracaibo, extra fancy.....	.16 1/2
Santos, Peaberry, extra fancy.....	.15 1/2
Santos, extra fancy.....	.15 1/2
Rio, Golden, extra fancy.....	.13 1/2
Rio, primo.....	.11 1/2

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlona.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.65
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" " imp., 1/2 gross.....	" 2.15
Floto's, improved, 1/2 gross.....	" 2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
" " No. 2, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	3.50
" " Mammoth, 3 doz.....	2.60
" " Ball Blue, No. 1, 3 doz.....	4.80
Reckitt's, 32 sc. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	3.90
French Laundry, large, 1/2 gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.80
" " 16 oz., 1 doz.....	9.90

BUTTER.

Tub Butter—	
Creamery specials.....	
" " extra, 60-lb. tubs.....	
" " first, ".....	
" " second, ".....	
" " third, ".....	
" " dairy, extra, bakers' use, 30-60 lbs.....	
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	

Print Butter—	
Price.....	
Gurnee, lbs. and 1/2 lbs.....	
Awitru.....	
Milhen Farm, lbs. and 1/2 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
" " 16s, 30 lbs.....	
Paraffine, 45, 6s, 8s, cartons, 30-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Pearless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBER.

Mason's—	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes.....	per gross

Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
55-lb. lots 2 cent per lb. less.....	

Jar Tops—	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	
Tobacco, 1/2 pint, 2 doz.....	
Beech-Nut—	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtlee's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Beans—	
r's, No. 2.....	.95
M., No. 2.....	1.25
obell's, 20 oz., tomato sauce or Boston	
le.....per case	1.90
er's, No. 2.....	1.40
Camp's, No. 2.....	1.40
shank's, No. 2.....	1.35
z's, No. 2.....	1.40
s Head, No. 3.....	1.25
ory, No. 1.....	.47½
oes—	
ard, New Jersey, No. 3.....	1.05
Maryland, No. 2.....	.60
" No. 3.....	.80
Beans—	
ard, New Jersey, No. 2.....	1.15
Maryland, No. 2.....	1.20
y, small, No. 2.....	1.50
Beans—	
ard, New York, No. 2.....	2.10
a fancy, New York, No. 2.....	2.00
y, New York, No. 2.....	1.50
ard, Maryland, No. 2.....	.70
idney Beans—	
ard, New York, No. 2.....	.95
Maryland, No. 2.....	.80
Illinois, No. 2.....	.90
ard, New York, No. 2.....	.90
cy, New York, No. 2.....	1.00
ard, Maryland, No. 2.....	.80
Maine, No. 2.....	1.30
cy, Maine, No. 2.....	1.30
e Peg, No. 2.....	.85
le grain, No. 2.....	.75
ard, New York, No. 2.....	1.25
ed, New York, No. 2.....	1.50
ra sifted, New York, No. 2.....	2.00
ard, Southern, No. 2.....	.85
ed, Southern, No. 2.....	1.00
ra sifted, Southern, No. 2.....	1.40
ard, Indiana, No. 2.....	.80
ed, Indiana, No. 2.....	1.10
ra sifted, Indiana, No. 2.....	1.40
ed, Wisconsin, No. 2.....	2.10
ard, Wisconsin, No. 2.....	1.40
ra sifted, Wisconsin, No. 2.....	2.00
ard, New York, No. 2.....	
" No. 3.....	1.25
" New Jersey, No. 2.....	
" No. 3.....	1.10
tash—	
ard, New York, No. 2.....	1.00
cy, New York, No. 2.....	1.25
ard, Maryland, No. 2.....	.95
cy, Michigan, No. 2.....	1.15
agus—	
all, No. 2½.....	2.00
dium, No. 2½.....	2.20
ge, No. 2½.....	2.50
s, No. 1.....	2.25
kins—	
ard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
ch—	
ard, Maryland, No. 3.....	1.00
Krout—	
ard, New York, No. 3.....	.85
Maryland, No. 3.....	.80

California Canned Fruit.

ots—	
tra, No. 3.....	2.75
" No. 2½.....	2.10
tra Standard, No. 2½.....	1.75
ard, No. 2½.....	2.50
ett Pear—	
tra, No. 3.....	
" No. 2½.....	2.50
tra Standard, No. 2½.....	2.30
ard, No. 2½.....	2.15
e Cherries—	
tra, No. 3.....	
" No. 2½.....	2.90
tra Standard, No. 2½.....	2.50
ard, No. 2½.....	2.25
hes, Lemon Cling, Sliced—	
tra, No. 3.....	.95
" No. 2½.....	2.00
tra Standard, No. 2½.....	1.75
ard, No. 2½.....	2.50
hes, Lemon Cling—	
tra, No. 3.....	.95
" No. 2½.....	2.00
tra Standard, No. 2½.....	1.75
ard, No. 2½.....	2.45
bes, Yellow Crawford—	
tra, No. 3.....	2.80
" No. 2½.....	2.00
tra Standard, No. 2½.....	2.70
ard, No. 2½.....	2.40

Eastern Canned Fruits.

es—	
w York State, No. 3.....	.90
" No. 10.....	.75
berries—	
syrup, No. s.....	1.35
water, No. 2.....	
ries—	
hite Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. s.....	1.50
hes—	
ble, No. 3.....	1.35
conds, No. 3.....	2.15
e, No. 3.....	.85
s—	
rtlett, Extra Standard, No. 2½.....	2.00
ffer, syrup, No. 3.....	
" water, No. 3.....	
as—	
eavy syrup, No. 2½.....	1.25
ght syrup, No. 2½.....	1.00
berries—	
aine, in water, No. s.....	1.40
berries—	
tra preserved, No. s.....	2.80
reserved, No. s.....	2.60
water, No. s.....	1.90

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.50
" Standard, No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.95
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	5.25
" No. 1, flat, 4 doz.....	5.25
" No. ½, flat, 4 doz.....	2.60
Star, No. ½, flat, 4 doz.....	1.50
" No. ½, flat, 4 doz.....	2.50
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
" Soused, ½s, oval, 100s.....	15.00
" high oval, 100s.....	18.00
" Fresh Mackerel, 100s.....	19.00
dgl., Young Mackerel in Olive Oil, ½s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kippered Herring—	
Maconache's, plain.....	1.60
Normanna, Tomato Sauce, 100s.....	11.00
" Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
" Cod, 1-lb. round tins, 100s.....	23.00
" high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.45
" No. 1, flat.....	2.50
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" medium red, tall.....	1.30
" pink, No. 1, tall.....	1.05
Shrimps, No. 1, wet.....	1.20

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.....	11.50
" ¼s, Tomato Sauce, 100s.....	11.50
" ¼s, oval, Royans a la Bordelaise, 100s.....	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
" D. & G., ½s.....	26.50
" Ispa, ½s.....	28.00
" Gondolier, ½s, 100.....	18.00
" Landell, ½s, 100.....	9.50
" Martell, ½s, 100.....	10.50
" ½s, 100.....	15.00
" Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" ½s, tomato sauce, 100.....	15.00
" ½s, olive oil, 50.....	13.25
" ½s, tomato sauce, 50.....	23.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
"Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60

Domestic.

American Oil—	
Semnole, standard, key, carton, ¼s.....	3.90
No. 2, ¼s, 100.....	3.60
¼s, key, 100.....	3.80
Irma, ¼s, 100.....	4.00
Pickert's, Rival brand, carton, ¼s, 100.....	3.90
" ¼s, 100.....	6.00
Mustard—	
Irma, ¼s, 100.....	4.00
¼s, 100.....	3.60
¼s, 48.....	3.90
Continental, ¼s, key, 48.....	3.25
Irma, fancy, ¼s, 50.....	4.50
Gold Label, ¼s, 50.....	3.80
" ¼s, 100.....	7.00
Underwood's, ¼s, 50.....	4.50
Pickert's, Crown brand, ¼s, 48.....	4.00
Columbias, ¼s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 2, 2 doz.....	2.60
No. 2, 1 doz.....	4.80
Hash, No. ½, 2 doz.....	1.05
" No. 2, 2 doz.....	2.30
" No. 2, 2 or 3 doz.....	3.75
" No. 6, ¼ or 1 doz.....	23.25
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 2 doz.....	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	2.85
" large, 2 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.95
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	4.00

Sliced Beef.

Armour's—	
Glass, small.....	1.85
" large.....	3.35
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....	
Erie brand.....	

Loaf Goods.

Armour's—	
Beef, No. ¼.....	1.40
Chicken, No. ¼.....	2.25
Ham, No. ¼.....	1.40
Veal, No. ¼.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.60
No. 2, 2 doz.....	4.80
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.60
Kingan's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	7.75
" No. 1, 2 doz.....	8.50
" No. 2½, 1 doz.....	11.55
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.....	2.50
Chicken Liver, 5 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.47½
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	2.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ¼, 2 doz.....	
" No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½.....	3.45
" No. 1.....	6.10
Turkey, No. ½.....	3.45
" No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 2½.....	10.00
" No. 2½.....	24.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
sommé, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.....	.90
Campbell's, No. 1s, 10½ oz., 4 doz.—	Per case
All kinds.....	3.60
No. 10 cans Tomato, Vegetable, Ox Tail,	
Clam Chowder, Beef and Mutton Broth,	
6 cans per case.....	3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case	3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case	3.60
Curtice Brothers' Blue Label—		
	Quarts.	Pints. ½-Pints
Green Turtle.....	6.50	3.50 2.00
“ clear.....	7.25	3.75 2.25
Terrapin.....	7.25	3.75 2.25
All others.....	3.15	1.75 1.25
Ritter's, Tomato.....		.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes.....	.34
¼-lb. tins, 6-lb. boxes.....	.31
½-lb. tins, 6-lb. boxes.....	.30
1-lb. tins, 6-lb. boxes.....	.29
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes.....	.29
½ lb., 6 and 12-lb. boxes.....	.28

Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	Per lb.	.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/2 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/4-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—		
No. 300, unsweetened, 1/2-lb. packages.....	Per lb.	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.38	
Stollwerck's Gold Brand Plain Eating Chocolate—		
No. 1, large, 25 cent size, 6 tablets in box.....	Per box	1.10
No. 3, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, large, 25 cent size, 6 tablets in box.....	Per lb.	1.10
No. 53, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—		
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb.	.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S.	Republic (White) S. O. S.	
1/4 lb.....	1/4 lb.....	.25
1/2 ".....	1/2 ".....	.30
1 ".....	1 ".....	.40
2 ".....	2 ".....	.52 1/2
3 ".....	3 ".....	.62 1/2
4 ".....	4 ".....	.77 1/2
5 ".....	5 ".....	.89 1/2
6 ".....	6 ".....	1.09 1/2
8 ".....	8 ".....	1.27
10 ".....	10 ".....	1.44 1/2
12 ".....	12 ".....	1.69 1/2
14 ".....	14 ".....	2.14 1/2
16 ".....	16 ".....	2.29 1/2
20 ".....	20 ".....	2.57
25 ".....	25 ".....	2.84
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....	.90	
20x30, ".....	1.20	
24x36, ".....	1.20	
Butter, Parchment—		
8x11, 100 sheets.....	Per pkg.	.60
9x12, ".....	.70	
12x24, 50-lb. bundles of about 1200 sheets.....	per lb.	.10
Toilet—		
Extra quality, 100 rolls.....	Per case	5.75
Good " 200 ".....	4.95	
Butter, Wax—		
9x12, about 480 sheets.....	Per pkg.	.60
White Tea—		
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....	.70	
Bags, price per M—		
Original Bundles	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.....	15M	.35
1/2 ".....	10M	.43
1 ".....	8M	.56
2 ".....	6M	.74
3 ".....	5M	.89
4 ".....	4M	1.10
5 ".....	3M	1.27
6 ".....	3M	1.56
8 ".....	2M	1.81
10 ".....	2M	2.06
12 ".....	2M	2.40
14 ".....	1M	3.05
16 ".....	1M	3.26
20 ".....	1M	3.64
25 ".....	1M	4.18
Flour Sacks, satchel bottom—		
Majestic Ex. Heavy		
12 1/2 lbs., 1 bbl.....	per 100	.42
24 1/2 lbs., 1/2 bbl.....	.70	
49 lbs., 1/4 bbl.....	1.40	
No. 2, Manilla, light weight—		
12 in. rolls.....	Per lb.	.02 3/4
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	

Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....	3.15	
Challenge, 4 doz.....	4.35	
Magnolia.....	4.85	
Dime.....	3.75	
Baby, 1 doz., glass.....	2.00	
Peninsular.....	4.40	
Star, 4 doz.....	4.85	
Anchor, skimmed.....	3.25	

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	Per case	3.25
" " small, 6 doz.....	2.25	
" " family size.....	2.95	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Silver Cow, small, 6 doz.....	2.25	
St. Charles, small, 4 doz.....	1.65	
" " tall.....	3.25	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Pearl, tall.....	3.25	
" " small, 4 doz.....	1.65	

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....	4.60	
Queen.....	4.60	
Premium.....	4.15	
Blue Ribbon.....	4.15	
Gold (Baby).....	2.35	
Gold (Tall).....	3.35	
St. Elmo.....	3.75	

CRACKERS AND CAKES.

J. S. Ivins' Son—		
Assorted Jumbles.....	Boxes	.10
Cocoanut Ripple.....	.11	
Crystal Cookies.....	.12	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.10	
Lunch Biscuit.....	.10	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Saltines.....	.13	
Spiced Wafers.....	.10	
Sugar Cookies.....	.12	
Sweethearts.....	.12	
Water Crackers.....	.09	
7-lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
Cocoanut Macaroon.....	.16	
Fruit Jumbles.....	.16	
Fruit Sundae.....	.16	
Lemon Sundae.....	.16	
Sweet Marie.....	.16	
Package goods—	Per doz.	.45
Animals.....	.90	
Cracker Meal, large.....	.45	
" small.....	.90	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.90	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	Per doz.	1.15
" " with horseradish.....	1.15	
" " large, 1 doz.....	1.75	
" " with horseradish.....	1.75	
Wein Senf, bbls.....	per gal.	.75
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

Prepared Mustard, bbls.....	per gal.
" 15-gal. kegs.....
" 10-gal. kegs.....
" 5-gal. kegs.....35-.50
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....46
" with horseradish, 2 doz.....97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....
" " loaf.....
Sap Sago, 3 to lb.....	per lb.
" " less than cask, ".....
Roquefort.....	12 in case, ".....
" " less than case, ".....
Parmesan, about 30 lbs.....	loaf, ".....
" " less than loaf, ".....
Edam, 12 in case.....	case.....
" " single.....
" " in tin.....	per lb.
" " 1-lb. tins.....	per case
Camembert, domestic, wood boxes.....	per doz.	2.75
" " Autocrat brand, large.....
" " medium, ".....
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75	
Parmesan, grated, ready for use, small bottles, per doz.....	2.50	
Olmutzer Hand, 100 in box.....	2.25	
Edelwels, Romatour and Bier-Kase.....	per doz.
American Swiss, No. 1.....	loaf.....	2.25
" " less than loaf.....	2.25	
" " square loaves, No. 1, about 25 lbs. each.....	per lb. 22-24	.18
Limburger, No. 1.....	box and 1/2 box.....	.20
" " less than 1/2 box.....	.20	
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb. 20-22	
Brick, No. 1.....	18-20	
English Dairy.....	22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" " gem size, 6 in box.....	2.25	
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....	4.50	
Lunch size, 2 doz.....	2.40	
Picnic size, 2 doz.....	1.35	
Trial size.....	1.00	
MacLaren Imperial, club size.....	1.00	
" " No. 1 size.....	2.40	
" " Roquefort, large size.....	2.95	
" " small size.....	1.45	
Fromage de Brie, M. C. C., 1 in box.....	1.55	
Fromage d'Isigny, M. C. C., 6 in box.....	1.55	
Wm. Tell brand, 12 in box.....	1.40	
Neufchatel, Cow brand, 25 in box.....	.95	
Star Cream or Phila., 12 in box.....	1.90	
Miniature Cream or Phila., 12 in box.....	.95	
Hand, 8 doz.....	1.35	
" 4 doz.....	.70	
" " Thuringer, 4 doz.....	.85	
Farmer Hand, 4 doz.....	1.45	
Schutzen, 12 in box.....	1.25	
American Mountain (Alpen Kase) 50 1-lb. pkgs.....	per lb.	.18

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....
Carlsbad Speck (Imported Bacon).....	per lb.
Imported Cervelat Sausage, Rolff's.....
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....
Pate de fois Gras, small.....	per doz.	3.00
American.....	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....	.27	.28
" (H.).....	.26	.27
" Peutonic.....	.24	.25
" Tip-Top.....	.32	.33
" Gothaer.....	.27	.28
Salami (C. W.).....	.26	.27
" (H.).....	.26	.27
" (G. A. P.).....
Landjager, short.....	per lb.	.35
" long.....
Mortadella, dry.....
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....	2.40	
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....18
Lachs Ham.....	per doz.	.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb. 20-22	.18
Paprika Speck.....18
Mettwurst, half round.....25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....
" Pfefferwurst.....

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....	5.75	
" " 10-oz. jars.....	2.50	
" " tumbler.....	1.50	
Calves' Head, round tins.....	1.65	
Tripe, 5-gal. kegs.....	2.00	
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....	per doz.	.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....	1.25	
Beef Salad, in glass.....	per doz.	1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....	6.50	
" 1/2 bbls.....	7.50	
Milkers, standard, bbls.....	7.50	
" 1/2 bbls.....

Scotland—		
Mixed, large, fulls, bbls.....	16.50	
" 1/2 bbls.....	8.50	
Milkers, " bbls.....
" 1/2 bbls.....
Marinirte Herring, imported, about 40 in pail.....	1.00	
Roil Herring, imported, about 25 in pail.....	1.00	
Spiced Herring, imported, about 40 in pail.....	1.00	
Norway Stockfish, dry.....	per lb.
Matjes Herring.....	piece

Bismarck Herring.

Round tins, with key, plat.....
" " quart.....
" " 2 quarts.....
" " 4 quarts.....
Roll Mops, 4-quart tin.....
" 2-quart tin.....
" quart tin.....
Bismarck Haring, 4-quart tin.....
" 2-quart tin.....
Kruger's Roll and Brat Haring, oval tins, doz.....

Russian Sardines.

Imported, Wallkoff brand.....	per keg
“ 5-lb. pails.....	per pail
“ 10-lb. pails.....	“
Cut Spiced, 10-lb. pails.....	“	1.2
“ 5-gal. keg.....	per keg	2.7
Russian. in glass jars.....	per doz.

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FANCY GROCERIES.

Staple Paste, 5-lb. cans.....per lb.	.35
" in oil, 6 ring bottle.....per doz.	5.00
" 3 ring bottle.....per doz.	3.25
Nonpareil, 1/2-gal. kegs.....per doz.	1.50
quart, glass.....per doz.	7.50
bottled, 1/2 size.....per doz.	2.25
" 1/4 size.....per doz.	2.00
" 1/8 size.....per doz.	1.20
Ginger, large pots, 6 to case.....per case	4.25
medium, 12 to case.....per case	4.50
small, 24 to case.....per case	4.25
in Maraschino, glass, 1 doz.....per doz.	7.00
powder, Burnham, 4 doz. 1-lb. per doz.	.90
" 2 doz. 3-lb.per doz.	2.20
" 2 doz.per doz.	3.60
powder, pints.....per doz.	2.40
4 oz.....per doz.	1.40
2 oz.....per doz.	1.40
Peas, extra fns.....per case
fns.....per case
moyens.....per case
Irish Oatmeal.....per doz.
cans.....per tin
cans.....per tin
7 & Palmer's Petit Beurre Biscuit.....lb.	.22
" Dinner Biscuit.....per doz.	.33
" Breakfast Biscuit.....per doz.	.32
Packed 7 and 5 lbs. in a can.
pper, ring, pints.....per doz.	1.25
" 1/2 pints.....per doz.	.60
one jars, 4 doz.....per case	1.75
re Marquett Mushrooms.....per case	24.00
choice.....per case	22.00
e, 100 tins.....per case	26.00
l, 100 tins.....per case	20.00
l, 100 tins.....per tin	.25
l, 100 tins.....per tin	.40
l, 100 tins.....per tin	.75
l, 100 tins.....per tin	1.50
l, 100 tins.....per tin	1.30
l, 100 tins.....per tin	2.80
l, 100 tins.....per tin	6.50
l, 100 tins.....per tin	4.00
l, 100 tins.....per tin	2.25
l, 100 tins.....per tin	4.50
l, 100 tins.....per tin	2.25
l, 100 tins.....per tin	2.25
l, 100 tins.....per tin	5.25
l, 100 tins.....per tin	Per doz
l, 100 tins.....per tin	1.40

MILLON CUBES AND LIQUIDS.

Bouillon Cubes.....per tin	1.70
tin, 100 cubes.....per tin	.90
doz. tins, 12 cubes each.....per tin	2.75
o Clam Bouillon.....per tin	2.00
z. bottles, 1 doz.....per tin	3.75
z. bottles, 1 doz.....per tin	3.75
's Oxo Cubes.....per doz.	.85
s, 100 size.....per doz.	2.00
os, 250 size.....per doz.	1.65
s, 100 cubes.....per 100	2.50
ur's Beef, Clam and Chicken Cubes.....per tin	.90
il boxes, 12 cubes, 1 doz.....per tin	1.70
ilum boxes, 50 cubes.....per tin	1.70
ge boxes, 100 cubes.....per tin	1.70
ur's Concentrated Bouillon.....per tin	3.50
s, size 2, 1 doz.....per tin	6.75
" 4, 1 doz.....per tin	13.00
" 8, 1 doz.....per tin	25.00
ur's Tomato Bouillon.....per tin	2.50
ties, size 4, 1 doz.....per tin	6.50
" 12, 1 doz.....per tin	3.00
" 5.....per bottle	1.25
icy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

ur's Solid Extract of Beef.....Per doz.	4.45
s, size 2, 1 doz.....per doz.	8.20
" 4, 1 doz.....per doz.	15.90
" 8, 1 doz.....per doz.	29.75
ur's Fluid Beef Extract.....per doz.	5.00
ties, size 4, 1 doz.....per doz.	9.00
" 8, 1 doz.....per doz.	17.00
" 16, 1 doz.....per doz.	17.00

FLOUR.

ota.....Per bbl.	7.50
Midal.....per bbl.	8.00
Medal.....per bbl.	7.60
bourne.....per bbl.	7.50
op.....per bbl.	7.85
bury's Best.....per bbl.	7.50
er Idem.....per bbl.	6.70
o of the West.....per bbl.	6.40
eam.....per bbl.	6.30
al Veil.....per bbl.	7.50
cer.....per bbl.	7.10
Seal.....per bbl.	6.60
ay White.....per bbl.	7.85
ker's Best.....per bbl.	7.25
th Imperial.....per bbl.	7.25

Prepared Flours.

illa Prepared Doughnut, Cake, Ginger-bread and Tea Biscuit Flour.....Per case	1.44
doz. 14-oz.....per case	2.40
doz. 28-oz.....per case	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

ker's Buckwheat, medium, 18s.....per lb.	1.50
" Flap Jack Flour, 18s.....per lb.	1.42 1/2
le Jerry Buckwheat, 36 2s.....per lb.	2.75
" Pancake, 36 2s.....per lb.	2.60

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Presto, 18 pkgs.....per lb.	1.55
Aunt Jemima Buckwheat, 18s.....per lb.	1.45
" Pancake, 18s.....per lb.	1.45

PEAS, BEANS AND LENTILS.

Beans.....Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about 2 1/2 bushel.....per lb.	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....per lb.	3.25
Red Kidney, fancy, new, grain bags about 2 1/2 bushel.....per lb.	3.95
Peas.....Per bushel
Scotch, domestic, bags about 2 1/2 bushel.....per lb.	2.90
Yellow, split, domestic, 1 bushel bags.....per lb.	3.55
Lentils.....Per lb.
oooooooo, 100-lb. bags.....per lb.
Less quantity.....per lb.

FARINACEOUS GOODS.

Corn Meal.....Per 100 lbs.
White Cream Table Meal, 100 lbs.....per lb.	2.15
Lea's, yellow, granulated, 100 lbs.....per lb.	2.15
" fine, 100 lbs.....per lb.	2.10
Western, yellow, granulated, 100 lbs.....per lb.	2.05
" table, 100 lbs.....per lb.	2.00
Farina.....Per 100 lbs.
Hecker's Cream, 18 pkgs.....per lb.	1.50
Shaker Corn.....per lb.
Fancy, bbls.....per lb.
Less quantity.....per lb.
Hominy.....per lb.
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags.....per bag	2.20
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case).....per case
Barley.....per lb.
No. 2, 100-lb. bags.....per lb.	3.30
No. 3, 100-lb. bags.....per lb.	3.30
Oatmeal.....per bbl.	7.40
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats.....per bbl.	7.25
Avena, 180 lbs.....per bbl.	7.25
" 90 lbs.....per bag	3.75
" 90 lbs.....per sack	3.50
Tapioca.....Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 is.....per case	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....per doz.	.04 1/4
Flake.....per doz.	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....per case	2.25
" 18 pkgs., small.....per case	1.45
Egg-O-See, 36 pkgs.....per case	1.75
E-C Corn Flakes, 36 pkgs.....per case	1.75
Maple-Wheat Flakes, 24 15c. size.....per case	2.70
" 36 10c. size.....per case	2.80
Maple-Corn Flakes, 36 pkgs.....per case	2.80
Washington Crisps, 24 pkgs.....per case	1.85
Washington Wheat Flakes, 24 pkgs.....per case	1.85
Postum Cereal.....per case	2.50
1 doz. small and 1/2 doz. large pkgs.....per case	2.25
1 doz. large pkgs.....per case	2.25
2 doz. small pkgs.....per case	2.70
3 doz. large pkgs.....per case	6.75
Instant Postum.....per case	5.40
2 doz. 4-oz. tins.....per case	5.00
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....per case	4.50
1 doz. 8-oz. tins.....per case	4.50
Grape Nuts.....per case	2.70
2 doz. 1-lb. pkgs.....per case	2.70
Post Toasties.....per case	2.70
Post Tavern Porridge.....per case	2.80
2 doz. 15c. size.....per case	2.80
3 doz. 10c. size.....per case	2.80
Krinkle Corn Flakes.....per case	1.75
2 doz. 15c. size.....per case	1.75
3 doz. 10c. size.....per case	1.75
Shredded Whole Wheat, 36 pkgs.....per case	3.60
Cream Wheat, 36 pkgs.....per case	4.50
Triscuit, 18 pkgs.....per case	1.80
Wheatena, 36 pkgs.....per case	4.50
National Oats, 18s, tubes.....per case	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....per case	4.40
" 18 2-lb. pkgs.....per case	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....per case	2.80
" Wheat Biscuits, 36 pkgs.....per case	3.30
" 18 pkgs.....per case	1.65
" Wheat Flakes, 24 pkgs.....per case	1.80
Quaker Oats Co., The.....per case
Oaten Goods.....per case
Quaker Oats, regular, 36s.....per case	2.90
" large, reg. asst., 20s.....per case	4.85
" no china, 20s.....per case	4.00
" tins, 36s.....per case	4.20
Quaker Oatmeal, steel cut, 24s.....per case	2.90
Old Fashion Scotch Brand Oatmeal, 24s.....per case	2.90
Mother's Oats, regular, 36s.....per case	2.90
" large, reg. asst., 20s.....per case	4.85
" no china, 20s.....per case	4.00
" aluminum asst., 20s.....per case	4.85
Royal Seal, 36s.....per case	4.20
Mother's Steel Cut Oat Meal, 24s.....per case	2.90
Corn Goods.....per case
Quaker Cornmeal, yellow or white, 24 2s.....per case	1.80
" family, 10s.....per case	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....per case	1.80
" 10s.....per case	1.80
Mother's Hominy, pearl or gran., 24s.....per case	1.80
" 10s.....per case	1.80
Wheat Goods.....per case
Quaker Cracked Wheat, 24s.....per case	2.80
Pettijohn's Breakfast Food, 18s.....per case	2.15
Quaker F. S. Farina, 24s.....per case	1.50
Saxon Wheat Food, no china, 24s.....per case	2.90
Mother's Wheat Hearts, 18s.....per case	2.00
Flaked and Puffed Goods.....per case
Quaker Corn Flakes, 36s.....per case	4.30
Corn Puffs, 36s.....per case	4.30
Puffed Rice, 36s.....per case	4.30
" Wheat, 36s.....per case	3.45
Mother's Corn Flakes.....per case

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Sundries—

Quaker Breakfast Biscuit, 24s.....per doz.	2.70
Apetizo, 24s.....per doz.	2.90
Quaker Whole Wheat Flour, 10s.....per doz.	2.40
Schumacker XXX Graham, 10 10s-20 ss.....per doz.	3.55
Scotch Brand Pearl Barley, 24s.....per doz.	1.80
Holland Rusk.....per doz.	2.85
36 pkgs.....per doz.	4.75
60 pkgs.....per doz.	3.60
144 pkgs.....per doz.	.06
Frehofer's Bread Crumbs, 1 lb.....per doz.	.08 1/2
" Unsweetened Zwischach.....per doz.

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 3 qt.....per doz.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.....per doz.	1.20
Cox's, instant, powdered, large.....per doz.	1.45
" small.....per doz.	.90
" large, gross.....per doz.	17.25
" small, gross.....per doz.	10.80
Plymouth Rock, pink or white.....per doz.	1.17 1/2
Nelson's, large.....per doz.	1.50
Bromangelon, assorted, 3 doz.....per doz.	.87 1/2
Jellycon, assorted flavors, 2 doz.....per doz.	.85
Chalmer's Shredded Gelatine, 10c. size.....per doz.	.95
Per gross.....per gross	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size.....per doz.	.45
Per gross.....per gross	5.25
Chalmer's Granulated Gelatine, 15c. size.....per doz.	1.20
Per gross.....per gross	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....per doz.	.45
" large, 1 doz.....per doz.	.85
Cooper's, 1 doz.....per doz.	.88
Tryphosa.....per doz.	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert.....per case	2.70
Assorted, 3 doz.....per case	2.70
Straight flavors, 3 doz.....per case	2.70
Jello Ice Cream Powder.....per case	2.70
Assorted, 3 doz.....per case	2.70
Straight flavors, 3 doz.....per case	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant; Wine Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.....per case
Brad's Tip-Top, 24 10-oz. pkgs.....per case	.90
" 50 10-oz. pkgs.....per case	1.85
" 100 10-oz. pkgs.....per case	3.25
" 24 20-oz. pkgs.....per case	1.75
" 48 20-oz. pkgs.....per case	3.25
Brad's "I-X-L", 40 16-oz. pkgs.....per case	2.25
White Rice, shelled, sacks about 150 lbs.....per case	.03 1/2
Tbe Albert Dickinson Co.....per case	2.00
Snow Ball, 40 1-lb. pkgs.....per case	2.75
Santa Claus, 100 10-oz. pkgs.....per case	1.45
" 50 10-oz. pkgs.....per case	3.00
Yankee, 100 12-oz. pkgs.....per case	1.60
" 50 12-oz. pkgs.....per case	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....per lb.
Short, 25 1s.....per lb.	.12
Cubes or Elbows, 24 1s.....per lb.
Spaghett, 25 1s.....per lb.
Vermicelli, 25 1s.....per lb.	.12
Alphabet, 25 1s.....per lb.

Domestic.

The Franco-American Food Co.....per doz.
Spaghett a la Milanaise, No. 1, 4 doz.....per doz.	.90
" No. 2, 2 doz.....per doz.	1.35
Freibofers.....per lb.
Elbow Macaroni, 36 1s.....per lb.	.10
Straight Macaroni, 36 1s.....per lb.	.10
Pastels, 36 1s.....per lb.	.10
Spaghett, 36 1s.....per lb.	.10
Elbow Spaghett, 36 1s.....per lb.	.10
All styles, 10c.....per lb.	.07 1/2
Noodles, 1/4 lb., 24s.....per lb.	.06
Fancy, long, 25 1s.....per lb.	.07 1/2
Cubes or Elbows, 24 1s.....per lb.	.07 1/2
Spaghett, 25 1s.....per lb.	.07 1/2
Vermicelli, 25 1s.....per lb.	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....per lb.	.08 1/2
" 50 1/2-lb. pkgs.....per lb.	.04 1/2
Cubes or Elbows, 24 1s.....per lb.	.07 1/2
Spaghett, 25 1s.....per lb.	.07 1/2
Vermicelli, 25 1s.....per lb.

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.....Count.....200 lb. 100 lb. 50 lb. 10 lb.	
Ex. Norway, No. 1.....170-190	32.00 16.60 8.50 1.90
Ex. Norway, No. 2.....230-260	26.00 13.60 7.00 1.55
Ex. Norway, No. 3.....320-360	23.00 12.10 6.25 1.45
Ex. Norway, No. 4.....400-450	20.00 10.60 5.50 1.25
Ex. Norway, No. 5.....550-650	14.00 7.60 4.00 .95
Fcy. Bloaters, XXX 90-110	26.00 13.60 7.00 1.55
Fcy. Shore, No. 1.....150-170	22.00 11.60 6.00 1.35
Fcy. Shore, No. 2.....250-260
Fcy. Shore, No. 3.....300-350
Extra Irish, No. 2.....350-450	18.00 9.60 5.00 1.15
Medium Irish, No. 2.....350-450	17.50 9.35 4.88 1.12
Irish, No. 4.....400-450	17.00 9.10 4.75 1.10
Large Cape Shore.....100-125	12.50 6.85 3.63 .88
Med. Cape Shore.....180-200

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Herring.

200 lb. 100 lb. 50 lb. 10 lb. 8 lb.	
Herring, large No. 1.....per lb.
Lab. Splits.....per lb.
Herring, large No. 2.....per lb.
Lab. Splits.....per lb.
Shore, round, large.....per lb.	7.50 4.35
" medium.....per lb.
Ocean Fish.....per lb.
Salmon, red, fancy.....per lb.
No. 1.....per lb.	18.00 9.60
had, Mess, No. 1.....per lb.
No. 2.....per lb.

Shredded Cod.

Beardsley.....Per doz.
Dime cartons, 2 doz.....per doz.	.90
Tins, Jewel, 2 doz.....per doz.	.90
Large cartons, 2 doz.....per doz.	2.00
Large tins, 2 doz.....per doz.	2.25
Dime tumbler, 2 doz.....per doz.	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....per case	.80
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Dressed Boneless Fish.

Favorite Cod, 40 lbs.....per case	.09
Our Choice, 40 lbs.....per case

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes.	.17
Red Star, fancy.	.17
Dor Palms, choice.	.09 1/2
" crown slabs.	.08 1/2
" standard.	.09 1/4
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 3/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 50 loc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 22 pkgs.	.05

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.	.10 1/4
50-60.	.08 3/4
60-70.	.08
California—	
40-50, 25-lb. boxes.	.10 3/4
50-60.	.09
60-70.	.08
90-100.	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Extra Desserts, 20 pkgs.	3.30
Connorsseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 3/4
California, Loose—	
Muscatels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08
Valencia—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 is.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/4-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/4-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1-lb. pkgs., 15-lb. case.	.29
1/2 and 1/4-lb. pkgs., 15-lb. case.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	.87 1/2
Millemann's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle	.50
Continental, red, 1 doz.		.32 1/2
" black, 3 doz.	per box	.67 1/2
" Writing Fluid.	per qt.	.50
Royal, black, 3 doz.		.25
Stafford, Commercial, 32		.60
Thaddeus Davids Co.—		
Electro Chemical Writing Fluid.	per qt.	.65
Square, Oriental Red, 2 oz., 1 doz.	per doz.	.40
" Green, Blue or Violet, 2 oz.,		.40
" Magic Black, 2 oz., 1 doz.		.40
" Electro Chemical, 2 oz., 1		.40
doz.		.40
Letterine, show card ink, 2 oz., all		1.00
colors.		

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top.	4.20	4.50	5.10	
Sun, Crimp, Lustre brand.	3.00	3.60	4.50	
Electric, No. 2.				per doz. .75
" slim.				.75
Rochester, "				.75
" 12 inch.				1.25
Success, No. 1, 10 inch.				.90
" 12 inch.				1.25
No. 0, Tubular Lantern Globes.	5 doz.	2.75		
Cold Blast.	5 doz.	3.25		
Jumbo Chimneys, plain.	per doz.	.75	.85	
" dec., 207.		.90	1.00	
No. 0.	No. 0.	No. 1.	No. 2.	
Banner Burners.	.40	.50	.70	
No charge for packages				
Oil Cans—				Per doz.
1 gal., glass.				2.25
1 gal., galvanized, Pearl.				1.75
5 gal., Lennox, spout.				5.50
5 gal., " spigot.				6.00
5 gal., Columbia.				7.00
5 gal., Banner.				8.00
5 gal., Cllmax, pump.				10.00
5 gal., Home Rule, pump.				12.00
Lanterns—				
No. 0, Standard.				4.00
No. 0, Dash.				7.50
Cold Blast.				7.50
Nu Style Lanterns.				8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye.	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case.	3.60
" " " " 5 case.	3.50
" " " " 1 case.	3.50
" " " " 5 case.	3.40
Search Light, D. D., No. 5, 1 gross, 1 case.	4.85
" " " " 5 case.	4.60
Crescent, No. 5, 1 gross, 1 case.	4.50
" " " " 5 case.	4.25
Blue Hen, No. 5, " 1 case.	1.85
" " " " 5 case.	1.75
Coast, No. 1, 3 gross, 1 case.	2.85
" " " " 5 case.	2.70
" " " " 5 gross, 1 case.	4.75
" " " " 5 case.	4.50
Globe, " 3 gross, 1 case.	3.00
" " " " 5 case.	2.85
" " " " 5 gross, 1 case.	5.00
" " " " 5 case.	4.75
Doric, " 1 gross, 1 case.	1.15
" " " " 5 case.	1.10
" " " " 5 gross, 1 case.	5.50
" " " " 5 case.	5.25
Monument City, No. 1, 1 gross, 1 case.	1.05
" " " " 5 case.	1.00
" " " " 5 gross, 1 case.	3.00
" " " " 5 case.	2.85
Lord Baltimore, " 1 gross, 1 case.	1.05
" " " " 5 case.	1.00
" " " " 3 gross, 1 case.	3.00
" " " " 5 case.	2.85
" " " " 5 gross, 1 case.	5.00
" " " " 5 case.	4.75
New Fast Mail, " 1 gross, 1 case.	1.10
" " " " 5 case.	1.05
" " " " 3 gross, 1 case.	3.15
" " " " 5 case.	3.00
" " " " 5 gross, 1 case.	5.25
" " " " 5 case.	5.00
Search Light, Strike on Box—	
Vulcan, No. 37, gross.	.50
" 50 gross.	.45
Home, 5 gross.	.40
" 25 gross.	.40

MINCE MEAT.

	Per case
None Such—	
1/4 gross.	2.70
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons.	3 doz. to case 2.70
" 6 doz. to case.	5.40
Extra family—	
Barrels, halves and quarters.	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	.13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 1/2

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National—		
18-lb. canakins.		.07 1/4
30-lb. pails.		.07 1/4
Brick's Nonparell Brand—		
Barrels 440 lbs., halves 250 lbs., quarters 125		
lbs., eighths 65 lbs.		.09 1/4
Tubs, 70, 35 and 18 lbs.		.09 1/4
Charge for packages as follows: 70 lbs. 60c.,		
35 lbs. 40c., 18 lbs. 25c. Returnable if in		
good order.		
Brick's Old Homestead—	Per lb.	
Barrels, 28-lb. pails, etc.	.08	
35 and 18-lb. tubs.	.08 1/4	
Packages not returnable.		

LIME.

Chloride, Acme, sifting, 25-lb. boxes.	Per lb.	.05 1/4
" " " " 3-box lots.		.05
Banner, sifting, 25 lb.		.06 1/4

OILS.

Stove Gasoline.	Per gal.	
Headlight, 150 test.		

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	2.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails. 2-gal. pails. 5-gal. kegs	
X.	1.30 2.45 5.30
XX.	1.45 2.60 5.75
XXX.	1.50 2.70 5.70
XXXX.	1.60 2.90 6.10
Mammoth.	1.95 5.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
15-oz. bottles.	8.00
Large bottles.	6.00
Medium bottles.	6.50
Small bottles.	4.25
1/2-gal. tins, 5 gal.	15.25
1/4-gal. tins, 10 gal.	25.50
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/4-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less	
quantity than an original case add 10 cts. per gal.)	
Trols Croix, French, 8 1/2-gal. cans.	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon.	2.70
" " half-gallon.	2.75
" " quart.	2.80
" " pint.	2.90
" " half-pint.	3.00
Normanna Olive Oil—	Per gal.
1 gallon.	2.80
1/2 " 2 tins.	2.90
1/4 " 4 tins.	3.00
1/8 " 8 tins.	3.10
1/16 " 16 tins.	3.20

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
Large 5 1/2-oz. bottles.	.90
48 5 1/2-oz. bottles.	.90
Pint cans, 24 to case.	1.90
Quart cans, 24 to case.	3.35
Gallon cans, 6 to case.	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Weason's Cooking, 30 No. 2.	per case 6.90
Fancy, 8 cans.	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large.	2.30
Medium.	1.35
Small.	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

	per doz.
Large, 1 doz.	2.30
Medium, 2 doz.	1.40
Small, 2 doz.	.90

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NUTS.

Almonds, California, Nonparell, paper shell,	
bags, about 80 lbs.	
Almonds, Ne Plus Ultra, bags, about 75 lbs.	
Walnuts, No. 1, soft shell, bags, about 110 lbs.	
Fliberts, bales, about 220 lbs.	
Brasils, large, bags, about 180 lbs.	
Pecans, large, bags, about 160 lbs.	
" medium.	
Mixed Table Nuts, 25 lbs.	
Peanuts, Green—	
Jumbo.	
Fancy, hand picked.	
Virginia, choice.	
Peanuts, Roasted—	Per b.
Jumbo.	
Fancy, hand picked.	1.15
Virginia, choice.	1.15
Big Nickel.	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800.	14.00
50 gals., 3600.	27.00
48 gals., 5400.	40.00
16 gals., 2400.	16.00
32 gals., 4800.	31.00
48 gals., 7200.	46.00
16 gals., 5000.	20.00
32 gals., 10000.	39.00
16 gals., 7500.	58

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	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	2.80
Day's Flint Polish, Day & Frick, 40 1-lb. bars.....	1.50
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....gross	9.50
72s.....	9.50
Bon Ami, 36 sc. cakes.....	2.50
Sta-Brite, 72 cakes.....	3.00

Worcester—		
Barrels, contain	280 lbs.....	2.50
"	60 5-lb. bags.....	4.00
"	22 14-lb. bags.....	3.75
"	30 10-lb. bags.....	3.75
"	115 2 1/4-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....		2.50
"	56-lb. bags.....	.65
"	28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 lbs to the		
bbi., roc. size bags list.....		3.00
Pretzel, 280-lb. bbls.....		2.40
"	180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....		.40
"	140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....		1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.		

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 sct.	4.00
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots	50	3.95
Grand Pa, Wonder, Beaver Sp. Co.	50 large	3.25
	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100 12 oz.	3.05
Lotus, white	100 1dry.	5.20
"	100 sct.	3.90
Marseilles, Lautz	100 sct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 sct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 sc. bars		3.85
" 100 roc. bars		6.50
" 50 roc. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 roc. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2 oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 roc.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 sc. cakes	2.00
Hand Sapollo, 1/4 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" 50s.	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s.	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 roc. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s.	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 roc. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 roc.	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	4.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.	2.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
" 10	3.75
" 25	3.70
Fels Soap Powder can be included with dropshipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
roc. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb. 6, 10, 25 lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.36
Ginger, African, Crystal	.11 3/4
" Cochin	.14 3/4
Mace	.15
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls.	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .03 3/4
" 48 1s.	" .03 3/4
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 3/4
" 24 1-lb. pkgs.	" .05 3/8
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
" Superior B, bulk, 40 lbs.	.03 1/4
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/4
" 48 1-lb. pkgs.	.05 3/4
" 16 3-lb. cartons	.05 3/4
" 6-lb. boxes	.06 1/4
Celluloid, 64 roc. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 roc. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 roc. pkgs.	5.00
" 36 roc. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue—	
" Mucilage	" .90
" Cone General Mucilage, 2 oz., 1 doz.	" .75
" 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

	Per doz.
Selser's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 1/2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.50
" 6 10 lb.	2.00
Lassies, 24 2 lb.	2.15
Mary Jane, 24 2 lb.	
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
roc. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	
" medium, 2 doz.	
Golden Tree, large, 1 doz.	
" medium, 2 doz.	

WOOD AND WILLOW WARE Brooms.

No.	
6, R. P., fancy	
7, " "	
6, Household	
7, " "	
6, Monogram	
7, " "	
Daisy Parlor	

Washboards.

Single Zinc—	
No. 100, Northern Queen, Protector	
No. 101, Tidal Wave	
No. 123, Seal Globe	
No. 126, Ruby	
Double Zinc—	
No. 56, Red Cross Swing, Protector	
No. 80, Double Seal Globe, Protector	
No. 85, Double Stag, Wide Head	
No. 687, Double Leader Swing, Protector	

Buckets.

Painted, 2 hoops, flat	
" 3 hoops, flat	
Galvanized, 10 qt.	
" 12 qt.	
Indurated Fibre	

Butter Dishes.

Wire ends, 1 lb.	per 1000
" 2 lb.	per 1000

Clothes Pins.

5 gross	
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BRUSHES.

Scrub Brushes.

No.	
1,	Extra fancy large grass
2,	Marble
3,	Grass
4,	"
5,	"
6,	"

Published every
Monday.

Modern Merchant
AND
Grocery World

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

LX.

PHILADELPHIA, July 19, 1915.

No. 3.

<div>Modern Merchant and Grocery World</div> <div>PUBLISHED WEEKLY BY THE GROCERY WORLD PUBLICATION CO.</div> <div>AT 127 Arch Street, Philadelphia.</div> <div>TELEPHONES: Filbert 3286 Filbert 3287 Exchange.</div> <div>Keystone, Race 746</div> <div>Checks and Drafts payable to the Gro- cery World Publication Co.</div> <div>Independent journal published ex- clusively in the interests of modern mer- chants of all classes.</div> <div>ELTON J. BUCKLEY, Editor.</div> <div>DAVID EZEKIEL, Advertising Manager.</div> <div>Subscription Rates, Including Postage, Payable in Advance:</div> <div>PER YEAR</div> <div>United States and Mexico..... \$3.00</div> <div>Canada 3.50</div> <div>Great Britain and Continent of Europe and Asia 4.50</div> <div>Copies10</div> <div>Contents.</div> <div>Known Philadelphia Jobber Gets Important Appointment.... 6</div> <div>Express Co. Forms Alliance with Larkin to Sell Larkin Goods to Express Co. Em- ployees 6</div> <div>Typical Mail Order Advertis- ing Frauds 6</div> <div>New York Letter 8</div> <div>ing Talks with Clerks 9</div> <div>orial 10</div> <div>mit Frauds Partly Scotched. Keep Hands Off Fresh Meats. and Now a Chain Economy Job- bing House.</div> <div>ong the Trade 10</div> <div>e Time Given to Comply with Federal Net Weight Law on Package Goods 10</div>	<div>PAGE</div> <div>Retailer's Share in Widespread Breakage of Eggs 11</div> <div>Don't Let Your Customers Handle Meats Any More—You May Be Fined 11</div> <div>Palatable Tidbits from a Winter Short Course on Retail Mer- chandising 12</div> <div>The Grocery Markets 13</div> <div>Individual Market Reports 13</div> <div>The Week's One-Time Ads. 14</div> <div>Correspondence 14</div> <div>Market Notes 14</div> <div>"The Stroller's " Column (Contrib- uted) 20</div> <div>Unloading Grouches on Other People.</div> <div>Weekly Window Display Sugges- tions 20</div> <div>Legal Department 22</div> <div>320.—The Eighty Per Cent. Clause in Fire Insurance Policies.</div> <div>Pennsylvania Organization Notes... 23</div> <div>Science of Advertising 24</div> <div>First Half of 1915 Shows Many More Failures Than Same Per- iod of 1914 24</div> <div>Subscribers' Bargain List 26</div> <div>Want Department 27</div> <div>"Modern Merchant and Grocery World" Prices-Current 28</div> <div>Index to Advertisements.</div> <div>PAGE</div> <div>"Advertising World" 13</div> <div>Babbitt, B. T. 21</div>	<div>PAGE</div> <div>Baker, W. H.Cover 2</div> <div>Baker & Co., Ltd., Walter..... 23</div> <div>Boston Association of Financial En- terpriseCover 4</div> <div>Buckley, Elton J. 6</div> <div>Craig, D. S. & H. 11</div> <div>Crescent Mfg. Co. 13</div> <div>Croft & Allen Co. 14</div> <div>Davis & Davis 13</div> <div>Dayton Moneyweight Scale Co. 13</div> <div>Duryee & Barwise 11</div> <div>Fairbank Co., The N. K. 11</div> <div>Fleischmann's Yeast 27</div> <div>Forbes, J. P. 21</div> <div>Franklin Sugar Refining Co., The... 19</div> <div>Heacock, H. F. 21</div> <div>Hires Condensed Milk Co. ...Cover 2</div> <div>Ideal Fruit Display Co. 23</div> <div>Indexed Coupon Books 21</div>	<div>PAGE</div> <div>International Harvester Co....Cover 4</div> <div>Knight Cooking Extract Co. 27</div> <div>Lautz Bros. & Co.Cover 2</div> <div>Mapleine 13</div> <div>McCahan Sugar Ref. Co., The W. J., Cover 3</div> <div>Nationally Advertised Products 4</div> <div>North Star Egg Case Co. 9</div> <div>Philadelphia Electric Co. 27</div> <div>Quaker Oats Co., The 7</div> <div>Rumford Chemical Works 21</div> <div>Shredded Wheat Co., The ...Cover 2</div> <div>Star Egg Carrier and Tray Mfg. Co. 23</div> <div>Sperry & Hutchinson 19</div> <div>Sun-Kist Fruits 9</div> <div>Troemner, HenryCover 3</div> <div>West Disinfecting Co. 21</div> <div>Wheatena Co., The 8</div> <div>Where to Get Premium Goods 4</div>
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Some Typical Mail Order Advertising Frauds

Live Retailer Digs In to Some Mail Order Offers and Finds What Looks Like Fake. Complains to Post Office Department Against Montgomery Ward & Co., But Gets No Satisfaction. The Paint Joker.

On the 12th of last February it was my pleasure to address a Merchants' Short Course at the University of Minnesota, and the next day I submitted a case against one of the largest mail-order concerns. That concern had advertised a number of articles as being sold at half the usual retail price. If their price was 80 cents they claimed the usual retail price was \$1.60. Among other things I purchased a petticoat. This petticoat was listed as having a retail value of \$2, our price \$1. I had considerable difficulty in matching this up at any price, as the style dated about two or three years back. I found, however, when it had been in, that style had sold around \$8.50 to \$9 a dozen. I submitted a full statement of the facts to the Post Office Department; but no report has been made on that case as yet. In ordering catalogues since that time there has been only one solitary garment with our price and the usual retail price given.

In Montgomery Ward & Co.'s last issue previous to the current one, they described a chair "worth \$4.50; our price \$2.90." I invested \$3.05 in that chair, and I have two offers from Montgomery Ward & Co. to return the invoice. That catalogue house has been guilty of defrauding and using the mails for that purpose; and I have written my Senator and Congressman. I maintain if the catalogue houses were compelled to give the value they claim to give, within six months time they would be bankrupt. On the other hand, if the catalogue house values were as a matter of fact equal to what they claim to be, within six months time every jobbers and retailer would be forced out of business. I contend the catalogue house ought to give what it advertises, or else advertise what it is giving.

I have with me two yards of toweling that I purchased of a mail-order house; the mail-order price 15 cents, the usual retail price 20 cents. I sent samples to different wholesale houses and asked them to

advise me what they could furnish it for, and from three independent sources I got the quotation at 9½ cents, a price that would enable you to meet the catalogue house price and make 35 or 40 per cent. on the sale. It is my plan to run through the catalogues and pick out these prices, and present my side of the story. It is my method to advertise the catalogue price on an article like this, and then call attention to the misrepresentation. I have found that it pays to show up these facts; not in direct sales, perhaps, but for the impression. There is probably no dealer who has not been confronted with the catalogue house price on this article or that.

In one instance I took up their offer on house paint. They advertised that it would cover 250 square feet to the gallon. They figured on a house with more than an ordinary supply of windows and doors. The house figured practically 2,600 square feet, and taking out the doors and windows there was left 2,100 square feet of painting surface. The catalogue house gave eleven gallons as the amount of body paint necessary for this house. As a matter of fact this figures less than 200 square feet of painted surface. I forwarded these dimensions to two paint factories and asked how much paint would be required. Both figured that fifteen gallons would be required to paint a house 20 x 30 x 18, or 188 square feet three coats. Allowing for windows and doors this is about 100 square feet to the gallon. You could buy of these paint factories a good paint for \$1.12 a gallon, and on the basis of the covering capacity you would give \$2 a gallon for the catalogue house paint. If you are selling paint and will sell it on the basis of what it will cost to paint a house, you will not have any more trouble on paint. It was worth while to investigate the catalogue house advertising on that item. Every mail-order catalogue is full of similar misrepresentations.

In conclusion, I want to urge you

to meet the mail-order house price and pay half the freight. I would like to see five hundred merchants take the matter up and make this offer. Boil the mail-order house proposition down and it resolves itself into the following simple facts: First, discrimination in price in favor of the mail-order house. Second, discrimination on the part of the mail-order house as to value by misrepresentation to the consumer. The consumer is not well enough posted to discover lots of these things, and it is the duty of the dealers to know them and to point them out.

— E. LESLIE WILDEY.

Sioux City, Iowa, July 12, 1915.

Well-Known Philadelphia Jobber Gets Important Appointment.

William T. Kirk, Jr., Head of Kirk, Foster & Co., Wholesale Grocers, Is Appointed to New Jersey State Board of Commerce and Navigation.

Mr. William T. Kirk, Jr., a well-known wholesale grocer of Phila-

delphia, has been appointed by Governor Fielder, of New Jersey, member of the New Jersey State Board of Commerce and Navigation. This Board went into office July 1, 1915, and takes over the work of the old Riparian Commission, New Jersey Harbor Commission, Deeper Waterways Association and Inspectors of Power Board.

The work is important. It is through the development of waterways that cheaper transportation can be secured, thereby reducing the cost of merchandise to the consumer. One of the projects the Commission is to work for the consummation of the ship canal which the Government has surveyed from Bordentown, N. J., to the Raritan Bay, thereby giving a direct inland waterway from Philadelphia to New York. It is thought this will not only give quick service but a cheaper freight rate between the two great metropolises, and also serve as a link in the interstate coastal waterway which the Atlantic Deeper Waterway Association are working for.

Adams Express Co. Forms Alliance With Larkin to Sell Larkin Goods to Express Co. Employees

Larkin Co. Cuts Prices of Its Stuff to Adams Express Co. Employees, and Later Starts to Work Up Trade Among Its Thousand of Employees, of Course to the Detriment of Regular Retailers.

Since the Interstate Commerce Commission put a crimp in the evil profits of the large express companies, the latter have been doing some very peculiar things in order to hold their business. Parcels post put another crimp in the express companies, and they are rather put to it, nowadays, to live. All this they of course brought on themselves.

One of the most remarkable things done to date is the formation of an affiliation between the Adams Express Co. and the Larkin Co., Buffalo, N. Y., whereby the Adams concern acts as a sort of agent for the sale of Larkin stuff among express company employees. The express company has issued the following letter to all its employees:—

ADAMS EXPRESS COMPANY.
ORDER AND FOOD PRODUCTS BUREAU.

Employees:—A large manufacturer has arranged to supply soaps, toilet articles and food products at a reduction from the regular price as shown in the attached sheet. The manufacturer fully guarantees these goods to be first class, and you are therefore taking no risk in ordering.

Considering this very low price, and in order to increase the revenue of the company, we are anxious that each employee order at least one of these combinations, and at the same time put forth every effort to interest his friends and neighbors in this attractive offer.

Each order should be accompanied by an Adams Express money order for the amount of the purchase, or the goods can be sent C. O. D.

As this is a large concern, and has warehouses at Philadelphia, Pa.; Buffalo, N. Y.; Peoria, Ill., and Chicago, Ill., your order can be sent to our agent at the nearest point to be filled, which will give each section the benefit of the lowest rate.



AN OLD FRIEND

Pettijohn's

(Rolled Wheat with the Bran)



has been one of the most popular breakfast foods for years.

It needs no introduction.

A few months ago we made Pettijohn's much richer in bran.

Physicians agree that bran is Nature's laxative. Pettijohn's contains twenty-five per cent. bran. The form and amount are efficient. The food is natural, inviting and nutritious.

We are now advertising this food in Medical Journals and Women's Publications with a circulation of over 19,000,000.

Are you securing your share of the demand resulting from this advertising?

If you have been unable to secure PETTIJOHN'S (Rolled Wheat with the Bran) drop us a card. We can now supply all parts of the country.

The Quaker Oats Company

Chicago

I would appreciate it very much if you will kindly advise me at the close of each week how many orders have been sent from your office, as we desire to have a record of all employees who have in this way assisted in increasing the revenue of our company.

RATES FOR MONEY ORDERS.

Not over \$2.50	3 cents
Over \$2.50 to \$5	5 cents
Over \$5 to \$10	8 cents
Over \$10 to \$20	10 cents

Yours truly,
W. H. TUNIS,
Chief Industrial Agent.

Combination No. 1—Soaps.

Number	Name	Use	Special Price
5 bars.....	Sweet Home	Laundry	\$0 12½
1 bar.....	White Woolen	Flannels	04
2 bars.....	Naptha Laundry	Laundry	05
1 bar.....	Naptha Borax	Flannels	03½
3 bars.....	Maid of the Mist	Bath	07½
1 bar.....	Honor Bright	Scouring	02½
1 bar.....	Transparent Bath	Bath	05
2 bars.....	World's Work	Soiled Hands	05
3 bars.....	Clover	Toilet	15
3 bars.....	Old English Castile.....	Toilet	15
1 bar.....	Shaving Stick	Shaving	05
1 jar.....	Shaving Powder	Shaving	10
1 can.....	Scouring Powder	Scouring	05
1 package...	Boraxine	Laundry	05
			\$1 00

Combination No. 2—Food Products.

Number	Name	Special Price
1 bottle.....	2 oz. Vanilla Extract	\$0 12½
1 bottle.....	2 oz. Lemon Extract	12½
1 package.....	Chocolate Pudding	05
1 package.....	1 lb. Corn Starch	05
1 package.....	1 lb. Macaroni	07½
1 can.....	Pork and Beans	07½
1 package.....	¼ lb. Black Pepper	05
1 package.....	¼ lb. Nutmeg (ground)	07½
1 package.....	¼ lb. Mustard (ground)	05
1 can.....	½ lb. Cocoa	15
1 box.....	5 lbs. Table Salt	05
1 jar.....	¾ lb. Peanut Butter	12½
		\$1 00

Combination No. 3—Toilet Articles.

Number	Name	Special Price
1 bottle.....	1 pt. Witch Hazel Extract	\$0 15
1 bottle.....	4 oz. Violet Water	25
1 bottle.....	1 pt. Ammonia	07½
1 bottle.....	Bay Rum	12½
1 jar.....	Cold Cream	12½
1 tube.....	Tooth Past	10
1 jar.....	Violet Talcum	07½
1 bottle.....	4 oz. Petroleum Jelly	05
1 stick.....	Camphor Ice	05
		\$1 00

All of the stuff quoted above is Larkin stuff, and every order obtained, persuaded or coerced by the Adams Co. from its employees means so much business less to the retailers who would ordinarily supply those employees. Retailers who are accustomed to use express service will probably remember that.

The New York Letter

Austin, Nichols & Co. Start Chain of Economy Jobbing Houses. Profit-Sharing Grocers Co., a Chain Retail Store Concern, Goes by the Board. Rumored New Brazil Coffee Valorization Scheme. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."
New York, July 16, 1915.

Messrs. Austin, Nichols & Co., wholesale grocers, have announced a plan during the week which has been one of the principal subjects of discussion among the trade and here. They have just opened a new branch house in Albany, this State, and announce that it is the first of a chain of sixteen wholesale grocery houses which will be operated under the Economy principle. The "Economy" principle has so far been used only in the retail field. It involves the cutting off of all unnecessary expenses, including book-keeping for credit customers, delivery of goods, etc. Economy retail stores are sometimes called "one-man" stores from the fact that they have but one clerk to do everything, who closes the store when he goes out to lunch in the middle of the day. Austin, Nichols & Co. already have branches in New Haven, Waterbury, Bridgeport and Norwich, Conn.; Los Angeles, Cal.; Minneapolis, Minn.; Charleston, S. C.; St. Louis, Mo.; Louisville, Ky., and Indianapolis, Ind. The object is of course to plant branch houses in territories where they can compete with the local jobbers.

The Albany house will start with fourteen salesmen and will do a spot cash business. The plan is thus described by Austin, Nichols & Co.:

Austin, Nichols & Co. claim to be the largest importing, manufacturing wholesale grocery concern in America or the world. We have enjoyed the reputation for many years of being the largest operators in food supplies in this country. We are now opening a branch in Albany, N. Y., for the purpose of taking care of our friends and customers—the retail grocers.

We have watched the work of chain stores, mail order houses and other innovations, and we feel it our duty and privilege to line up and get back of the individual retail grocers who have favored us with their business for many years. This innovation on our part, in opening a branch house in Albany, may upset the grocery market somewhat. It may affect the chain stores and mail order houses, but the advantage to our customers in this innovation are so great that we would have rendered them sorry service had we not brought about a

condition by which the individual grocer can successfully compete with any chain store or mail order concern.

Our methods will be new and unique, for we are opening our house in Albany for the purpose of protecting the retail grocer.

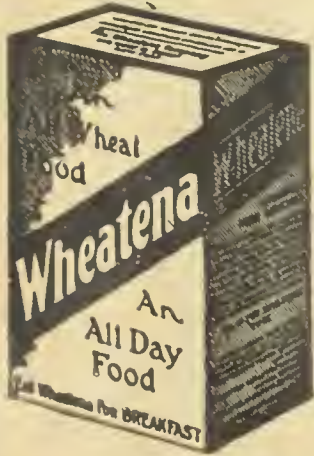
Our terms will be net cash—no cash discount—the goods will be sold at our store, 20 Tivoli street. You must buy with cash, and earn your own goods, or arrangements can be made at our office by which the Frazer & Kelly Co. will deliver goods to any point in Albany at 2 cents per hundred pounds, with a minimum charge of 25 cents. Our prices will be based on net cash terms, with no expense attached to the sale whatever. There will be no large clerical force, no credit department; in fact, every possible expense will be eliminated. Our goods are landed from the cars direct to our warehouse.

Orders for our Albany branch will be on the above basis, and no other. No cases will be broken. We will place you in a position that no chain store or any other buyer can possibly own the goods at as low a cost as you if you purchase from Austin, Nichols & Co. A chain store buys for a dozen branch houses, or a hundred, or a thousand branch houses, and his purchasing power, of course, is considerably more than the individual retail grocer, purchasing for one store.

We have 75,000 merchants with whom we are doing business. They are scattered all over America, and in other zones. Our immense purchasing power and our well-known financial standing is what we are putting back of you, Mr. Retail Grocer, and we are the only house in America that has the nerve to do it.

Some figures given out during the week show the enormous increase in the consumption of beef from the Argentine Republic in this country. The United States imported from Argentina during the year, from October, 1913, September, 1914, inclusive, 1,000,000 pounds of beef and products. This supply was worth its weight in gold in piecing out insufficient production of beef in this country.

The trade are watching carefully to see what the new president of the American Sugar Refining Co. will do. He is Earl D. Babst, who formerly vice-president and general counsel of the National Biscuit Co. He became a director of the American Sugar Refining Co. last May and has been studying the



The Secret of Wheatena

is that it is made of just the right kind of wheat, treated in just the right way to bring out the delicious flavor that brings your customers back for more. Write for our dealers aid. Let us help you sell more goods.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

y's business ever since. He is considered something of a wonder is expected to do great things the American Sugar Refining. This concern since the death Mr. Havemeyer has not been y fortunate in its choice of presi- ts. It has had several, and their ure of office has in every case n rather short.

Mr. Babst is perhaps the biggest n who has yet been chosen for office.

Another chain-store concern has e "by the board"—the Profit uring Grocers' Company, which s organized several months ago a Delaware corporation. Its pose was to open 200 stores in w York City and its proposed ital stock is \$2,000,000; \$1,400,- was offered to the public at a lar a share. So far as the writer learn the enterprise never got

anywhere, and the immediate cause of its making an assignment is the bringing of suits against it for about \$1,000.

It is said to have considerable as- sets, but not quickly convertible as- sets.

The Profit Sharing Grocers' Cor- poration is now operating stores at 96th street and Amsterdam avenue, 1017 Columbus avenue and 971 West Chester avenue, this city. It claimed to be about to open thirty more, and from that on others would be opened at the rate of about ten per week.

The scheme of the corporation is not materially different from that of almost all of its predecessors. It promised a 10 per cent. saving in the cost of living, but each customer must buy at least one share of stock, and after that was expected to buy coupons, paying cash for them,

(Continued on page 12.)

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Dill Pickles.—Dill pickles "by dozen" are not available during the mer months, but there is a certain who make a specialty of putting in jars, about 10 to the jar, that be retailed profitably at 15 cents, if properly displayed and sensibly ed, you will sell a lot of them. There's something appealing about the ls "Dill Pickles," and, indeed, e's something peculiarly appetizing he eating of them. It may interest to know that dill is an herb, and i a layman's observation, we would that it was a "child of nature." is pulled from the ground in the ral state and laid between the layers umberbers and salt. It seems that salt takes up the strong flavor of dill and is absorbed later by the mber itself.

Barrel of Limes.—May seem a lot some stores to buy, but they are p now, and if you put a big sign he window, "LIMES, 5 CENTS EN," you will be doing something of the ordinary, and you will be ng a good profit on the goods.

Powered Sugar.—It is safe to say 90 per cent. of the women who for powdered sugar mean XXXX, onfectioners' sugar. They don't standard powdered, because it isn't enough for frosting or for "candy ng." After the Domino people

commenced to push the one-pound ear- tons we had no end of trouble, until orders were issued to give all custom- ers XXXX who called for powdered.

That settled matters.

Those Old Pickles.—That you have stored away in the cellar and in the storeroom should be brought into the daylight—it's pickle time. People are pickle hungry now, and you can clean up a lot of odds and ends by bargain- like display.

It's your effort that counts—it's get- ting things in salable shape for the rest of the bunch that makes your services valuable.

Start something!

Don't Ask Her "What Price?"—That's confusing—it's irritating. Time enough to give prices and qualify goods when the customer starts it.

But don't you start it!

If the order calls for two pounds butter—write the best butter. If it calls for six cans peas, write 20- cent peas. If it calls for one pound coffee, by all means your best cof- fee. Of course, we refer now to those who seemingly can afford to pay the best prices. A salesman must use some common sense in "sizing up" his customer. Surely, the best buyers ask the price, but in both cases careful judgment has to be exercised.

NORTH
CASES ★ FILLERS
STAR

Little Wonder Electric Egg Tester



Does not re- quire a dark room. Strong Mazda bulb. Silver-plated reflector. Makes eggs transpar- ent. Thousands being used by produce houses, creameries, gro- cery and general merchandise stores.

Equipped with ordinary drycell batteries that can be pur- chased in any town. Batteries not in use ex- cept when egg is held against leather shield, therefore eco- nomical.

Price, \$7.50 each, delivered in U. S. A.

NORTH STAR EGG CASE CO., Quincy, Ill.

SUN-KIST

CANNED FRUITS

REG. U.S. PAT. OFF.

SUN-KIST Canned Fruits are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious canned fruits—no better grown in California—the pick of a mil- lion case pack and fine enough for any table in the land. If you want satisfied customers, connect with the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

WITH THE EDITOR

The State of California has a law regarding the packing of fruits which Florida might also adopt with profit. The Sacramento "Bee" thus describes the measure:—

**Fruit Frauds Partly
Scotched.**

The bill establishes a standard for the packing of fresh fruit, for interstate and foreign shipment of cherries, peaches, pears, apricots, plums and prunes. Grapes packed for table use must be of uniform quality and maturity, must be well matured and show a sugar content of not less than 17 per cent. Ballings scale, excepting Emperors, which must show not less than 16 per cent.

Berries must be reasonably uniform in size, quality and maturity throughout the container, and packed in uniform packages of dry quart containing an interior capacity of 67.2 cubic inches, or dry pint containing an interior of 33.6 cubic inches.

Cantaloupes must be placed in standard crate, 12 x 12 x 23½ inches, containing 45 cantaloupes of uniform size and maturity. Jumbo crates, 4½ x 13½ x 23½ inches, containing 12 or 15 cantaloupes of uniform size and maturity.

Boxes, crates, packages or containers of deciduous fruits when packed and offered for sale or for transportation and sale must be marked with the name of orchard, name and post office address of the person, firm, company or organization packing or authorizing packing and the name of locality where fruit is grown.

This is fine. What we are thinking about particularly is that it will stop the mean, foolish practice of facing packages of fruits—putting a perfectly beautiful layer on the top and green inferior little nubbins underneath. Florida shippers are

worse about this than the California shippers. Florida strawberry shippers perpetrate the meanest frauds on Northern buyers. Their fruit does not simply run irregular—the fruit below the top layer is totally different from the top layer. The object is to deceive and defraud, of course, but it never does it, except with the most inexperienced buyer. Therefore the Florida shippers who do this are not only knaves, they are fools.

Many thanks for the new Pennsylvania law forbidding handling of fresh meats by anybody except the retail dealer and his employees.

**To Keep Hands Off
Fresh Meats.**

A brief digest of it appears elsewhere in this issue. The law is needed to keep the filthy fingers of prying consumers where they belong. Every dealer in fresh meats sees women come in his store daily and prod and poke fresh meats to see if she can tell whether they are tender. He never knows where the fingers have been before and there are so many nauseating places where they could have been that nobody with any regard for himself feels like taking the risk. If the woman with the fingers would always take the meat away and eat it, nobody would complain, but very often she pokes it and leaves it for others.

Remember that this act does not make it a penal offense for consumers to handle meats. It makes it a penal offense for dealers to allow consumers to handle them. The dealer, not the consumer, will be the defendant. The average dealer will not have the courage to call his customers down when they do this; therefore he should have signs printed: "The Law will Arrest and Fine Me if you Touch or Handle my Meats." The consumer who would do it in spite of this—and some would, doubtless—ought to be flayed alive in the open store.

That is an interesting thing which Austin, Nichols & Co., the New York jobbers, have done, as told in this week's New York letter.

**And Now a Chain of
Economy Jobbing
Houses.**

Taking a leaf out of the book of several chain-store retailers, they have opened in Albany, N. Y., the first of sixteen Economy jobbing houses. Nothing will be charged, no packages broken and nothing delivered. The concern already has several branch houses scattered through lower New England, the West and the South. As yet it has not invaded Pennsylvania, but it is understood will do so soon.

There is no reason why a chain of jobbing houses should not succeed as well as a chain of retail houses. When the retail chain stores started it was said they would

fail because there were not enough people willing to pay cash. In spite of this prophecy ninety per cent. of the chain-store enterprises have made money and some of them notably the Acme Tea Co. of Philadelphia, have had a perfectly monumental success.

The same prediction would be made about a plan for a chain of cash jobbing houses—"it will not go; there aren't enough retailers able to pay spot cash." We don't believe it. There are enough cash paying retailers in this territory to support the jobbing houses of the Philadelphia and Frankford Associations, and several cash jobbing houses besides.

Austin, Nichols & Co. argue that they can sell retailers through the Economy branches cheaper than the large chain stores can buy, because they are buying for 75,000 retailers while the largest of the chains buy for less than a thousand. That sounds plausible, but we don't believe it, nevertheless. The chain-store concern that buys for five hundred stores, and buys direct from the manufacturer, probably buys at as small a fraction above the manufacturer's cost as the manufacturer would be willing to do for no matter what the quantity was. If there was a difference it would be so tiny as not to make practical difference in the work out of competition.

More Time Given to Comply With Federal Net Weight Law on Package Goods.

**Government Says Trade May Have
Until Next January to Use Up
Labels and Cartons.**

Special Correspondence of "Modern Merchant
and Grocery World."

Washington, D. C.,

July 15, 1915.

The Department of Agriculture has decided to extend until January 1, 1916, the privilege of using labels and cartons printed prior to May 11, 1914, which do not state the quantity of the contents of packages of food in terms of the largest unit as Food Inspection Decision No. 154 holds that they

should, providing the quantity of the contents is otherwise plainly and correctly indicated. For example, it is not proper, under Food Inspection Decision No. 154 to mark a package "Contents 26 Fluid Ounces"; the package should be marked "One and five-eighths pints" or "one pint 10 fluid ounces." The purpose of this decision is to compel quantities to be stated in the form most readily intelligible to most persons. In order to avoid the waste of a large number of labels and cartons, however, which had been printed before this decision was issued, the Department agreed some time ago to permit the use of such labels and cartons which, although they did not com-

ply with the regulations in this respect, were otherwise satisfactory, had been printed prior to May 11, 1914, and indicated an honest attempt to comply with the provisions of the law. The present decision extends the time to which these labels may be used from June 1, 1915, to January 1, 1916, the additional time being granted for the purpose of enabling manufacturers and dealers in food products to dispose of their stocks of labels and to avoid the loss which the immediate enforcement of the regulations in this respect would cause. Until January 1, 1916, therefore, the Department will not recommend proceedings solely upon the charge that the statement of quantity of con-

tents on the package, if otherwise satisfactory, is not in terms of largest unit in the package.

Hor

AMONG THE TRAD

The Philadelphia Retail Grocery Association is putting through plan by which the assets of the association will be transferred to Girard Grocery Co. A part of the plan contemplates a large increase in the resources of the Girard Co. the practical doubling of the membership. New members will be invited to join, but not necessarily become stockholders, and the concern will increase its jobbing business in all directions.

ten for the "Modern Merchant and Grocery World."

Retailer's Share in Widespread Breakage of Eggs

Contributor Says Eggs, Being Specially Perishable, Should Be Specially Looked After. Suggests Plan of Delivery Which Would Avoid Breakage.

propos of the article in your issue on the widespread breakage of eggs, the retail grocer of course has an important part in this. There is probably no commodity a grocer handles that occasions so much loss as eggs, and the sad part of it is, it's a loss a large percentage of which could easily be eliminated. Eggs when they are received are, of course should be, fresh and unbroken. If they are not, and this continues, the good business judgment of the grocer will suggest to him that he buy his eggs elsewhere. He wanted that all grocers do or could receive their eggs in the best possible condition, where then does the tremendous loss, which a large percentage of grocers suffer, occur? It is in the handling of the eggs comparative to delivery, but the great bulk of it in the delivery it is strange as it may seem, there are grocers who fail absolutely to take account the fact that eggs are the most fragile articles that any merchant has to handle, and instead of providing some special means for their transportation from the carrier to the customers, they are content to place them in a paper bag or package in the delivery box, along with canned goods, potatoes and a hundred and one other unbreakable articles and still expect them to reach their destination safely.

There are carriers on the market that are so designed as to protect the egg from every jar and jolt, thus eliminating entirely the trouble and loss due to breakage. Further on that, they save a wonderful amount of time in the putting up of eggs as well as in the delivering them. One other consideration is an important one, is that the paper dozen of delivering eggs in a suitable carrier that is returnable is decidedly less than the cost of paper bags or packages. Why is it then that in view of this saving of time, trouble, breakage and profit a returnable egg carrier makes it possible that some grocers are still

content to go on handling eggs in the old wasteful and profitless style, treating the loss as unavoidable, or perhaps allowing the limited investment that it is necessary to make, in order to install a practical and money making egg handling system, blind them to the greatly increased profit that could be gained through its use.

J. F. WALLACE.

Rochester, N. Y., July 15, 1915.

Don't Let Your Customers Handle Meats Anymore. You May Be Fined.

New Pennsylvania Law Makes It a Punishable Misdemeanor to Let Anybody Touch Fresh Meats Except Your Employees and Yourself. Meats Must Also Be Screened From Insects and Animals.

Under a new Pennsylvania law, just signed by the Governor, any dealer in fresh meats who allows his customers to handle his stock can be arrested and fined. The law is the new meat inspection act of 1915, which gives the State Livestock Sanitary Board the power to inspect all places where meat is sold.

No effort has ever been made to interfere with the practice of consumers going into a meat shop and handling fresh meats, in order to see whether they are tender. Their hands may be dirty, they may be coated with germs. The new law makes the shopkeeper responsible if anybody touches his meats but himself or his employees.

There is also a provision in the new law requiring dealers to protect their meats from flies and other animals by screenings.

Watermelons, which are coming both from Florida and Georgia, are cheap—20 to 35 cents each.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
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Bigger and bigger sales
for you

GOLD DUST



Grocers who have displays of Gold Dust in their windows and on their shelves find that they are selling many extra packages. Put a Gold Dust display in your store now.

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Our extensive, continuous advertising actually works for you. It explains how Gold Dust saves work—how it can be used for cleaning everything.

Gold Dust has made good with women because it saves them work—and it has made good with merchants because it makes satisfied customers—the biggest asset any store can have.

THE N.K. FAIRBANK COMPANY
MAKERS

**"Let the GOLD DUST TWINS
do your work"**



Coffee Bought by Mail Costs Less

The above is really our whole proposition in six words. It costs less to sell **Coffee** by mail, without salesmen's salaries, than it costs to sell it through salesmen, and that is precisely why we sell **Coffee** cheaper than all the houses using salesmen.

This is the only reason our prices are lower, for we sell the best **Coffee** we can buy. We really specialize in high-grade coffees on which, we should say, the saving in our selling plan is greatest.

Send any sample of tea or coffee to match and quote.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897



How to Sell More Rice

Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig

INCORPORATED

Philadelphia, Pa.

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

A man spoke to me one evening after one of these talks (I was speaking in a town of about 1,800 people) about some stock that he wanted to sell. He said, "I have a whole lot of linoleum, but I have not been able to sell it." I found on investigation that he had this in his back room and who was going to buy? If some man or his wife made up his or her mind to come down and buy some linoleum they would come in and ask for it, but no one was going to think about buying linoleum while he kept it back there, and I said to him, "If you are going to sell linoleum get it out where people can take a look at it." Then I said, "I am going to tell you another way. Do you know how many people are moving in this town right now, that moved yesterday, and are going to move tomorrow?" "No," he said. "he did not know anything about it." "Now," I said, "I will venture to say that if you will send a letter to each one of those people who have moved or are going to move you will sell some linoleum. Now is the time to sell it; that is the time people want it, when they are moving." He did this, and cleaned up his stock in that little town of 1,800 that week.—By O. E. Klingaman, who spoke on "The Retailer and His Trade."

The mail-order house has been able to establish a pretty good line of business, partly because of the retailer's attitude that because he was in business people had to trade with him. I was talking with a merchant the other day who took the same identical stand, stating, "I think the man who does not trade in M—— is absolutely disloyal and a traitor to his town." I asked him if he had made any attempt to reach these people, and he

replied, "No, sir, I am in business here and they know where to find me." I asked how prosperous his business was and how long he had been there, and he replied sixteen years. I asked him how much his stock had grown, if he had any bigger stock than he had sixteen years ago, and if he had any stuff that he had not turned over, and he replied, "No, but I have some goods that I had ten years ago." I said, "Yes, and if you continue that attitude toward the buyer, you will continue to keep them ten years more."

I have not figured on this mail-order proposition much, but I can tell you one thing. We were in a certain town in Minnesota last year that was surrounded by good farming country. I had an acquaintance with a number of the men in the bank, and I checked through the bank because we could not check through the post office, but I found the bank had sent to Montgomery Ward & Co., Sears, Roebuck & Co., and one other Chicago house something like \$50,000 in the year 1913, from the territory tributary to this one town of possibly 1,500 people. Fifty thousand dollars would be a very nice item to add to any store doing business in that town; \$50,000 would be a nice item to distribute in a town of 1,500, and all would struggle for that business. If a man would come to you and say, "I have \$50,000 worth of business that I want to place," wouldn't you make a tremendous struggle to secure it? You would say, "Why, give me that business. Of course I want it." If I were to go to you with that kind of a proposition, you would give me the most kindly treatment you could think of. You would price your goods and display them to me, and go right after that business. Now that business is getting away from you all the time.—

By O. A. Klingaman, who spoke on "The Competitive Power of the Towns."

I want to call your attention to the other end of the business of retailing—that is, selling. You have got to have good selling if your business is to be a success. Not very long ago I went into a little village store in Wisconsin. The store is run by a father and son, the son about sixteen, a nice, husky looking young fellow. The father is a fine man and a good citizen in every way. At the time I made this particular visit there was a traveling salesman in the back part of the store. He had showed his samples, the order had been made out, and he, the merchant and myself were standing and talking. Just then a lady came into the front part of the store and stood there by one of the counters. She did not look back where we were except to see that we stood there. I had been used to stores where they were supposed to jump when customers came in, where they were supposed to break off in the middle of a sentence to wait on a customer; and it seemed to me five minutes, anyway it was a long time before any one made a move. It made me nervous to see her stand there waiting. Finally the boy started. The boy apparently was the one who was supposed to wait on customers when there was only one customer to be waited on. I would like to show you how he did it. He did not hurry up to meet her, he was not interested at all, and he came in a gait that was something like the slouch you see in some of the fashion magazines. When he finally got to her he turned his body and head and, with a glassy eye, said, "What do you want?" This is what actually happened. The woman told what she wanted and he went and got it. No other word was said. She laid the price on the counter and picked up the parcel. He did not say a word. She walked out and he came back where we were. That is an example of what should not happen. Within ten minutes time the father, in talking with the salesman and myself, made this remark: "You would be surprised at the amount of business the mail-order houses are getting out of this town. The number of packages that come into this depot every day is simply remarkable." I won-

dered if there was any connection between those two things.—Paul H. Neystrom, who spoke "Salesmanship."

THE NEW YORK LETTER

(Continued from page 9.)

which coupons were exchangeable for merchandise at the stores of the corporation. There is also a premium scheme in connection with the plan.

The trade have taken much interest during the week in the report that Brazil was planning to put another coffee valorization scheme through. It is a matter of recent recollection how the Brazilian Government artificially increased the price of a large quantity of Santos coffee a few years ago by withdrawing it from the market, and only feeding it out when the market would take it at a high price. The new scheme is said to be intended to finance the crop of Sao Paulo (Santos) coffee; \$45,000,000 worth of notes will be issued to the planters as against this crop, coffee to be taken as security and stored until such time as the demand will take it.

Brazil is said to be rather hard hit by the fact that Germany and Austria, which usually take together nearly three and a half million bags of its coffee, have this year been unable to take but little.

SUMMARIZED MARKET CONDITIONS.

Tea quiet with firmness of Indian Ceylons a principal feature. Rice still buying. Everything steady and firm.—Brazil valorization runs strengthens coffee to some extent but the larger receipts in Brazil have caused slight fractional decline in Rio and Santos. Mills are unchanged.—Sugar, both raw and refined, unchanged; demand fair. New domestic beet large. Prices rather weak.—Soybeans unsettled. Predicted advance not appeared.—Canned tomatoes slightly weaker. Other canned goods unchanged and dull.—Wool still in the speculative class, very sensitive to varying crop reports. Week closes with market somewhat off.—Flour quiet, strong at an advance of about 1 cent above the recent quotations. Dried fruits all dull and unchanged with prunes firmest thing on list.

The Grocery Markets

Tea.

The tea market during the week has had no changes. From the standpoint of the holder of a good stock of the market is in a highly satisfactory condition. Old tea is more nearly tested than has been the case for seasons, and the demand for new is active on account of only a comparatively small supply. All new teas steady to firm and the lower grades particularly high.

Coffee.

The coffee market these days shows considerable uncertainty. All grades of Santos were steady to firm on a slightly higher basis until a few days when the report of larger receipts from Brazil depressed the market, possibly slightly. There is no speculation what-so-ever to-day, and buyers are taking only for their actual wants. Mild grades are unchanged and in moderate demand. Java and Mocha unchanged and quiet.

Sugar.

There has been no change in sugar during the week, all the refiners selling at 6 cents, though quoting at 5 cents. There is considerable doing in domestic beet sugar, the crop of which promises to be very large. This is already offered as far East as New York at 5.80 cents and further West at 5.90 cents. The consumptive demand for refined sugar is quite fair.

Syrup and Molasses.

Corn is unchanged for the week in compound syrup. The demand for the latter is quiet and prices unchanged. Sugar syrup and molasses are scarce, and prices are steady to firm on a basis higher than a few weeks ago. The consumptive demand is light, but there is considerable foreign demand for syrup, and the large demand for black strap molasses, which is a by-product, has affected the market for the other grades. Black strap molasses is used very largely in the manufacture of alcohol for war purposes.

Fish.

The situation in Norway mackerel continues firm. The supply of mackerel on this side is becoming diminished and prices, while not higher than a week ago, are still firmer. Norway mackerel will not be offered for some weeks. Irish and shore mackerel are not cutting any particular figure, especially Irish. The catch of mackerel at the present time is very large. Cod, hake and haddock as usual at this season, and unchanged in price. Domestic sardines gone to pieces and quotations are as low as \$2.15 per case of quarters, f. o. b. in a large way. As a matter of fact, there have been rumors about the market during the

week that the price might go to \$2, or even \$1.75, but these were not given very much credence. That the market is demoralized, however, is unquestioned. Imported sardines continue scarce and high. Salmon of all grades is unchanged and in fair demand.

Canned Goods.

Tomatoes are unchanged in first hands, but second hand holders are willing to shade the market 2½ cents. The outlook for the pack in fair, although the season will undoubtedly be late. New pack peas are still very much demoralized, on account of the large carry-over on spot peas. The quality is good, but the demand is very light and the price extremely low. Corn is unchanged and quiet. Apples dull at ruling quotations. California canned goods, both spot and future, weak and dull. Small Eastern staple canned goods show no change and light request.

Dried Fruits.

Spot prunes have shown no change during the week. The demand is moderate and prices steadily maintained. Futures are looking up a trifle and should be quoted at a small fraction higher. One of the causes is the fact that the growers have been able to sell about one-fifth of the expected yield to England. Peaches, apricots, raisins, currants and the other dried fruits are dull and unchanged in price. Apricots are cheap, ruling about 3 cents below a short time ago.

Beans and Peas.

Pea beans are a shade less than they were last week. The demand is fair. Marrows are unchanged and quiet. California limas are a shade off, both on spot and to come forward; large supply is the reason. Green and Scotch peas unchanged and dull.

Butter.

The butter market is steady at a decline of 1 cent per pound for the week. The unusual weather has persisted, and in consequence the quality of the butter which has been produced up to this time has been very fancy. Seasonably warm weather has appeared, however, and this will not only curtail the make, which will probably decrease from now on, but will very likely affect the quality. From now on butter should show heat defects. The consumptive demand is about normal for the season and no change in the situation seems in sight.

Eggs.

The egg market is firm at an advance of 1 cent per dozen. There is an increased consumptive demand, due to the much shorter supply of fine eggs, which in turn is caused by the warm weather. The percentage of fancy eggs is at present light, and the outlook until the warm weather is over, is for a firm and high market.

Cheese.

The make of cheese has been larger than usual this season, and the quality has averaged fancy, owing to the very good weather. The market is steady at a decline of ½ cent for the week, due to the lack of export trade and the light consumptive demand. Future prices depend very considerably upon the demand, and unless this increases, the market will probably decline again.

Provisions.

Smoked meats are not selling as well as they should at this season of the year and the consumptive demand is reported only fair. In consequence, the market is barely steady on the present basis. The demand is also light for pure lard and lard substitutes, which are ruling about ⅛ cent below a week ago. Barreled pork and beef are unchanged and in light demand. Dried beef and canned meats are steady and unchanged in price.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our agent in Holland reports that Germany is at the present time taking all the cargoes of herrings which are being caught by the Dutch fishermen. Of course, the herrings now caught are not of keeping quality, and would not be fit for export to America. The first new herrings of keeping quality will not be ready for shipment before the end of this month, and even then it will be rather risky to ship any of these new fish to America. It is, of course, natural that in view of the very strong demand, we shall have to reckon with high opening prices for Holland herrings this season.

The fishing of sardines in Norway is now in full swing, and results are fairly satisfactory. Of course, in view of the very heavy demand from the countries at war, prices are ruling very high, and in fact, higher than we are willing to pay for the American market. The cheaper grades of sardines are very scarce, and are practically out of the market for the present. In Portugal, unfortunately, there is no catch at the present time, and there is quite a scarcity of good, well-known brands of Portuguese sardines in this market, particularly of the ¼ tins, and prices here show a very natural advance. We have no advice from France of any fishing of sardines at the present time, although fishing should be in full swing under ordinary circumstances. We have reports from our people in France, but they mention nothing in regard to the catch of sardines, and have nothing to offer. This is only natural, because the French government is taking practically all the oil sardines and sprats in oil which they can get hold of for army purposes.

STROHMEYER & ARPE Co.

New York.

Spices.

There are few changes of any consequence in prices since our report of last week. The market, however, is somewhat firmer, with upward tendency.

Pepper.—Steadier. Many parcels have been disposed of during the week. There are no new arrivals expected of Tellicherry and Aloppy before the late fall.

Cloves.—Spot prices are far below import cost. Prices, we believe, are likely to react and go higher.

Pimento.—Very dull and low. The demand is also light at present.

Nutmegs.—In better demand at slightly lower prices. The supply here is unusually short.

Cassias.—All grades are cheaper; that is, for spot goods than for goods to arrive. Demand has not been up to normal, but will likely increase from now on.

Gingers.—Neglected recently, though it is reported African is much higher in England. This, no doubt, being due to shortage of supplies.

Green Ginger Root.—In big demand, with little or no stocks in the country. On account of shortage it is predicted much higher prices will rule.

Paprikas.—Unchanged and in fair demand, season considered.

Tapiocas.—In fair demand at slightly firmer prices.

McCORMICK & Co.

Baltimore, Md.

Standard Canned Goods.

Developments in the market in this section during the week were interesting in several directions. The demand for canned goods broadened materially and covered a larger number of articles, with fair indications of a wider market during the remainder of the month. Not that there was any big buying of any one article, but the orders were more numerous and the average size of them was larger, while the distribution was as extensive as it was in June. In dollars and cents the volume of business is still very far from equaling that of the years when general market conditions were normal, but the redeeming feature is that this market continues to be the base of supplies for the general trade of the country.

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and is dainty, delicious
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Dayton Moneyweight Scales

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1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery
World, 927 Arch Street, Philadelphia, Pa.

There was an active demand all week for tomatoes, and every order called for rush shipment, the same character of buying that prevailed during June. The canners showed a disposition to accept any desirable business that was offered, and in some instances the price of No. 2 tomatoes was shaded under that of the week previous to meet the requirements of the buyers. There is, in consequence, larger buying of that size, and intending buyers may do well to look after them in the coming week. No. 3 and No. 10 tomatoes were active, too, the latter showing unexpected firmness at the close to-day. The status of the market for future tomatoes is unchanged, both as to the prices and demand.

String beans and wax beans were again quite active, the unusually low prices being the incentive to purchase them freely. When a staple article can be bought at such attractive prices, it is safe property for a jobber to own. Spot corn of the cheaper grade was fairly active and stronger during the week. Sweet potatoes, for both spot and future delivery, were more active than they were last week and the sellers are less inclined to book further orders at to-day's quotations. For the other lines of vegetables there was a light demand, and no changes in the prices, except that sauer kraut is a shade lower.

The blackberry crop is now at its height in this section, and the price for the canned berries is low enough to justify liberal purchases. An active market for them is expected. Strawberries were again active during this week, and raspberries shared in the demand to lesser extent; both of them look firm ahead. Gooseberries and blueberries are dull, selling only in little lots to fill assorted shipment. Pears and apples continue to be bought in medium sized lots for prompt ship-

ment; no demand for future delivery. Some little orders for spot peaches are coming in; no buying, at all, for future delivery. Pie graded pineapples and the medium grade of sliced pines are in light demand; the higher grades are dull. Cherries were dull this week, both red and white.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Nearby tomatoes are now in full swing and the price has dropped about half. It is now 50 to 80 cents. The crop looks big.

The best Georgia peaches are \$1.75, but considerable of the receipts range from \$1 to \$1.25. The demand is good.

Corn is starting to come from nearby points and the price ranges from 50 to 65 cents. A little sugar corn is coming.

Lima beans are in from nearby points and the first brought \$4. The quality is good.

Costs Only Six Cents an Animal to Inspect Meat.

The fact that the cost of Federal meat inspection is less than 6 cents for each of the millions of animals slaughtered was brought out in a paper by Dr. George Ditewig, of the Bureau of Animal Industry of the United States Department of Agriculture, presented before the annual meeting of the

American Academy of Medicine. Some of his statements were as follows:—

In the fiscal year ending June 30, 1914, inspection was maintained at a total of 893 establishments in 244 cities and towns in the United States. The total of animals inspected at the time of slaughter was 56,909,000, and the number of these passed on slaughter inspected was 56,473,000. The quantity of meats and products condemned on re-inspections, on account of having become tainted, rancid or otherwise unwholesome, amounted to several million pounds.

The sum appropriated by Congress for meat inspection for that year was \$3,200,000, within which sum the service was maintained. In other words, the cost to the people of the United States was less than 6 cents for each of the 56,909,000 animals slaughtered. This charge covered the entire inspection, from the live animal to the final examination of the meats and the finished products when ready for delivery to dealers or customers.

CORRESPONDENCE.

A Good Ad. Never Dies.

Carbondale, Pa., July 13, 1915.
To the Editor.

Dear Sir:—Some time ago I saw an ad. in the "Modern Merchant and Grocery World" of a purse to carry coin, also a bread cutter. Can you send the firms addresses? I gave my copies to some one and have forgotten who or where the parties are.

Yours truly,
A. D. WYLLIE.

The Fortuna Co., 8 Exchange street, Rochester, N. Y., advertised the purse, and the Novelty Mfg. Co., Canastota, N. Y., the bread cutter.

From the Postal Insurance Company.

New York, July 12, 1915.
To the Editor.

Dear Sir:—In your issue of July 5th you commented upon a letter addressed to you by Snader & Co. under date of June 28, 1915. I am thinking you would be pleased to read the book we send you herewith—"Ten Years of Success."

Furthermore, you should know that non-agency life insurance, while only ten years old in America,

is one hundred and fifty years old in England. The old Equitable in London has never had an agent. I we did not encourage new institutions with new ideas, would we not revel so much in antiquities that we would be likely to progress backwards? If we waited until everything new became old, how far forward would we be likely to get?

In America, fortunately, some people are so enterprising that they encourage experiments that are underlain with fundamental truth. That is the reason why the Postal gets on pretty well, and I am thinking you will yet be encouraging your patrons to look kindly upon what the Postal is doing for the public; you a medium of publicity and the Postal a publicity company we ought to be moved by the same motives.

Very sincerely yours,
WESLEY SISSON,
Secretary Postal Life Insurance Company.

To Sell Burlaps.

Cape May, N. J., July 9, 1915.
To the Editor.

Dear Sir:—Can you give me address of party buying burlaps Philadelphia and vicinity?

Thanking you in advance, I remain,

Yours truly,
CAPE MAY GLASS CO.

Chas. T. Robinson, 107 Walnut street, Philadelphia.

More Oleo Fakers Brought to Book

Three officials and an agent of the old Capital City Dairy Co., of Columbus, Ohio, were found guilty of frauding the Government out of revenue taxes on oleomargarine amounting to \$1,000,000 by a jury in the United States District Court during the week. The defendants, who have been on trial since June 22d, were tried jointly on two indictments, which contained counts, one charging conspiracy to defraud and nine charging fraud. On conspiracy charges the defendants were found not guilty. The defendants were Dennis Kelly, W. H. Eberst, M. Corbett and W. H. Kelly. Dennis Kelly paid to the Government some time ago about \$600,000 in settlement of a suit for taxes and penalties.

The Week's One-Time Ads.

To all you lucky gents with \$7.50, I want to tell you a great way to spend it. Buy a Little Wonder Electric Egg Tester. It's advertised this week by the North Star Egg Case Co., Quincy, Ill., and a picture of it is in the ad. This tester doesn't need a dark room and you could make all kinds of a hit putting a clerk in the window with it and letting him test eggs. "How We Can Afford to Guarantee Every

Egg We Sell to be a Fresh Egg" could be the sign. Every grocer ought to have some kind of an tester. I don't see how you keep store without it. It saves all kinds of loss—eggs are a terrible proposition at most. This Little Wonder Electric Tester is the greatest thing I ever saw. I go to bed till you've sent me one.

JIMMY MAND

HERE IS YOUR QUESTION ANSWERED

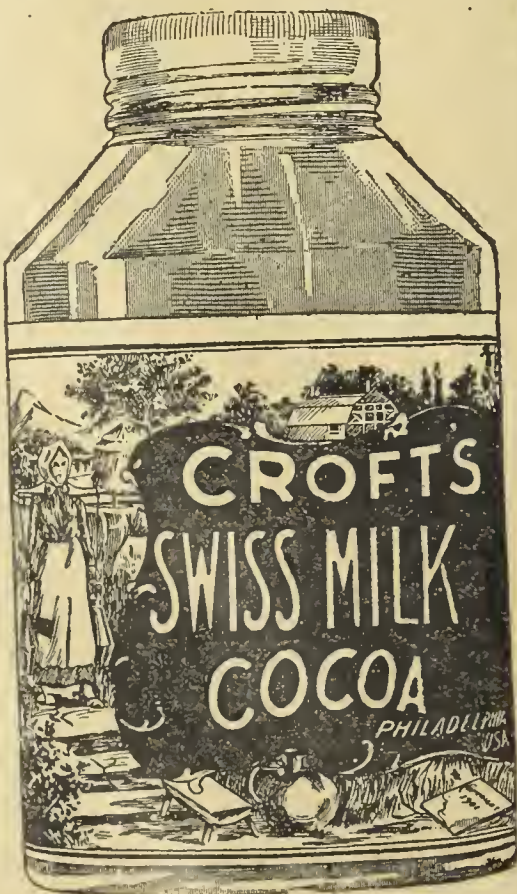
Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound
Packed in ½-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



To the merchant
 —Who Is Discouraged.
 —Who Finds His Sales
 Falling Off.
 —Who Has to Meet the
 Big Mail Order
 Competition.

THE *Sperry* SYSTEM
 of
 National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable
 him to laugh at the big catalog
 house competition

The *Sperry* system of profit sharing, through the
 use of the Famous *S.H.* Green Trading Stamp and
 the **Hamilton** Coupon has lifted thousands of
 retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
 2 W. 45th Street NEW YORK CITY
 George B. Caldwell, President

FRANKLIN DAINTY LUMPS

(Small Cubes of Sugar)



¶ These dainty little lumps of
 sugar, which are just the right size for sweet-
 ening Tea, Coffee, etc., without waste, are
 great favorites with consumers. It will pay
 you to feature them as an added attraction to
 your stock, because of their superiority over
 old style lump sugar in both convenience of
 size and dainty appearance.

1-lb. and 2 lb. Cartons, 48 lbs. to the Container
 Made from Sugar Cane. Full Weight Guaranteed

The Franklin Sugar Refining Co.
 PHILADELPHIA

THE STROLLER'S COLUMN



Unloading Grouches on Other People.

Wouldn't it be a great stunt if we could all have somebody to tote around with us to unload grouches on? I think that's the best idea I've ever had, and I've had some peaches in my time.

Everybody has to unload grouches some time. You can't keep 'em corked up—if they try to they'll bust you wide open. It's best to let 'em out, and the only way you can let 'em out is to unload 'em on somebody, and that ain't fair, as a rule, for nine times out of ten, it's somebody that ain't to blame.

Last Saturday I went into my boss's office and got a quick smack in the face that made me see stars for a minute. He lit into me something fierce about some little thing I hadn't put into an order—didn't amount to a hill of beans. I started to yell back and in two seconds we'd have had a regular cat fight, when all of a sudden it came to me, "Oh, what's the use of your getting all het up, Hector?" (I call myself Hector once in a while because it has such a bully stylish sound). So I walked out and into a book-keeper that sit there grinning to split his ears. I was some warm, for all the gas hadn't escaped yet, and was just about to light into him, when he told me:—

"Mustn't mind the boss this morning. His car got on fire yesterday and he didn't have any insurance on it."

I felt like going back and telling him I didn't set his blamed car on fire, but oh what was the use again?

What the boss ought to have is somebody with a thick hide to sit around and take all his cussings. If it was somebody's job he wouldn't give a ding and the old man would get his relief just the same.

Not long ago I got another cussing out from a customer that was simply boiling over at a break our office had made over a credit. I

ain't the office, you know, and I didn't make the break, but I was there from the house and I was the only one he could light into. He lit, too, and I lit back and just before the blood come I had sense enough to get out.

Just as I was going out the door I happened to step on a fool dog that was loafing about the place and came darned near falling down and cracking my wooden nut. As it was, I tied my liver in a knot trying to hold up.

I'll be sorry till I die at the things I said to that beast. It's a wonder he didn't chew me. I suppose he was afraid of getting ptomaine poisoning. But any way I walked away after that, all cooled off and feeling fine. I don't know what the dog did—maybe he took it out on some cat. I hope he did if it would have given him as much relief as it gave me.

Now I say that both the customer and me ought to have had private secretaries or something that we could have spit out on without hurting anybody. I feel sorry about that dog. Maybe he was a big chief in his society. Anyway he saved my life, for if I'd have walked a mile without something to blow out on I'd have bust with apoplexy.

It's a funny thing about these grouches that have to be spit out. To get any relief you've got to spit 'em out on something alive. You can't do it on a stool or a chair or anything like that.

Take it from me, there's a chance here for a new business.

I remember doing this thing—only once—on my wife. I got called down once at the office for something that wasn't my fault at all—not a 'blamed bit—and they said so afterward and tried to fix it up. I went home with everything turned sour inside of me and let it all out on my wife for some little, trifling thing she did. It was so

blamed foolish and small I don't even remember what it was.

Well, after it was all over it come to me what a blamed yellow hound I was—doing a thing like that, and I went to her and told her so and settled a million dollars on her then and there to show her I was sorry. That's the only time I ever did it on her, but I've done it on other things and other people. That dog was one. If I ever see him again

I'm going to make it up to him by give him a paper of tacks or something.

All of us do it—it's pretty much ain't it? And it could all be fixed nice if we could have somebody pointed to take it as a regular business. Because there's times when we have to let out—no doubt about that.

THE STROLLER

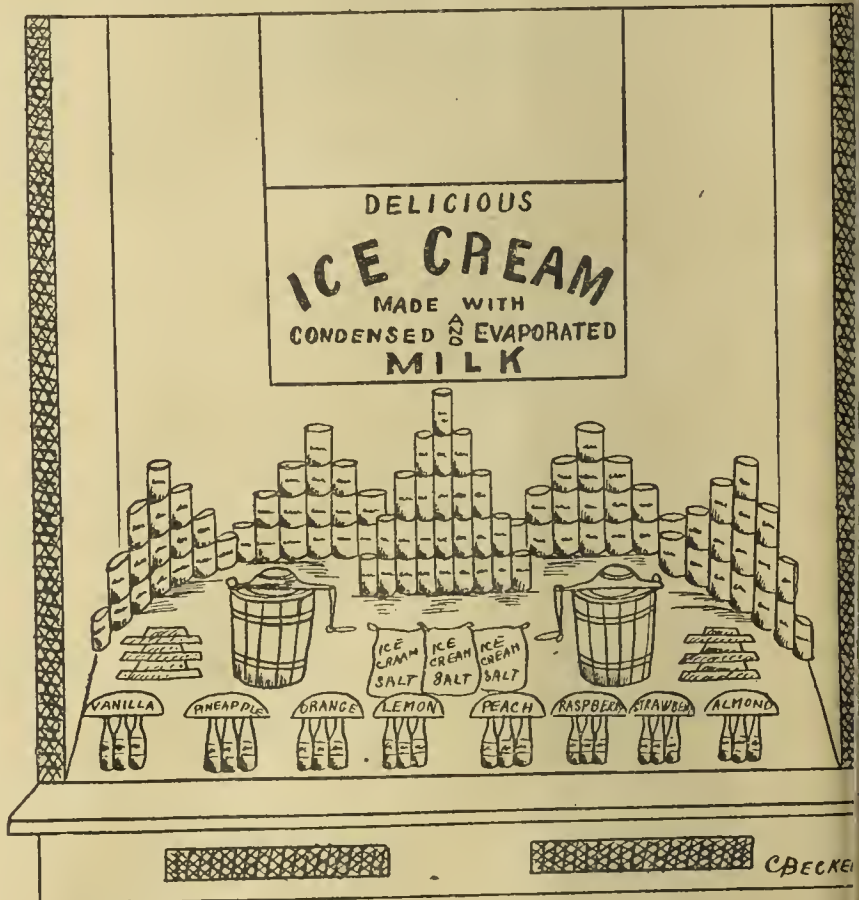
Jobbing Dry Goods Business Normal

Marshall Field & Co., in their weekly review of the dry goods trade, say—

Wholesale shipments of dry goods have been about normal. Collections have been exceeding good as compared with those of the same week a year ago. Buyers are beginning to arrive in the market from the far Western States to look at fall lines.

Cantaloupes are coming from several points. California is sending the most and the range is from \$2.50 to \$3.00. The quality is fair. Georgias are at \$1.00 per crate and North Carolinas \$1.50.

Weekly Window Display Suggestions



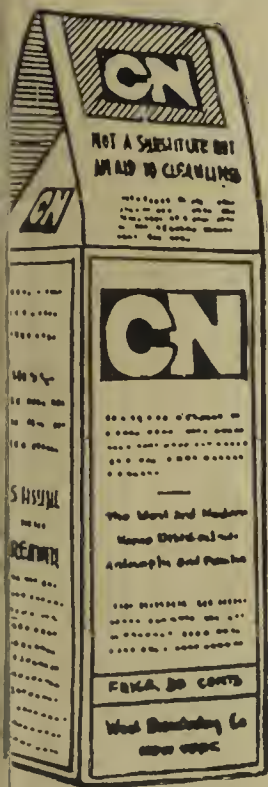
Milk Display.

Lots of people find it better to make their own ice cream, and a display of condensed and evaporated milk, etc., will be timely. First of all, make a large neat sign card in the rear like the illustration. Then make several groups of the different size cans of the milk along the sides and the rear. In the center toward each side place two ice cream freezers (any hardware store should be glad to lend them for his own advertising), and between the freezers place three bags of ice cream salt. In the front of the window place groups of threes of the different extracts. In a convenient place on each side of the window make a pyramid of chocolate.

Hobart Electric Meat Chopper

No. 24

Same as cut shown

 $\frac{1}{2}$ H. P., 60 Cycle, 110 Volt**COST NEW \$165.00**This machine is good as new,
will sell for**\$100.00****H. F. HEACOCK**
51 N. 2d St., Philadelphia**"Cleanliness Is Next
to Godliness"**

In these days of "clean-up weeks" it is well to "drive home" the advantages of using a *cleanser* that is also a *disinfectant*, a *deodorant* and an *antiseptic*. Such a one is

TRADE **CN** MARK

which is now being well advertised; this means increased business for you at a good profit. CN makes friends wherever used and is a good repeater. You will increase your prestige by selling this sanitary help, as everybody is interested in health improvements.

By using our window displays you will link your store to our advertising campaigns.

WEST DISINFECTING COMPANY

MANUFACTURING CHEMISTS

HOME OFFICE: 12 E. 42d St., New York, N. Y.

BRANCHES IN PRINCIPAL CITIES

HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

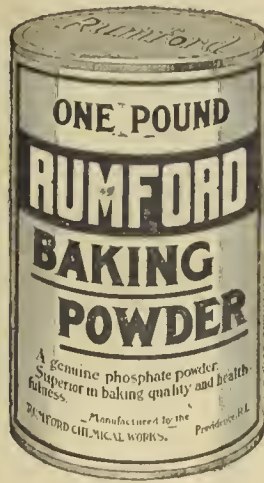
Indexed Coupon Books?

Expensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

P. FORBES, Forbes Building, Coshocton, Ohio**Consider
These
Talking
Points**

You can say more for **Rumford Baking Powder** than for any other baking powder on the market.

You can not only say that it will leaven more perfectly than any other powder, but that its use insures more wholesome and better food at a reasonable cost.

**Rumford Sells readily and
Pays you a Good Profit.**

RUMFORD CHEMICAL WORKS, Providence, R. I.

**Babbitt's Best Soap****"BEST SINCE GRANDMA'S TIME"**

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.

NEW YORK CITY



320.—The Eighty Per Cent. Clause in Fire Insurance Policies.

I have received the following letter from a Pennsylvania reader. It raises a somewhat new question highly important to every man who carries fire insurance:—

Will you kindly explain what the true meaning is of the clause in a fire insurance policy that's known as the 80 per cent. clause? We are now arguing with our insurance company over it, without result as yet. I understand all fire insurance policies contain this clause, but it seems that few know it, as several men who carry insurance on their own stock and buildings, and who I have asked to explain it to me, say they never heard of it. The local agent did not seem to understand what it meant until he had written on to the company.

About a month ago we had a fire and the actual loss on building and stock was \$4,000. The actual value of building and stock is about \$14,000, and we carried \$7,000 insurance. I find all our policies contain the 80 per cent. clause, and I was under the impression that it meant that we could not get more than 80 per cent. of the loss, in case of fire, but it seems the company contends we do not get even that much. The agent attempts to explain it on some ground of proportion, but I will not attempt to give you his explanation, for I do not understand it. Please let me know just where I stand under this clause.

I have received several letters from time to time about this 80 per cent. clause, but have not attempted much in the way of an answer, because insurance is very technical, and this hardly seemed like a question of law. The queries persist, however, and as there really is a legal question involved, I have now gone into the matter and think I can explain it so that every one can understand. Let me say that I have never investigated a question in which there seemed to be so much ignorance and diversity of opinion as there is in this case. Even some insurance agents frankly express doubt as to what the clause means and the majority of insured persons don't even know the thing exists. Whether it is so intended or not, the 80 per cent. clause is one of the biggest jokers in an insurance policy.

Following is the form in which the 80 per cent. clause usually appears in fire insurance policies:—

REDUCED RATE AVERAGE CLAUSE.

In consideration of the reduced rate at which this policy is written, it is expressly stipulated and made a condition of this contract that this company shall be liable for no greater proportion of any loss than the amount hereby insured bears to 80 per cent. of the actual cash value of the property described herein, at the time when such loss shall happen.

Not easy to grasp at first glance, but when analyzed it is clear enough. The object is to get you to carry at least 80 per cent. as much insurance as the property is worth—the companies admit that. If you do not carry 80 per cent. then the company's liability drops below 100 per cent. of the loss in case of fire.

Let me illustrate that. You have a stock worth \$5,000 and the policy of insurance which you carry on it contains the 80 per cent. clause. Under this, to protect yourself, you should carry at least \$4,000 insurance. If you do that, you can collect for the full loss, provided of course it is not more than \$4,000.

But suppose you carry only \$3,000 insurance. You have a fire and the loss is \$3,000. Instead of collecting \$3,000, which you could have done had you carried \$4,000, you will collect only \$2,250, for this reason: The clause says that if you do not carry 80 per cent. of insurance, the company shall be liable only for the proportion of the loss that the amount of your insurance bears to 80 per cent. of the full value of the property. If the amount of your insurance is only half of 80 per cent. of the full value of the property, then the company will only be liable for one-half the loss. To go on with the above illustration, the \$3,000 which you carried is three-fourths of \$4,000 which is 80 per cent. of the full value of the stock. Therefore the

company will pay three-fourths the loss, or \$2,250.

Suppose your stock again to be worth \$5,000, and you carry only \$2,500 insurance—50 per cent. instead of 80 per cent. of the total value. If the loss is \$3,000, you will collect \$1,500, just 50 per cent.

I have known men who had stock up to \$10,000, but who carried as little insurance as \$2,000 or \$3,000, on the principle that nowadays few fires are total losses, and probably a small sum would be sufficient to pay the expenses of a fire and do whatever replenishing is necessary. If the policies of such insurance as this contain the 80 per cent. clause, the holders may find themselves very badly off indeed. Say their stock is worth \$10,000. They should carry 80 per cent., or \$8,000. They actually carry \$2,000. They have a fire and the loss, as they figured, is only \$2,000. If they had known what they were about, the plan would have worked out all right, but their policy contained the 80 per cent. clause, and they did not know it. Therefore their case will figure out like this: Their \$2,000 insurance is only one-fourth of the 80 per cent., therefore the company's liability is limited to one-fourth the loss, or \$500.

There is no use suing an insurance company on any other theory of the 80 per cent. clause, for this is assuredly the correct one, and your suit will never get anywhere.

(Copyright, July, 1915, by Elton J. Buckley.)

Question: M. J. M., South Bethlehem, Pa.—I would like to have a little information in regards to what is to me a very serious matter. I live in a section of the town where the water pressure is extremely weak, so much so that at times we have no water at all. That applies to a large section of the town which is on an elevation. I have properties in which I have considerable trouble in keeping tenants on ac-

count of lack of water. Various property holders have complained to the water company, but have received nothing but promises. Above conditions have existed several years and are constantly growing worse on account of new buildings being constructed. We are at the mercy of the water company, as they have no opposition in South Bethlehem.

What course would you suggest to follow? Would you advise applying to Public Service Commission for relief?

Can the water company legally collect full water rates while supplying such miserable service?

Answer.—Your water company, though I presume it is a private enterprise, is still a public service corporation, and will be required to render adequate service at a reasonable price. If the service is adequate, or if the price is unreasonable, you should complain to Public Service Commission, which will order the company to increase its facilities if it is necessary and can reasonably be done. Of course, South Bethlehem, as I remember, is a hilly place, and the inadequacy of the water service may be due to some engineering difficulty which cannot be overcome. If it is merely to the company's failure to keep its plant up to date, the Commission will probably order it to do so as soon as you prove the fact.

Question: Pen Argyl, Pa.—I closed find an application for membership in American Grocers' Society. Would a member be liable in case the company failed, as you know if they are really incorporated?

Please return the application and do not publish my name.

Answer.—This scheme has been several times commented on in this paper. The application merely describes for so many shares of paid and non-assessable stock the capital stock of the American Grocers' Society at \$15 a share, payable so much down and balance in installments.

This concern is incorporated, therefore if it fails, a subscriber is liable only for the balance of his subscription, if it has not been paid in full. He is not liable for the corporation's debts.

NOTE.—Requests for information in this department should tersely state in full all the facts bearing on the question and all questions should be so framed to avoid misconstruction on one side of the sheet only. Should be received at this office no later than Tuesday of each week to insure an answer in the Monday

ing. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All letters received will be answered at charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

The Apollo Business Men's Association have just concluded a Boomer which was a big success. All members co-operated and used large display space to herald the sale to people.

The stores participating in the sale were distinguished by a window sign, which was a red circle. Crowds were in town all the week and it was an event that will long be remembered.

The secretaries' meeting to be held at the State convention an award will be made to the secretary writing the best paper, the subject of which is to be "What Is Most Needed to Make an Organization a Success?"

The programme for the convention is now worked out by the committee and promises to be one of practical value to every delegate. The speakers who

have consented to address the convention are practical business men and their messages will be of great interest.

Mr. Smedley addressed the merchants of East Stroudsburg on July 12th and the merchants of Manheim on July 15th.

Merchants of Johnstown will hold a monster picnic on July 29th. A feature of the day will be a large demonstration for the use of such manufacturers who desire to display, demonstrate their goods or give out samples. A nominal charge for this service will be made. Those interested should write to Secretary George McGary for further information.

The big picnic of the Pittsburg Association will be held on July 21st. A Ford auto car is one of the big prizes of the day.

The General Convention Committee of the State Association will meet the Local Committee at Meadville during the coming week.

Great interest centers on the awards under the Pennsylvania Plan. Associations are working hard to be counted among the successful ones. Here is a

list of the manufacturers who have made it possible to push State organization so far ahead and whose goods count in the awards: Franklin Sugar Refining Co., carton sugar; Borden's Condensed Milk Co., condensed milk; Corn Products Refining Co., Karo; Kingsford's Argo starch and Mazola; William Wrigley, Jr., Co., Spearmint and Double Mint Gum; Jos. Tetley & Co., Inc., Tetley's tea; Woolson Spice Co., "Golden Sun" coffee and spices; Loose-Wiles Biscuit Co., Sunshine biscuits; H. O. Wilbur & Sons, cocoa and chocolate; The Diamond Match Co., Safe Home matches.

These manufacturers have shown their willingness to help the merchant with real money. Reciprocate; help them by pushing their goods.

Seven hundred dollars has been appropriated by the Pennsylvania Plan Committee towards paying the mileage of the delegates to the convention. This means that every association can afford to be represented.

New crop apples are in from nearby points, chiefly Delaware and New Jersey. The best Star apples bring \$1 per basket, from that grading down to 25 cents. This is below last year's market.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws. Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

John Has A Message for You—Mr. Grocer, Listen!



Filled in
Nine Seconds

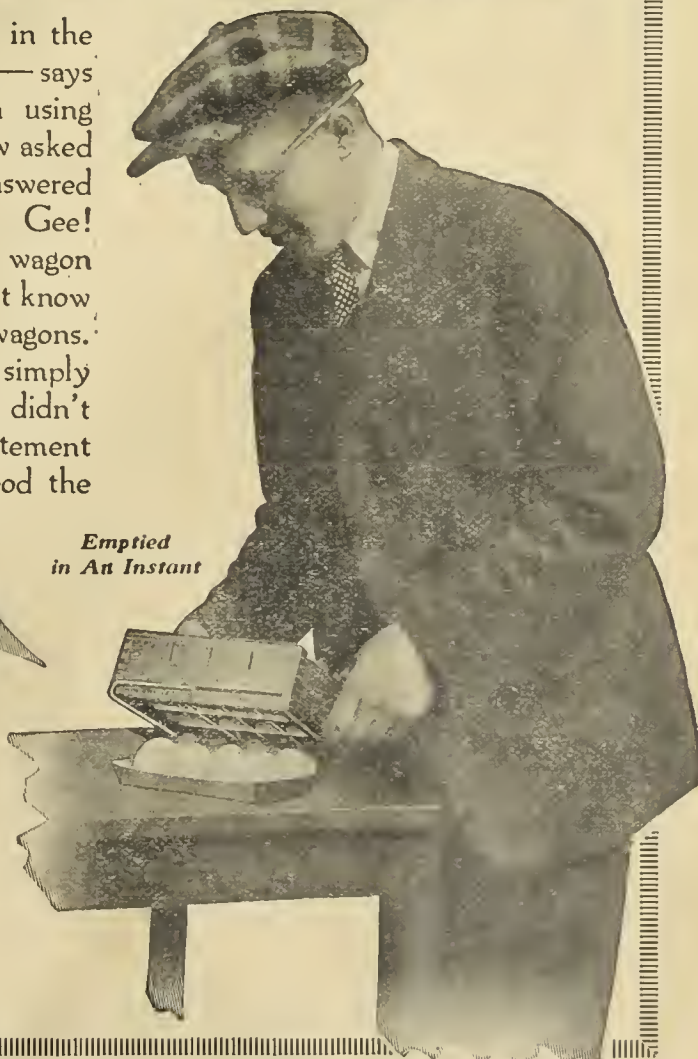
that very morning and how mad Mrs. Jones was when she saw them, and he didn't know of the other times, every week, that the same thing had happened on the different wagons. Perhaps fewer eggs broken, but the customer always tearing mad. We fellows simply couldn't help it. The paper bags and packages didn't protect the eggs. We didn't always tell the boss every time we broke an egg either. There was enough excitement without stirring up his ire. We simply put up enough eggs ourselves to make good the loss and took them to the customer.

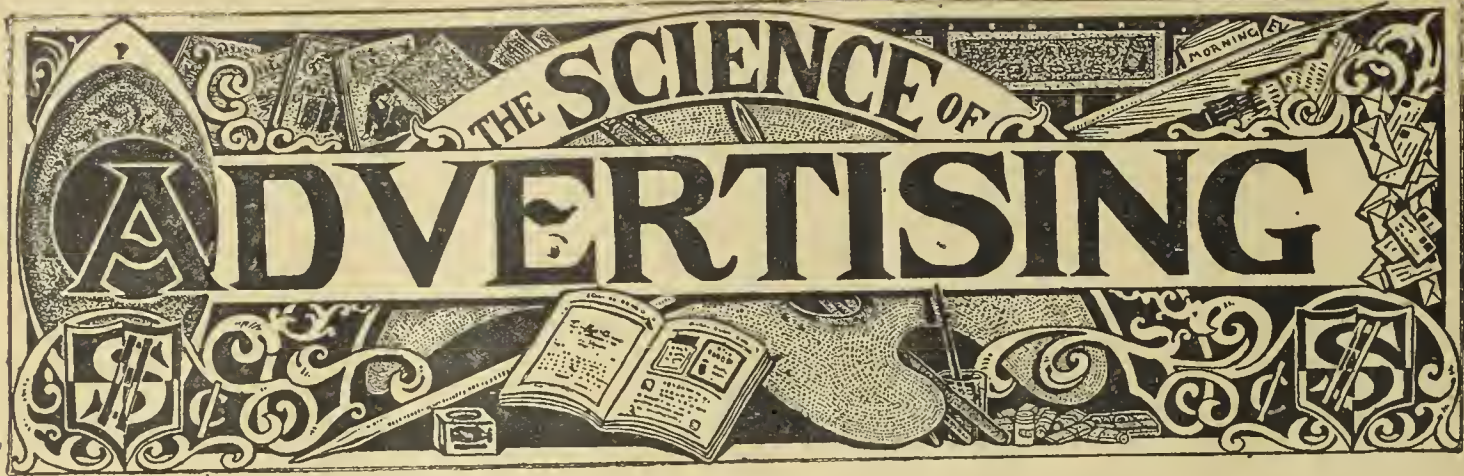
Things are different now since the boss gave us Star Egg Carriers and Trays. We haven't had a broken egg since we started using them. It surely saves me a lot of time and trouble; the boss swears it's the best investment he ever made—and his customers, I'd simply hate to have to leave them eggs in paper bags or packages again.

Perhaps there's a thought here for you, Mr. Grocer. Our booklet tells all about the Star System. Write for it.

Star Egg Carrier & Tray Mfg. Co.
1502 Jay Street
Rochester, N. Y.

Emptied
in An Instant





Charleston, S. C., June 26, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed please find several of our circulars which we get out weekly. Kindly point out the weak places in these and mention how we can improve on same, and oblige an old subscriber.

Yours truly, PAUL B. ALBENESIUS.

Some of these circulars were printed on very fair paper, and some were printed on very poor paper. I suppose the readers of this paper get very tired of my never-ending talk about the quality of paper used for circulars, but I can't conscientiously stop it as long as it is needed. These circulars range in size from 6 x 9½ to 8½ x

11, and reveal the Albenesius store as a pretty enterprising place. According to the imprint on the bottom, the store is getting its printing done at two places—the Crescent Printing Co. and John J. Furlong. Frankly, I don't think much of the Crescent Co.'s work. The whole job, including the condition and combination of the type, is inferior. The Furlong printing is not so bad. He seems to have a better assortment of type and better judgment as to using it.

Here is what I consider to be the best circular of the batch:—

the reader's time. The name already appears in its proper place at the bottom, and of course the whole object of the advertisement is to get people to send orders, so neither of the two lines has any point. The heading would have been clearer without them. Then I should have quoted the regular prices for the goods advertised. I can't understand why every advertiser can't see this—it makes a bargain so much stronger when the regular price is given side by side with the bargain price. I notice in some of the Albenesius circulars the regular price has been given and sometimes it has been handled this way, "worth 30 cents, our price 19 cents the peck." I don't think the "worth" scheme fits the grocery business very well. To say a peck of potatoes is "worth" so much doesn't seem to be appropriate, somehow. Still it is better than quoting only the bargain price.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Collapsible Barrel Latest Invention.

A new collapsible barrel has been invented by a New Kensington, Pa., man, which is expected to be of great value to all shippers of such articles as potatoes, fruits, sugar, salt, lime, rivets, nails, etc. The barrel, when it has been emptied can be taken apart, packed together and returned to the shipper for use again. This new type of barrel can be built at a cheaper cost than the ordinary wooden barrel, and the assembling of its parts will consume about one minute. The wooden barrel or keg, now in use, is built as cheaply as possible because it cannot be used twice on account of its bulk being too great to return to the shipper. Ten of these new barrels, when collapsed and packed will occupy the space used by one ordinary barrel now. It is expected that this new kind of a barrel will be of great financial benefit in saving on bar-

rels from the standpoint of both consumer and producer.

First Half of 1915 Shows Many More Failures Than Same Period of 1914.

But the Second Quarter Was Much Better Than the First. More Failures in 1915 But Smaller Average Liabilities.

We have received the official report of mercantile failures for the first six months of 1915. Those who have read the monthly reports of failures published in this paper are prepared for the statement that the number of failures show a decided increase over the first months of 1914. The figures show 12,740 failures in all lines during the first six months of 1915, against 8,543 during the same period of 1914.

The figures for the different States are as follows:—

States.	Total 1915 No.	Total 1915 Liabilities.	Total 1914 No.	Total 1914 Liabilities.
NEW ENGLAND.				
Maine.....	140	\$740,779	128	\$1,073,311
New Hampshire.....	20	152,186	28	312,114
Vermont.....	30	383,743	17	8,190
Massachusetts.....	550	7,736,437	431	8,190,142
Connecticut.....	207	1,665,554	176	1,423,283
Rhode Island.....	111	1,254,802	73	280,000
MIDDLE ATLANTIC.				
New York.....	2,128	\$45,815,693	1,471	\$71,250,000
New Jersey.....	245	4,833,301	174	5,650,000
Pennsylvania.....	823	13,888,803	556	18,310,000
So. ATLANTIC.				
Maryland.....	169	\$1,956,390	113	\$890,000
Delaware.....	9	18,955	13	1,670
Dist. Columbia.....	36	594,113	27	27,000
Virginia.....	298	1,850,306	142	1,110,000
West Virginia.....	130	1,214,223	80	1,110,000
North Carolina.....	186	1,665,626	85	790,000
South Carolina.....	202	2,424,286	88	1,200,000
Georgia.....	449	4,634,635	195	2,330,000
Florida.....	312	4,545,237	209	5,880,000
So. CENTRAL.				
Kentucky.....	210	\$2,203,145	107	\$1,390,000
Tennessee.....	322	2,528,877	173	1,670,000
Alabama.....	296	3,186,508	94	2,330,000
Mississippi.....	200	1,512,757	96	1,190,000
Arkansas.....	220	2,399,547	98	670,000
Oklahoma.....	266	2,316,467	196	1,380,000
Louisiana.....	152	1,776,719	85	5,340,000
Texas.....	568	6,352,284	307	3,280,000
CENTRAL EAST.				
Ohio.....	441	\$5,933,320	341	\$6,090,000
Indiana.....	294	20,356,067	205	2,430,000
Illinois.....	869	11,609,408	606	13,880,000
Michigan.....	236	3,367,514	131	1,220,000
Wisconsin.....	188	2,943,180	99	1,500,000
CENTRAL WEST.				
Minnesota.....	180	\$2,204,905	136	\$1,690,000
Iowa.....	155	1,323,768	113	1,430,000
Missouri.....	386	5,649,882	296	3,300,000
North Dakota.....	41	417,498	40	60,000
South Dakota.....	32	299,795	24	20,000
Nebraska.....	91	1,161,893	55	60,000
Kansas.....	104	712,787	107	2,100,000
WESTERN.				
Montana.....	40	\$1,092,346	22	\$3,500,000
Idaho.....	44	275,560	34	1,400,000
Wyoming.....	10	58,321	13	7,000
Colorado.....	68	870,325	59	7,000
New Mexico.....	15	115,473	17	4,000
Arizona.....	19	147,536	20	4,000
Utah.....	47	212,176	40	2,000
Nevada.....	11	39,445	16	2,000
PACIFIC.				
Washington.....	302	\$5,048,209	243	\$8,500,000
Oregon.....	212	1,885,716	220	2,400,000
California.....	670	5,211,044	561	4,400,000
UNITED STATES.				
Total.....	12,740	\$188,587,535	8,543	\$185,000,000
First Quarter.....	7,216	105,703,335	4,826	83,000,000
Second Quarter.....	5,524	82,884,200	3,717	101,000,000

It will be noted that the second quarter of this year showed a decided improvement over the first quarter, there being a drop in the number of failures of about 25 per cent.

OUR CASH SYSTEM
Enables Us to Keep the Prices Down

Look over the following Prices and if you want to save money
—SEND YOUR ORDERS TO—
"THE ALBENESIUS GROCERY"

GRANULATED SUGAR, to be sold on Saturday and Monday at.....6c the pound	FRESH EGGS, the dependable kind are to be sold Saturday and Monday at.....20c the dozen
BUTTS MEAT the kind thats really good to eat, this Saturday and Monday at.....8c the pound	TOMATOES, large cans, are put on special sale Saturday and Monday at.....7c the can
PEARL GRISTS, this is fine and white and is to be sold Saturday and Monday at.....25c the peck	WHITE FLOUR, the kind that worth more money, on sale Saturday and Monday at.....4c the pound
GOOD RICE, we still have some of this to sell Saturday and Monday at.....7c the quart	RED ONIONS, are also on sale Saturday and Monday at.....2½c the pound
STAR MILK, is to be sold at this store on Saturday and Monday at.....10c the can	SWEET SOAP, Swifts & Co., Prairie Blossom's for Saturday and Monday only.....1c the cake
RED CROSS MILK, is also put on special sale this Saturday and Monday at.....10c the can	IRISH POTATOES, good mealy cookers, special for this Saturday and Monday at.....21c the peck
COMPOUND LARD, is another special that we are selling Saturday and Monday at.....8c the pound	

We again beg to state that these prices are positively for Saturday and Monday only, and it will pay you at this time to take advantage of them.

"THE ALBENESIUS GROCERY"

S. E. Cor. Bogard and Sires Street

'Phone 2530

Special Delivery

JNO. J. FURLONG, CHAS. PRINTING HOUSE

I think this could be improved in some respects, although it is a good circular now. The two lines in the heading, "Send your orders to the Albenesius Grocery" are of no use whatever, and only waste space and

D'ye Know, You Haven't Got So Much Time on the \$175 Window Dressing Contest?

It closes September 1st next, which is only five weeks off. Realize that?

Do you understand that we are going to give away **One Hundred and Seventy-five Dollars** in prizes for the best window displays of Lipton's Tea? There are two strong reasons why you should make a **Lipton Tea** display now—1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the \$175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

5 cases Banquet Pepper, in sifting glass bottle, 70 cents dozen.
10 boxes Huyler's 1/2 Cocoa, 25 cents lb.
15 boxes Rona Cocoa, 1/2, 30 cents lb.
10 boxes Rona Cocoa, 1/3, 30 cents lb.
3 doz. Wood Lemon Squeezers, 25 cents doz.
10 boxes 50s Swift Pride Cleanser, \$1.50 box.

15 boxes Brubaker's Pudding, 65 cents doz.

15 boxes Jellycon, assorted flavor, 45 cents doz.

1 case 50 Window Klene, \$1.50 box.

8 Boxes 4-oz. Favorite Lye, \$1.60 box.

3 doz. All Steel Washboards, \$2.75 doz.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 76.

We offer the following, terms net cash with order, f. o. b. Mount Carmel, all guaranteed to be in first-class condition:—

4 cases Buckrellen Brand Kipperd Herring, Norwegian, 100 1/2s to case, \$6 per case.

28 cases Navigator Brand Kipperd Herring, Norwegian, fancy quality, 72 is to case, \$7 per case.

41 cases Navigator Brand Kipperd Herring, Norwegian, fancy quality, 100 1/2s to case, \$6.25 per case.

18 cases Half-Moon Brand Delicatessen Herring, Norwegian, 100 1/2s, oval, in tomato sauce, \$7.75 per case.

7 cases Snider's Catsup, 24 16-ounce to case, \$1.84 per dozen.

50 boxes Tomson's Red Seal Borax Soap, 100 5-cent, \$3.44 per box.

SCHNEIDER BROS. & Co.,
Mount Carmel, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive, cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale in good condition. Will weigh amount up to 600 pounds. Cost \$15, will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Corn, a second-grade corn, packed Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multiphographs, for producing imitation type writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$10 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register with clerks' keys and tape on the side and registers up to \$10; in good order. I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as have gone out of the cream business will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery that we would sell at sacrifice if move quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second hand to me, has a carbide grinding attached and will do fair work. Fifteen dollars is what we ask for it.

D. W. DEWEESE,
51 Logan Ave., Sharon, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, Philadelphia, Pa., sold so many of, a would like to sell it so I can get a full passenger. Just the thing for an insurance agent, a young sporting man, a merchant to get orders and deliver.

Run less than 1,000 miles. Will
ry cheap to cash buyer.
Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

very wagon for sale, almost new;
or me eight months ago by an
t wagon builder; capacity 3,500
Cost me \$225, will sell to
cash buyer for \$100, f. o. b.
on, Pa. Reason for selling, am
in auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

ve for sale one Sanitary Slicing
ic, made by the Sanitary Slicing
ie Co., Grand Rapids, Mich. This
e was used less than a year and
ood condition. Has 11 feed ad-
its and will slice ham, bacon,
eef, etc. Reason for selling, I
lacing same with larger machine.

E. M. HEIMAN,
8 Baltimore St., Hanover, Pa.

Offer No. 88.

beg to advise that we have a
toaster in perfect condition, used
an a year, fitted with electric
and cost originally \$350. Will
50 cash for the outfit.

J. W. DUKE,
sylvania and Highland Aves.,
st End, Pittsburgh, Pa.

Important Notice to those Advertis- in the Exchange Department.

e goods advertised do not move
our weeks, will the owner kindly
is, so that the offer may be dis-
ed? We desire to keep the de-
nt as clean and fresh as possible,
goods don't move in four weeks.
ill probably not move at all.

THE VALUE OF BRIGHT STORES

The difficulty of mak-
g a sale—whether it
dry goods or vege-
bles, jewelry or shoes
increased tenfold in
poorly lighted store.
her things being
ual, the Electrically
nted shop will do
re business than the
re which uses other
minants. "Indoor
ylight" can only be
ained by the use of
zda Electric lamps.

Philadelphia Electric Co.
Fifth and Chestnut Streets

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RE-
SULTS.—Ever throw an ad. pencil
away? As low as \$1.08 per gross in
lots. Stamp brings samples. Grabill &
Co., Lancaster, Pa. 52

WANTED

WANTED.—To buy between this and
September 1st, a second-hand six-ton
refrigerator plant, refrigerator and all
appliances needed for a first-class fresh
meat department. Address W. M.,
Pottstown, Pa. 4

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest
cash price; also original cost. Address
"Quick," care "Modern Merchant and
Grocery World" office.

I WANT TO BUY A GOOD SEC- OND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-
hand cash register, National preferred.
Must not be too old, and should be a
check thrower. Need not necessarily be
the largest type machine. Absolutely
must be in perfect shape. Address D. S.,
care Grocery World Publication Co., 927
Arch St., Philadelphia.

HELP WANTED

WANTED.—High-grade men to call on
grocery trade in connection with Star
Egg Carriers and Trays. Nationally ad-
vertised and used by more than 59 per
cent. of the grocers in the country.
Exceptional opportunity for high-grade
men with real selling ability. For par-
ticulars write Star Egg Carrier and
Tray Mfg. Co., Rochester, N. Y. 1f

WANTED.—Two young women with
chain store experience, capable of man-
aging stores out of city. State age, ex-
perience and salary wanted. Address
X., care Grocery World Publication Co.,
927 Arch St., Philadelphia. 3

WANTED.—Grocers' tea and coffee
salesman to handle my line of store
fixtures on commission. H. F. Heacock,
51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—Grocery, doing a cash
business, in a suburban town of Harris-
burg, Pa. Fixtures at a set price and
stock at inventory. Other business takes
my time. Any one meaning business
will do well by investigating. Address
S. A. C., care Grocery World Publica-
tion Co., 927 Arch St., Philadelphia.

FOR RENT.—Store, suitable for gro-
cery; 1,500 population; one other store
doing about \$40,000 yearly; fine oppor-
tunity for profitable cash business;
\$17.50 per month. Address P. E., care
Grocery World Publication Co., 927
Arch St., Philadelphia. 29

FOR SALE.—Stock and fixtures of a
first-class home cooking and delicatessen
store, South Sixtieth street, near Mar-
ket. Will sell to a quick buyer for a
very low figure, \$1,150. Address S. C. F.,
care Grocery World Publication Co., 927
Arch St., Philadelphia. 4

FOR SALE.—Grocery, fresh meat and
provision store, with best location in
West Philadelphia. Carries stock of
about \$600. Will sell stock and fixtures
at inventory. Fixtures hardwood, latest
design. Address W. J. 2, care Grocery
World Publication Co., 927 Arch St.,
Philadelphia. 8

FOR SALE.—Stock and fixtures of
well-established general store in Lewis-
town. Reason for selling, ill health.
Address Thos. Myers, Lewistown, Pa. 3

FOR SALE.—Stock and fixtures of an
old corner grocery and provision store.
To a quick buyer will sell for a very
low figure, \$475. Would do well with
fresh meats and delicatessen. Address
N. E. corner Jasper and Cambria Sts.,
Philadelphia. 11

HOUSES.

FOR RENT.—North Wildwood, six-
room cottage, with attic, fully furnished.
electric light, gas and coal range, boat-
ing, crabbing and fishing at the door,
for the month of August and two weeks
in September. Phone Dickinson 1013,
or address 1605 Morris St., Philadel-
phia. 5

MISCELLANEOUS.

FOR SALE.—A lot of fresh Pratt's
Poultry and Animal Powder for sale.
Will deliver at 10 per cent. less than
cost. Address L. G. Welch, Bridgeville,
Del. 5

FOR SALE.—Having discontinued the
cart on the road, we have one grocery
cart, in first-class condition. Will carry
1,500 to 2,000 pounds. Running gears
alone worth more than we ask for cart.
Address A. H. and W. R. Andrews,
Prattsburgh, N. Y. 4

FOR SALE.—At \$30, Oliver typewriter.
Not a rebuilt machine, but in good
condition. Cannot take less than asked.
Address H. F. Snader & Co., Adams-
town, Pa. 5

FOR SALE.—One large Humphrey five-
burner outside gas lamp, almost as good
as new; in use only a short time. Cost
new \$17, will sell same for \$8. Address
Wm. Arthurs, 184 W. Lehigh Ave.,
Philadelphia.

FOR SALE.—Light delivery wagon
and single harness. Address Owner,
460 Asbury Ave., Ocean City, N. J. 26

A Sales Repeater

FLEISCHMANN'S YEAST

is purchased, say, two
or three times every
week by the housewife
who bakes. And every
time she comes in for
a "cake of yeast" you
have a fine chance to
talk up and sell her
other things too.

1845

Doesn't This Date Tell You Something?



'This is the date Knight's Cooking
Extracts first decorated grocers'
shelves. Time, skill and experi-
ence combined have added to the
perfection of these goods each
year. If an old lady or a child
is sent for a cooking extract with-
out being told to get a certain
brand, they'll ask for Knight's by
instinct. This name naturally
identifies itself with flavoring
extracts in their minds. It's a
household word and stands for the
highest standard of excellence.

KNIGHT'S Cooking Extract Co

No. 211 ARCH STREET
PHILADELPHIA, PA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JULY 19, 1915.

COL.		COL.		COL.		COL.	
2	Ammonia.....	21	Dressed Poultry.....	28	Salad Dressing.....	24	Sal Soda.....
2	Axle Grease.....	22	Drugs.....	28	Sauces.....	24	Sal Soda.....
2	Baking Powder.....	19	Datenut Butter.....	26	Scouring Soaps.....	16	Seeds.....
14	Barley.....	23	Extracts and Essences.....	20	Seeds.....	24	Soda-Bi-Carb.....
14	Beans.....	13	Extract of Beef.....	14	Soft Drinks.....	21	Soft Drinks.....
2	Blacking--Shoe.....	9	Evaporated Milk.....	19	Soap Powder.....	21	Soap Powder.....
3	Bluing--Dry.....	12	Eggs.....	3	Spices.....	21	Spices.....
3	Bluing--Liquid.....	13	Fancy Groceries.....	9	Stove Polish.....	21	Stove Polish.....
13	Bonillon Cubes and Liquids.....	13	Flour.....	14	Sundries.....	21	Sundries.....
28	Brushes.....	16	Farinaceous Goods.....	19	Syrup and Molasses.....	21	Syrup and Molasses.....
21	Butchers' Sundries.....	24	Fresh Fish.....	19	Smoking Tobacco.....	21	Smoking Tobacco.....
4	Butter.....	3	Flour Polish.....	11	Table and Cooking Oil.....	21	Table and Cooking Oil.....
10	Cakes and Crackers.....	15	Green Coffee.....	15	Tapioca.....	21	Tapioca.....
4	Candles.....	17	Gelatine and Prepared Desserts.....	20	Tea.....	21	Tea.....
5	Canned Goods.....	14	Horseradish.....	20	Toilet Soaps.....	21	Toilet Soaps.....
6	Canned Meats.....	27	Hominy.....	21	Tobacco--Plug.....	21	Tobacco--Plug.....
4	Catsup.....	17	Honey.....	21	Vinegar.....	21	Vinegar.....
14	Cereal Specialties.....	4	Ink.....	17	Wood and Willow Ware.....	21	Wood and Willow Ware.....
12	Cheese.....	4	Jars and Jar Rubbers.....	23	Yeast Cakes.....	21	Yeast Cakes.....
23	Chewing Gum.....	18	Ketchup.....				
23	Chocolate and Cocoa.....	14	Lamp Goods.....				
23	Cider.....	19	Lentils.....				
16	Clams.....	10	Lime.....				
24	Cleansers and Polishing Compounds.....	18	Lye and Potash.....				
17	Cocoa.....	20	Lard and Compounds.....				
13	Cornmeal.....	21	Live Poultry.....				
26	Cornstarch.....	25	Laundry Soaps.....				
9	Condensed Milk.....	26	Laundry Starch.....				
2	Cottolene.....	26	Macaroni.....				
3	Coffee Essence and Chicory.....	15	Mapleine.....				
3	Delikatessen.....	22	Matches.....				
17	Dried Fruits.....	18	Mince Meat.....				
21	Dried Meats.....						

ADVANCES.

Flour.....	1
Butter.....	7
Lard.....	15
Dressed Poultry.....	12
Live Poultry.....	23

DECLINES.

SUGAR.

	Barrels.
Cut Loaf.....	7.15
Eagle Tablets.....	7.65
Crystal Dominoes, 24 5-lb. pkgs.....	8.75
" " 60 2-lb. pkgs.....	9.25
Patent Cubes.....	6.50
Confectioners' Lozenge.....	6.40
Powdered.....	6.35
Fruit Powdered.....	6.25
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.55
Granulated, fine or standard, McCahan.....	6.25
" " Franklin.....	6.30
" " extra fine, bbls.....	6.25
" " 2-lb. bags.....	6.55
" " 5-lb. bags.....	6.45
" " 10-lb. bags.....	6.40
" " 25-lb. bags.....	6.40
" " 100-lb. bags.....	6.25
" " coarse.....	6.35
Confectioners' Crystal A.....	6.25
A Confectioners'.....	6.15
A No. 1.....	6.00
A No. 2.....	5.95
Franklin B.....	5.80
Extra C.....	5.55
C.....	5.40

TEA.

	Per lb.
Formosa--	
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choice, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
Oolong, black--	
Extra choicest, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.25 -.27
Finest, 1/2 and 1/4 chests.....	.22 -.24
Superior, 1/2 and 1/4 chests.....	.20 -.22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.23 -.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.30
Extra seconds, 1/2 chests.....	.23 -.25
Seconds, new, 1/2 chests.....	.22
Imperial, green--	
Firsts, 1/2 chests.....	.38
Seconds, 1/2 chests.....	.25 -.30
Japan, green--	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/2 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/2 chests.....	.32
Young Hyson, green--	
Firsts, 1/2 chests.....	.35 -.40
Hyson, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.32
Seconds, 1/2 chests.....	.25 -.27
Assam, black--	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
1 lb. 1/4 lb. 1/2 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz. .75
Mica, 1/4 gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder--	
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.40
6 oz. " 12 doz.....	12.25
Rumford Baking Powder--	
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/4-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.--	
1/4 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., 1/2 doz.....	7.20
Lea's--	
1/4-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/4 lb., 4 doz.....	1.30
1/2 lb., 3 doz.....	2.40
1 lb., 2 doz.....	4.65

BLACKING--Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
" " No. 2, 1/4 gross.....	3.00
" " No. 3, 1/4 gross.....	3.30
" " No. 4, 1/4 gross.....	3.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's--	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

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Black Shline, No. 2.....	.45
" " No. 3.....	.75
Tan Shline, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.27 1/2
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.13 1/2
Caracas, fancy, washed.....	.16 1/2
Maracalbo, strictly fancy, mild, choice.....	.12 1/2
Santos, Peaherry, extra fancy.....	.12 1/2
Santos, fancy.....	.11 1/2
Rlo, Golden, fancy.....	.11 1/2
Rlo, prime.....	.09 1/2

ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/2
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 1/2
Caracas, extra fancy, washed.....	.20 1/2
Maracalbo, extra fancy.....	.16 1/2
Santos, Peaherry, extra fancy.....	.15 1/2
Santos, extra fancy.....	.15 1/2
Rlo, Golden, extra fancy.....	.13 1/2
Rlo, prime.....	.11 1/2

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

	Per box
Pfeiffer & Diller's "Kosyr," 50 tins.....	4.65
Tomson-Hummels, tin, 1/2 gross.....	2.60
" " imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	2.15

BLUING--Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
" " No. 3, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	2.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 35 5c. pkgs., 16 10c. pkgs.....	2.15

BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	3.90
French Laundry, large, 1/2 gross bbl.....	1.70
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.50
" " 16 oz., 1 doz.....	9.50

BUTTER.

	Per lb.
Tub Butter--	
Creamery specials.....	
" " extra, 60-lb. tubs.....	.38
" " first, ".....	.35
" " second, ".....	.32
" " third, ".....	.29
" " dairy, extra, bakers' use, 30-60 lbs.....	.22
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.23

	Per lb.
Print Butter--	
Prize.....	
Gurnee, lbs. and 1/4 lbs.....	
Awltru.....	
Milben Farm, lbs. and 1/4 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	.30
White Rock.....	.31

CANDLES.

	Per box
P. & G., 8s, 30 lbs.....	.11
" " 16s, 30 lbs.....	.10
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.09
Searchlight, hotel, 16s, 30 lbs.....	.10
Peerless, hotel, 16s, 30 lbs.....	.10
Bright Light, 16s, 30 sets to box.....	.10

JARS AND JAR RUBBERS.

	Per gross
Mason's--	
Half gallons.....	7
Quarts.....	5
Pints.....	4
Jar Rubbers--	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes.....	per gross
Lightning, pure rubber, hulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
" " 15-lb. lots 1 cent per lb. less.....	
Jar Tops--	
1/2-gross boxes, no rubbers.....	per gross
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

	Per gross
Snider's--	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's--	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Beech-Nut--	
Pints.....	
1/2 pints.....	

KETCHUP.

	Per gross
Curtice's "Blue Label," Tomato--	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Stern Canned Fruits.	
ate, No. 3.....	.90
No. 10.....	2.75
0. 2.....	1.35
0. 2.....
light syrup, No. 2.....	1.35
heavy syrup, No. 2.....	1.50
.....	1.35
3.....	1.15
.....	.85
ra Standard, No. 2½.....	2.00
No. 3.....
No. 3.....
No. 2½.....	1.25
No. 2½.....	1.00
ter, No. 2.....	1.40
ved, No. 2.....	1.80
0. 2.....	1.60
0. 2.....	1.20

Saled, No. 2, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" " large, 1 doz.....	2.25

The Franco-American Food Co.—	
Readymaid Concentrated Soups—	Per doz.
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken	

Nut Milk Chocolate, 24 5c. pkgs.	per box	1.60
	in box,	
	per box	.80

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can. Per lb.	
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/2 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/4-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, large, 25 cent size, 6 tablets in box.....	1.10	
No. 3, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—	Per lb.	
No. 51, large, 25 cent size, 6 tablets in box.....	1.10	
No. 51, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.....	1/2 lb.....	.25	
1/2 lb.....	1/2 lb.....	.30	
1 lb.....	1 lb.....	.40	
1 lb.....	1 lb.....	.52 1/2	
2 lb.....	2 lb.....	.62 1/2	
3 lb.....	3 lb.....	.77 1/2	
4 lb.....	4 lb.....	.89 1/2	
5 lb.....	5 lb.....	1.09 1/2	
6 lb.....	6 lb.....	1.27 1/2	
8 lb.....	8 lb.....	1.44 1/2	
10 lb.....	10 lb.....	1.69 1/2	
12 lb.....	12 lb.....	2.14 1/2	
14 lb.....	14 lb.....	2.29 1/2	
16 lb.....	16 lb.....	2.57	
20 lb.....	20 lb.....	2.84	
25 lb.....	25 lb.....		
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.....			
15x20, 5 reams in bundle.....	Per ream	.48	
20x30, ".....		.90	
24x36, ".....		1.20	
Butter, Parchment—			
8x11, 1000 sheets.....	Per pkg.	.60	
9x12, ".....		.70	
18x24, 50-lb. bundles of about 1200 sheets, per lb.....		.10	
Toilet—			
Extra quality, 100 rolls.....	Per case	5.75	
Good " 200 ".....		4.95	
Butter, Wax—			
9x12, about 480 sheets.....	Per pkg.	.14 1/2	
White Tea—			
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70	
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.....	15M	.35	.26
1/2 lb.....	10M	.43	.31
1 lb.....	8M	.56	.41
2 lb.....	6M	.74	.54
3 lb.....	5M	.89	.63
4 lb.....	4M	1.10	.79
5 lb.....	3M	1.27	.92
6 lb.....	3M	1.46	1.13
8 lb.....	2M	1.81	1.29
10 lb.....	2M	2.06	1.48
12 lb.....	2M	2.40	1.73
14 lb.....	1M	3.05	2.20
16 lb.....	1M	3.20	2.35
20 lb.....	1M	3.64	2.62
25 lb.....	1M	4.18	2.71
Flour Sacks, satchel bottom—			
Majestic			
Ex. Heavy			Per 100
12 1/2 lbs., 1 bbl.....			.42
24 1/2 lbs., 1/2 bbl.....			.70
49 lbs., 1/4 bbl.....			1.40
No. 2, Manilla light weight—			
12 in. rolls.....	Per lb.	.02 3/4	
15 ".....		.02 3/4	
18 ".....		.02 3/4	
20 ".....		.02 3/4	
24 ".....		.02 3/4	

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Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25	
" " small, 6 doz.....	2.25	
" family size.....	2.55	
" hotel size.....	3.25	
" confectioners' size.....	3.50	
Silver Cow, small, 6 doz.....	2.25	
St. Charles, small, 4 doz.....	1.65	
" tall.....	3.25	
" hotel size.....	3.25	
" confectioners' size.....	3.50	
Pearl, tall.....	3.25	
" small, 4 doz.....	1.65	

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Crustal Cookies.....	.12	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.10	
Lunch Biscuit.....	.10	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Saltines.....	.13	
Spiced Wafers.....	.10	
Sugar Cookies.....	.12	
Sweethearts.....	.12	
Water Crackers.....	.09	
7 lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.17	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.16	
Lemon Sundae.....	.16	
Sweet Marie.....	.16	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Euton & Co.—	Bbls. Boxes	
Butter Crackers.....	.09 .09 1/2	
Oyster Crackers.....	.09 .09 1/2	
Wine Scroll.....	.11 .11 1/2	
Cracker Dust.....	.09 .09	
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.		
Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....		1.15
" large, 1 doz.....		1.75
" " with horseradish.....		1.75
Wein Senf, bbls.....	per gal.	
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....		
" 10-gal. kegs.....		
" 5-gal. kegs.....		.35-.50
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....		.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....		.46
" with horseradish, 2 doz.....		.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " loaf.....		
Sap Sago, 3 to lb.....	per lb.	
" " less than cask.....		
Roquefort.....	12 in case, " "	
" " less than case.....		
Parmesan, about 30 lbs.....	loaf, " "	
" " less than loaf.....		
Edam, 12 in case.....	case	
" " single.....		
" 1 in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	2.75
" Autocrat brand, large.....		
" " medium.....		
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	1.75
Parmesan, grated, ready for use, small bottles.....	per doz.	2.50
Olmutzer Hand, 100 in box.....		2.25
Edelweis, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf 20-22	
" " less than loaf.....	22-25	
" square loaves, No. 1, about 25 lbs. each.....	per lb.	22-24
Limburger, No. 1.....	box and 1/4 box	.18
" " less than 1/4 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	20-22
Brick, No. 1.....	" 18-20	
English Dairy.....	" 22 1/2	
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....		2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Tral size.....		1.00
Maclaren Imperial, club size.....		1.00
" No. 1 size.....		2.40
" Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....	Per box	1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Wm. Tell brand, 12 in box.....		1.40
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		1.35
" 4 doz.....		.70
" Thuringer, 4 doz.....		.85
Farmer Hand, 4 doz.....		1.45
Schutzen, 12 in box.....		1.25
American Mountain (Alpen Kase) 50 1-lb. pkgs.....	per lb.	.18

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Carlsbad Speck (Imported Bacon).....	per lb.	
Imported Cervelat Sausage, Rolf's.....		
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American.....	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....		.27 .28
" (H.).....		.26 .27
" Peutonic.....		.24 .25
" Tip-Top.....		.32 .33
" Gothaer.....		.27 .28
Salami (C. W.).....		.26 .27
" (H.).....		.26 .27
" (G. A. P.).....		
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....		2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	20-22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.50
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
Milkers, standard, bbls.....		7.50
" 1/2 bbls.....		
" 1/4 bbls.....		

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Scotland—		
Mixed, large, fulls, bbls.....		16.50
" " 1/2 bbls.....		8.50
Milkers, " bbls.....		
" " 1/2 bbls.....		
Marinerte Herring, Imported, about 40 in pail.....		1.25
Roll Herring, Imported, about 25 in pail.....		1.00
Spiced Herring, Imported, about 40 in pail.....		1.00
Norway Stockfish, dry.....	per lb.	.15

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FANCY GROCERIES.

Round Staple Paste, 5-lb. cans.....per lb.	35
Shovels, in oil, 6 ring bottle.....per doz.	5.00
3 ring bottle....."	3.25
Nonpareil, 1/2 gal. kegs.....	1.50
quart, glass.....per doz.	7.50
bottled, 1/2 size....."	2.25
1/2 size....."	2.00
1/2 size....."	1.20
Long Ginger, large pots, 6 to case.....per case	4.25
medium, 12 to case....."	4.50
small, 24 to case....."	4.25
Maraschino, glass, 1 doz....."	7.00
Chowder, Burham, 4 doz. 1-lb. per doz.	.90
2 doz. 3-lb....."	3.60
Powder, pints....."	2.40
4 oz....."	1.40
2 oz....."	1.40
Peas, extra fns.....per case
fin....."
moys....."
Cann's Irish Oatmeal—	
2-lb. cans.....per doz.
5-lb. cans.....per tin
4-lb. cans....."
ntley & Palmer's Petit Beurre Biscuit.....lb.	.22
....."	.33
....."	.32
Packed 7 and 5 lbs. in a can.	
1 Pepper, ring, pints.....per doz.	1.25
1/2 pints....."	.60
stone jars, 4 doz....."	1.75
odore Marquett Mushrooms—	
first choice.....per case	24.00
choice, 100 tins....."	22.00
extra, 100 tins....."	26.00
hotel, 100 tins....."	20.00
iffles, 1/2.....per tin	.25
1/2....."	.40
1/2....."	.75
1/2....."	1.50
imps, pickled, small size.....	1.30
Dunbar's, 2 doz.....per doz.	2.80
s in Cordial, Bishop's, 1 doz....."	6.50
stalized Ginger, 1-lb. tins....."	4.00
1/2-lb. tins....."	2.25
ne Juice, Rose's....."	4.50
tor Rose Water....."	2.25
Peach Water....."	2.25
ted Olives....."	5.25
le Franco-American Food Co.—	Per doz
broths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ero Bouillon Cubes—	
Per tin, 100 cubes.....	1.70
50 cubes.....	.90
er doz. tins, 12 cubes each.....	2.75
eko Clam Bouillon—	
7-oz. bottles, 1 doz.....	2.00
4-oz. bottles, 1 doz.....	3.75
Big's Oxo Cubes—	
43, 10c. size.....per doz.	.85
2 10s, 25c. size....."	2.00
ans, 100 cubes.....per 100	1.65
hour's Beef, Clam and Chicken Cubes—	
small boxes, 12 cubes, 1 doz.....	2.50
medium boxes, 50 cubes.....per tin	.90
large boxes, 100 cubes....."	1.70
hour's Concentrated Bouillon—	
ars, size 2, 1 doz.....	3.50
4, 1 doz.....	6.75
8, 1 doz.....	13.00
16, 1/2 doz.....	25.00
hour's Tomato Bouillon—	
bottles, size 4, 1 doz.....	2.50
12, 1 doz.....	6.50
5.....per bottle	3.00
fancy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

hour's Solid Extract of Beef—	Per doz.
ars, size 2, 1 doz.....	4.45
4, 1 doz.....	8.20
8, 1 doz.....	15.90
16, 1/2 doz.....	29.75
hour's Fluid Beef Extract—	
bottles, size 4, 1 doz.....	5.00
8, 1 doz.....	9.00
16, 1/2 doz.....	17.00

FLOUR.

esota.....	Per bbl.
Fig Midas.....	7.75
Ed Medal.....	8.25
ibourne.....	7.85
Top.....	7.75
sbury's Best.....	8.35
Siper Idem.....	7.75
Ed of the West.....	7.00
Sbeam.....	6.65
Edal Veil.....	6.55
aker.....	7.75
Seal.....	7.35
Sny White.....	6.85
cker's Best.....	8.40
uth Imperial.....	7.50

Prepared Flours.

icilla Prepared Doughnut, Cake, Ginger-	Per case
bread and Tea Biscuit Flour—	
doz. 14-oz.....	1.44
doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

cker's Buckwheat, medium, 12s.....	1.50
Flap Jack Flour, 18s.....	1.42 1/2
le Jerry Buckwheat, 36 2s.....	2.75
Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about	
2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....	3.25
Red Kidney, fancy, new, grain bags about	
2 1/2 bushel.....	3.95
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags....."	2.20
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats—	
Avena, 180 lbs.....per bbl.	7.25
90 lbs.....per keg	3.75
90 lbs.....per sack	3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s....."	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/2
Flake.....	.06 1/2
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	Per case
18 pkgs., small.....	2.25
Egg-O-See, 36 pkgs.....	1.45
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
Wheat Biscuits, 36 pkgs.....	3.30
18 pkgs.....	1.65
Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
large, reg. asst., 20s.....	3.85
no china, 20s.....	3.85
10s, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
large, reg. asst., 20s.....	4.55
no china, 20s.....	3.85
aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
10s.....	1.80
Mother's Hominy, pearl or gran., 24s.....	1.80
Cornmeal, large, yellow, square,	
10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettjohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, no china, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
Wheat, 36s.....	3.45
Mother's Corn Flakes.....

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Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.40
Schumacker XXX Graham, 10 10s-20 5s.....	3.55
Scotch Brand Pearl Barley, 24s.....	1.80
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.20
small.....	1.45
large, gross.....	.90
small, gross.....	17.25
large, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant; Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
50 10-oz. pkgs.....	1.85
100 10-oz. pkgs.....	3.25
24 20-oz. pkgs.....	1.75
48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. plgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.12
Cubes or Elbows, 24 1.....
Spaghetti, 25 1s.....
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghetti a la Milanese, No. 1, 4 doz.....	.90
No. 2, 2 doz.....	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghetti, 36 1s.....	.10
Elbow Spaghetti, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghetti, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....	.08 3/4
50 1/2-lb. pkgs.....	.04 3/4
Cubes or Elbows, 24 1s.....	.07 3/4
Spaghetti, 25 1s.....	.07 3/4
Vermicelli, 25 1s.....	.07 3/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	32.00	16.60	8.50	1.90	
Ex. Norway, No. 2.....230-260	26.00	13.60	7.00	1.55	
Ex. Norway, No. 3.....320-360	23.00	12.10	6.25	1.45	
Ex. Norway, No. 4.....400-450	20.00	10.60	5.50	1.25	
Ex. Norway, No. 5.....550-650	14.00	7.60	4.00	.95	
Fcy. Bloaters, XXX 90-110	26.00	13.60	7.00	1.55	
Fcy. Shore, No. 1.....150-170	22.00	11.60	6.00	1.35	
Fcy. Shore, No. 2.....250-260	
Fcy. Shore, No. 3.....300-350	
Extra Irish, No. 2.....300-350	18.00	9.60	5.00	1.15	
Medium Irish, No. 2.....350-450	17.50	9.35	4.88	1.12	
Irish, No. 4.....400-450	17.00	9.10	4.75	1.10	
Large Cape Shore.....100-125	12.50	6.85	3.63	.88	
Med. Cape Shore.....180-200	

Herring.

200 lb. 100 lb. 50 lb. 10 lb. 8 lb.	
Herring, large No. 1.	
Lab. Splits.....
Herring, large No. 2.	
Lab. Splits.....
Shore, round, large.....	7.50 4.35
medium.....
Ocean Fish.....
Salmon, red, fancy	
No. 1.....	18.00 9.60
had, Mess, No. 1.....
No. 2.....

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumbler, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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Dressed Boneless Fish.

Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....
Gilt Edge, 40 lbs.....	.06 1/2
Favorite, Middles, 60 lbs.....	.15

Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.07
Snow White, 1-lb. bricks, 20 lbs.....	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.09½

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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DRESSED MEATS.

Dressed Stock—	Per lb.
Beef, dressed	.12
Calves, dressed	.11
Lamb, dressed	.08
Pork, dressed	.15
Veal, dressed	.17
Wet Dressing	.10
Country Dressed	.14
Extra Dressed	.16
Deep	.12
Extra Wethers	.14
Lamb	.18
Extra Lamb	.20
Ogs	.11

BUTCHERS' SUNDRIES.

Sh Steer Tongues.....each	-.80
Sh Tongues.....each	-.60
Sh Heads, scalded.....	.50
Sh Bread, beef.....per pair	.75
Sh Livers.....per doz.	.25
Sh Kidneys.....per doz.	.10
Sh Livers.....per doz.	.10
Shails.....per doz.	.10
Shails, beef.....per lb.	.05
Shails, beef.....per lb.	.16.00
Shderloin, beef, western.....	.22
Sh Pork, loins, city.....	.15
Sh Pork, loins, western.....	-.15

DRESSED POULTRY.

Keys—	Per lb.
Western, young hens, 8 to 10 lbs.....	.21
Western, young hens, 15 to 17 lbs.....	.22
Old hens and toms.....	.20
Common to good.....	.15
Shills—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.35
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.....	.35
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.....	.35
Shills—	
Western, fancy, heavy.....	.18
Heavy Roasters, 4 to 5 lbs.....	.21
Shair to good.....	.17
Shid cocks.....	.14
Shabs—	
Prime, large, fancy.....	4.00-4.50
Fixed.....	3.00-3.50
Dark.....	1.75-2.00

LIVE POULTRY.

Shing Chickens, nearby, 1 1/2 to 2 lbs.26
Shge Springers.....	.22
Shwls.....	.17
Shosters.....	.12
Shcks, young.....	.15
Shcks, old.....	.14

PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
Ritter's, pure.....	.95
Fruit jelly, apple flavor, 30 lbs. full weight, per pair	1.00
Schimmel's, 8-oz. tumblers.....	.80
National, 16 oz., 2 doz.....	.87 1/2
3-lb. tins, net weight.....	1.95
Jams—	Per lb.
Schimmel's, pure, 12-oz. jars, 5 doz.....per doz.	1.60
National, 30-lb. pails.....	.09 1/2
Southwark, 30-lb. pails.....	.07
3-lb. toy pails.....per doz.	3.05
Marmalades—	Per doz.
Schimmel's, pure, 12-oz. jars, 2 doz.....	1.60
Southwark, assorted, jars, 2 doz.....	.90
Large Marmalade—	
Hartley's, imported, 4 doz.....	1.90
Schimmel's, pure.....	1.50
Beech-Nut Brand Conserves—	
Per doz., in glass	
Large Medium Individual	
Strawberry.....	3.25 2.00 1.10
Black Raspberry.....	1.80 1.00
Blackberry.....	1.80 1.00
Peach.....	1.80 1.00
Cranberry Sauce.....	2.25 1.40 .80
Concord Grape.....	2.40 1.50 .90
Plum.....	2.25 1.40 .80
Fig.....	2.35 1.40 .80
Spiced Plum.....	2.25 1.40 .80
Damson Plum.....	2.25 1.40 .80
Jellies—	Per lb.
Red Currant.....	3.00 1.80 1.00
Black Currant.....	3.00 1.80 1.00
Quince.....	3.00 1.80 1.00
Grape.....	2.40 1.50 .90
Crab Apple.....	2.35 1.50 .90
Apple (Spitzenberg).....	2.25 1.40 .80
Guava Jelly.....	1.80 1.00 .70
Jams—	Per lb.
Pineapple (shredded).....	3.00 1.80 1.00
Cherry.....	3.50 2.10 .90
Marmalades—	Per lb.
Orange, sweet.....	2.25 1.40 .80
Grape Fruit.....	2.25 1.40 .80
Rhubarb.....	2.25 1.40 .80
Bitter Orange.....	2.20 1.35 .80
Large jars packed one dozen, medium two dozen and individual three dozen per case.	

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.....per pair	1.15
“ full 5-lb. slip cover tins, 1/2 doz.....per case	1.60
“ Schimmel's, 30-lb. pails.....per lb.	.06 1/2
“ 3-lb. slip cover tins, 1 doz.....per doz.	2.60
“ 2 1/2-lb. stone jars, cloth top, 1/2 doz.....per doz.	2.90
“ 40-oz. stone crock, glass top, 1/2 doz.....per doz.	3.15
“ Mother Cook's, No. 14, 2 doz.....per lb.	.07 1/2
Peach, 30-lb. pails.....	

DRUGS.

Family Medicines.

Guaranteed full U. S. strength	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	2.95
Spirits Nitro.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Alum.....per lb.	.05
Borax, powdered, bulk.....	.07
lump, bulk.....	.06 1/2
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.12
Copperas.....	.02 1/2
Campbor, gum, 1-oz. blocks.....	.70
flakes, 250-lb. bbls.....	.14
less quantity.....	.15
Tar Balls, 250-lb. bbls.....	.12
less quantity.....	.14
Castoria, Fletcher's.....per doz.	2.80
Pitcher's.....	.80
Carbonate of Ammonia.....per lb.	.13
Epsom Salts, in barrels.....	.02 1/2
Glauber Salts.....	.02 1/2
Glue, ordinary.....	.11
white.....	.20
Gum Arabic.....	.50
Haarlem Oil.....per doz.	.40
Husband's Magnesia.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
M. & R., 5-lb. boxes.....per lb.	.23
lozenges, 5-lb. boxes.....	.27
45, 65, 85, 125, 165, 5-lb. boxes.....	.24
root.....	.12
Putty, 25-lb. cans.....per 100 lbs.	1.57 1/2
50-lb. cans.....	1.47 1/2
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
10c. size.....	.75
Paris Green, 100-lb. kegs.....per lb.	.17
1/2-lb. pkgs., 50 lbs.....	.22 1/2
1/2-lb. pkgs., 50 lbs.....	.21 1/2
1-lb. pkgs., 50 lbs.....	.20
Rosin.....	.04 1/2
Roach Powder, BB, 4-oz. cans.....per doz.	2.00
10c. size.....per doz.	.80
Roachsalt, 10c. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.14 1/2
granulated, about 100-lb. kegs.....	.14 1/2
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50
100-lb. bags.....	.02 1/2
less quantity.....per lb.	.03
Venetian Red.....	.02
Whiting.....	.02
Goff's—	Per doz.
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	Per doz.
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	Per doz.
Insect Powder, 25c. size.....	2.00
BB, 10c. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	.80
Quinine Capsules.....	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.
gals.....each
1/2 bbls.....
bbls.....
McCormick & Co.—	Per case
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	4.50
U. S. Nerve and Bone Liniment, 25c. size ..	2.25
McCord's Magic Medicine, 25c. size ..	2.00
50c. size.....	4.00
McCormick's Tasteless Cbills Tonic, 25c. size ..	2.00
50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size ..	.80
Borax, 20-Mule Team—	Per case
48 1-lb. cartons.....	4.80
72 20-oz. cartons.....	4.80
96 1/2-lb. cartons.....	3.20

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Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
No. 4 size.....	2.25
Rose, No. 2 size.....	1.25
No. 4 size.....	2.75
Pistachio, No. 2 size.....	.90
No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....No. 2 size	.90
No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
No. 4 size.....	2.00
Orange, No. 2 size.....	.90
No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle—	Per doz.
Maple Flavoring, 1/2 oz.....	.90
1 oz.....	1.75
2 oz.....	3.00
Crescent Brand, bottles, 1/2 oz.....	.90
1 oz.....	1.75
2 oz.....	3.00
4 oz.....	5.25
8 oz.....	9.00
1 pint.....	16.50
1 quart.....	30.00
1/2 gallons.....	5.00
gallons.....	9.50

Sauer's Flavoring Extracts—				
No. 2, Lemon.....				.90
No. 2, Vanilla.....				.90
No. 2, Rose.....				1.20
No. 2, assorted.....				.90
No. 3, Lemon.....				1.25
No. 3, Vanilla.....				1.50
No. 4, Vanilla.....				2.25
No. 4, Lemon.....				2.00
No. 2, assorted cases.....			per gross	10.80
Nos. 2 and 4, assorted cases.....				11.80
	Pts.	Qts.	½-Gal.	Gal.
F. F. V. Vanilla.....	2.00	3.75	7.25	14.00
XXX.....	1.75	3.25	6.25	12.00
XX.....	2.50	2.75	5.25	10.00
X.....	1.00	2.00	4.00	8.00
Lemon.....	1.00	2.00	3.50	6.75
Ginger, Clove, Peppermint, Cinnamon.....	1.00	1.60	3.00	6.00
Almond, Orange, Nutmeg, Mace.....	1.25	2.25	4.00	7.50
Violet, Rose.....	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana...	1.25	2.25	4.00	7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1 1/2 doz.....	1.50 .80

CIDER.

Old Orchard, bbls.....per gal.
1/2 bbls., 28 gals.....per 1/2 bbl.
kegs, 14 gals.....per keg

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearment, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

RICE.

B. Fischer & Co's Package Rice—	Per doz.
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons..	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06 1/2
Seaboard Rice Milling Co.—	Per doz.
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized.....	.06 1/2
Comet, natural brown, 1-lb. cartons, sterilized.....	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized ..	.06 1/2
Sola Japan Unkoted.....	.06 1/2
D. S. & H. Craig, Inc.—	Per doz.
Imperator.....	.06 1/2

SALT.

Worcester—	Per case
Barrels, contain 280 lbs.....	2.50
60 5-lb. bags.....	4.00
22 14-lb. bags.....	3.75
30 10-lb. bags.....	3.75
115 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
56-lb. bags.....	.65
28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.	

SALAD DRESSING.

Durkee's, large, 2 doz.....	Per case
small, 2 doz. 1/2 pints.....	4.25
Schimmel's, small, 2 doz.....per doz.	2.50
My Wife's, large, 2 doz. pints.....	.90
small, 2 doz. 1/2 pints.....	2.50

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60-lb. boxes.....per box	.60
Crystal Brand, 24 2 1/2-lb. pkgs., per case	.80

SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, large.....	4.50
small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA-BI-CARB.

Babbitt's, 1/8, 25 lbs.....	Per lb.
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05 1/2
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/2-lb. pkgs., 36 lbs.....	.06
1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 1/2
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
112-lb. kegs.....	.02 1/2
Bi-Carb.....	.03

SOFT DRINKS.

Clickquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer...2 doz.	2.10
Charles E. Hires Company—	Per case
Hires Household Extract, for making root-beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	Per case
Quarts, 2 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice, quarts, 1 doz.....	Per case
pints, 2 doz.....	4.50
1/2 pints, 3 doz.....	4.50
5 per cent. discount on 5-case lots.	

Walker's Grape Juice—	Per case
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual.....	.90
1 lb.....	3.00
2 lb.....	5.00
3 lb.....	7.25
Richardson & Robins'—	Per doz.
Individual, 2 doz.....	.85
Round conical, with key, No. 1, 1 doz.....	2.25
No. 2, 1 doz.....	4.25
Atmore's Philadelphia, seedless—	Per doz.
Individual, 2 doz.....	1.90
Cans, No. 1, 1 doz.....	2.30
No. 2, 1 doz.....	4.10
No. 3, 1/2 doz.....	3.25
No. 4, 1/2 doz.....	4.35

Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

Published every
Monday.

Entered at the Philadelphia Post-Office as Second-class Matter.

OL. LX.

PHILADELPHIA, July 26, 1915.

No. 4.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
Exchange.

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Court Refuses to Compel Cream of Wheat Co. to Sell Great A. & P. Tea Co.

Refuses Application for Injunction Made Recently by the Tea Co. Because It Was Cut Off for Slashing the Price in Its Economy Stores. Court Says Cream of Wheat Co. Can Choose Its Own Customers. First Decision Under Clayton Act.

The result which this paper predicted in the Cream of Wheat Co.'s suit has come to pass precisely as prophesied. The New York Court has refused to give the Great Atlantic and Pacific Tea Co. an injunction against the Cream of Wheat Co. to prevent the latter from cutting it off the direct buying list.

Readers of this paper will remember that some time ago the Cream of Wheat Co. found fault with the Great Atlantic and Pacific Tea Co. because the latter had a number of its Economy stores cut the price. The Cream of Wheat Co. at the same time refused to sell the Atlantic and Pacific Tea Co., and also made it very plain that it did not wish any others of its customers to sell the tea company. At that stage the tea company asked for an injunction against the Cream of Wheat Co., on the ground that the latter was setting up a monopoly in violation of the Clayton Anti-trust Act. The Cream of Wheat Co. defended on the ground that it has a monopoly in Cream of Wheat and was not therefore obliged to sell anybody it did not wish to sell. The Cream of Wheat Co. claimed that it had a right to cut the tea company off for any reason or no reason. The court upheld this view fully. A portion of the opinion is as follows:—

Cream of Wheat is not a necessity; it is not even a staple article of commerce. If it be a commodity at all, the commodity and the name are synonymous. Its continual existence depends upon the defendant's ability to control the marketing of its own product. The doing of what the plaintiff wishes would take from every grocer, near an "economy store," the last incentive to buy any Cream of Wheat, and collectively such grocers are more important to the public and the defendants than is the plaintiff. If the injunction was issued against the defendants many retailers would be injured, and the microscopic benefit to a small portion of the public would last only until the plaintiff was relieved from further competition by the 14-cent grocer, when it, too, would charge what the business would normally and naturally bear. In short, it is plainly not the defendant

that pursues methods whose hardship and injustice have often been commented upon. In my judgment, the prevention or limitation of practices such as the plaintiff's (so far as is consistent with statute law) is the reverse of unreasonable.

How can it be called substantial and unreasonable restraint of trade to refuse to deal with a man who avowedly is to use his dealing to injure the vendor; when such vendor makes and sells only such advertisement begotten articles as Cream of Wheat, whose fancy name needs the nursing of carefully handled sales to maintain an output of trifling moment in the food market, is beyond my comprehension.

There is no proof that the defendant refused or threatened to refuse to sell to anyone who sold to the plaintiff; it did request its chosen customers not to deal with the plaintiff.

If the defendant's actual scheme of interstate business is unlawful, the United States certainly, and now perhaps an individual plaintiff, can put it out of business, but neither the nation nor any individual can take away its property with or without compensation for the private use of anyone.

There is an intimation in the next to the last paragraph of the above—although this is not actually decided—that had the Cream of Wheat Co. refused to sell anybody because they sold the tea company the case might be different.

The principles involved in the case are of great interest to all dealers throughout the country in standard priced articles. It is the first decision under the Clayton law, which was enacted by Congress last October as a supplement to the Sherman law, in an action wherein it was sought by injunction to compel a manufacturer or marketer of any particular article of merchandise to sell that merchandise to another person, or in which it has been sought to compel a sale at prices other than set by such marketer.

The Atlantic and Pacific Tea Co. had been selling Cream of Wheat in its numerous stores throughout the country. Some of these stores are called by it "Economy Stores." These stores are in charge of only one attendant, who closes the stores at such hours as he is not able to be present; no deliveries are made,

and all sales are for cash. In these stores the tea company sold Cream of Wheat at 12 cents a package, which is less than the price at which the same is sold to retailers. The tea company, because of its large purchasing power, had been given the opportunity by the Cream of Wheat Co. to buy Cream of Wheat at the wholesale price of \$3.95 a case in carload lots, which is about 11 cents per package, but this was only given to the tea company on condition that it agreed not to sell at less than 14 cents a package so that it would not destroy the trade of the retailer.

As soon as the Cream of Wheat Co. learned that the tea company was cutting prices and selling at 12 cents per package the Cream of Wheat Co. refused to sell any more Cream of Wheat to the tea company, and on March 13th of this year sent a notice to the trade stating that sales of Cream of Wheat to the tea company had been discontinued and asking the trade to watch with unusual care their disposals of Cream of Wheat in order that no quantity at any price should reach, directly or indirectly, the tea company.

The tea company thereupon brought its action in the United States Court in New York to procure an injunction, adjudging that the Cream of Wheat Co.'s system of sales is illegal and that it had violated the Sherman Law and the Clayton Law, and to enjoin it from enforcing what the plaintiff called a boycott or embargo against it, and from cutting off the tea company's supply of Cream of Wheat.

The Cream of Wheat Co. filed its answer to the bill of complaint and alleged that it did not have a monopoly of the commodity which it called Cream of Wheat, and that its system of selling was established for the protection of the consumer and in the public interest, to provide the quickest possible distribution and avoid storing of the product and the consequent liability of deterioration. The Cream of Wheat Co. insisted that it was necessary to the maintenance of its business that it be enabled to select its customers and to refuse to sell to those with whom it did not care to deal. It appears that when selling to wholesalers and jobbers the Cream of Wheat Co. requests them not to resell at less than \$4.50 a case, which is at the rate of 12½

cents a package. It also claimed that the tea company was practicing unfair methods of competition and asked that the bill be dismissed.

This case will be of great interest to all those who sell goods at a standard price, and request jobbers and wholesalers to make resales at a fixed price, and we believe is the first decision of its kind in the Federal courts. It now reiterates the principle in connection with the Clayton Law and the Sherman Law that an owner of property has the right to select his own customers and to refuse to sell to one with whom he does not desire to do business.

Standards of Practice for Retail Merchants.

At the recent Chicago convention, the retailer's department of the Associated Advertising Clubs of America adopted certain "Standards of Practice," which any merchant may accept, wholly or in part. They ask that each retailer dedicate his best efforts to the cause of business uplift and to pledge himself:—

1. To consider, first, the interests of his customers.
2. To insist on the courteous treatment of every visitor.
3. To permit no misrepresentation.
4. To discountenance careless, slurring or offensive statements on the part of salespeople.
5. To avoid misrepresentation or careless indifference in advertising.
6. To see that comparison values in printed announcements are with prices previously prevailing in his store, unless otherwise distinctly stated.
7. To avoid the use of such expressions as "Were \$10," "Value \$10," "Elsewhere \$10," "Made to Sell at \$10," "The \$10 Kind," etc., where their use would give a misleading impression to the reader.
8. To resent strenuously—to the point of withdrawal, if necessary—the "make-up" of his advertising in a newspaper next to or near announcements offensive to good taste or of a debasing nature.
9. To demand of each newspaper evidence of the approximate number of its readers (based on copies actually sold), their general location and character, and a statement as to how they were secured—by voluntary subscription, by solicitors, by premium or gifts.
10. To urge on newspapers that the same care should be shown in admitting advertising to their columns that would be shown in admitting news matter to their columns or in expressing editorial opinion there; that the newspaper should feel itself as responsible for the verity and propriety of advertising and news in its columns as for its editorials—always giving assurance that he will welcome just criticism of his own advertising.

ELTON J. BUCKLEY

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The New York Letter

New York Merchants' Association Excited Over Food Commissioner's Attack on Present Method of Selling Apples. The Scheme Is to Put the City in Competition With Commission Merchants. Scheme Proposed to Auction Off Surplus Canned Goods. Market Summary.

al Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,

July 23, 1915.

The New York Merchants' Association is up in arms over a circular from the New York State Department of Foods and Markets has been sent out to apple growers of this State, in which it practically charges the wholesale commission merchants of this city with chicanery and unfair dealing in connection with the sale of apples. The circular was called "Apple Bulletin No. 1" and was as follows:—

Apple Growers of New York State:—

You are producing a quality of apples second to none in the world; but inferior apples from other sections get the preference in both movement and prices in the New York market. When large dealers advance money on inferior apples they are not disposed to encourage the sale of your fruit, until the eastern apples are marketed and the money advanced is again in the pocket of the dealer, with the added loss.

The consumption of New York State apples is restricted in the early winter by high retail prices. This causes a sluggish market and keeps wholesale prices low. In the meantime dealers get out and buy at the low quotations from producers, and prices begin to stiffen as soon as the bulk of the fruit is out of the hands of producers.

To overcome these conditions you need an open market from one end of the season to the other to establish a price. When this price is established in New York it will also be the price for the other cities and your local sales. Every grower who sells on the ground will appreciate the value of such a quotation. The prices in New York are the prices for the whole country. You are entitled to the price apples will bring you on an open market, even sold subject to the law of supply and demand, without manipulation or prejudice. No one can ask more. No grower or shipper can be satisfied with less.

The New York State Department of Foods and Markets is making arrangements to open a free auction market in the city of New York, which will establish an open price for New York State apples for every day from October 1st to the close of the season. Every day during the season it is proposed to auction apples in the heart of the city's apple market. This will establish the price for New York State apples. No commission house will dare return less than the auction price to the shipper. There will be protests and attempts at manipulation for a short

time, but ultimately all apples in the New York market will be sold at auction, and you will get more money for them.

These apples will be sold in the morning, and an account-of-sales, with check, will be on the way to the shipper before night. The auctioneer will be licensed by the department, and a representative of the State will take record of every sale. The returns will be official. For the first time in the history of the State apple shippers will be sure of a square deal in the New York market.

One of the essentials of a successful auction market is a steady supply during the season. Buyers must know that the goods will be there and that the sale will take place. To accomplish the desired results it will be necessary to have absolute control of 800 carloads of graded apples. They may be either boxed or barreled and graded under the State law. To make the market a success and get the right prices from the start, the trade must know that the supply will be regular and sure. The State will see that they are sold on the square, and that the shipper gets what the buyers pay, less the freight and the actual selling charges.

The department proposes to increase the consumption of State apples in the New York City market by canvassing the retail trade, and influencing the retailers to keep a constant supply of State apples on sale at reasonable prices and to make proper display of them. Attractive illustrated signs will be furnished the retailers to advertise New York State apples. It is believed that apples packed in cheap peck cartons, in various grades and also in ungraded varieties, would greatly increase the consumption in New York and plans are maturing to try this out during the coming season. An effort will be made to find a market for apples that have heretofore rotted on the ground. How many barrels of apples will you pledge to be sold on this plan in this open auction market?

JOHN J. DILLON,

Commissioner.

New York State Department of Foods and Markets.

The Merchants' Association has sent the following protest to the Governor of the State:—

Dear Sir:—The inclosed circular entitled, "Apple Bulletin No. 1," issued and circulated by the Department of Foods and Markets, has come to the attention of this association.

In the view of the directors, this circular reflects upon the business methods of the merchants in this city in an entirely unwarranted manner, and should not have been issued by any public official.

This association is in complete sympathy with any proper steps which will improve marketing conditions and cheapen the cost of food,

(Continued on page 9.)



The Responsibility back of SUN-KIST Fruits makes it a dependable brand to buy.

SUN-KIST

DRIED FRUIT TALKS

Like Good Coffee and Tea

Good dried fruits—like good coffee and tea—win trade, hold trade and make satisfied customers—a pretty valuable asset, you'll agree.

SUN-KIST Prunes are the Kind which makes folks say, "I never knew Prunes were so good"—

They are the Kind *your customers want*—the Kind you can recommend—the Kind they come back for and the Kind you build business on—*that's the Kind of Prunes you want*, and—

Don't forget that other varieties of the SUN-KIST Kind are just as good, whether canned or dried—they are the Kind of fruits you should connect with.

Nothing but the best selection of the best fruits from the best districts in California where the best fruits grow.

Packed—and backed—by 50 years' experience.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW

SUN-KIST

Canned Fruits
Canned Vegetables
Dried Fruits and Raisins

Make Your Store a SUN-KIST Store

Send It To Six Houses

¶ Why not send a sample of a **Coffee** you rather bank on, to six houses to match and quote—five that sell through salesmen, and ourselves, who do not?

¶ If our price is the lowest of the six our point is made. You will doubtless know for yourself then whether it will pay you to save salesmen's salaries after that.

¶ We specialize in fine Coffees—by mail. Our cost includes no salesmen's salaries, and it therefore ought to be lower than other houses, oughtn't it?

¶ To-day is the day to save money.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897



How to Sell More Rice

¶ Put a sample of **Emperor** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

¶ Nobody who once tries **Emperor** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig

INCORPORATED

Philadelphia, Pa.

New Pennsylvania Workmen's Compensation Act Applies to Everybody With Employees Except Housekeepers and Farmers

Covers Merchants With One Clerk as Well as Manufacturers With a Thousand. Plan Is to Make It Unnecessary for Injured Employees to Sue Employers. Under This Act They Will Receive Automatic Compensation.

The "Modern Merchant and Grocery World" has received a suggestion from A. M. Howes, secretary of the Pennsylvania Retail Merchants' Association, that a summary of the provisions of the new Pennsylvania Workmen's Compensation Act be published for the benefit of the trade at large. We should have done this anyway, but have not been in any hurry about it, as the act does not become operative until the first of next January. Secretary Howes, however, says that the trade are becoming anxious on the subject, and a summary of the new law's requirements is herewith presented:—

The object of the act is to provide for the giving of compensation to employees who are injured in connection with their employers' business. The only way they can get compensation now—unless the employer gives it to them of his own free will—is to sue for it. This takes time and considerable of the amount recovered is eaten up with counsel fees.

It applies to all kinds of business establishments, large and small, manufacturing, jobbing and retail, with the exception of homes, where servants are employed, and farms, where farm hands are employed. This includes a small store with one clerk and the factory with a thousand hands.

The act applies only to accidents occurring within the State of Pennsylvania.

Under the law it is not compulsory upon either employer or employee to accept the elective compensation instead of beginning an ordinary damage suit. The employee can sue in the regular way, and if he does the employer is deprived under this act of most of the usual defenses in such cases, viz: 1. That the accident was caused by a fellow employee of the plaintiff and therefore the employer is not responsible. 2. That the employee knew all about the danger and assumed the risk of accident. 3. That the employee was guilty of contributory negligence (unless he was intoxicated or recklessly indifferent to danger). With these defenses barred, an employer would not have much chance in the average case, and this fact is expected to induce him to agree with his employees to pay for their damages for accidents without suits. The employer is further, in case of suit, made responsible for the negligence of all his employees while acting within the scope of their employment.

Even if an employee, before an accident happens, should make an agreement releasing the employer from liability, it shall not be valid and the employee can still sue for damages.

All this is intended to make it dangerous for an employer to allow himself to be sued, so that he will accept the provisions of the law for the payment of damages for all accidents happening to his employees, without suit, under a plan of fixed compensation.

Where employer and employee accept by agreement, express or implied, the elective compensation provisions, the employer upon the happening of an accident, must at once pay or arrange to pay the employee the damages which have been agreed upon. No damage need be paid where the injury or death is intentionally self-inflicted or where it comes from the intentional or wanton act of third persons. Outside of this all accidents are covered which happen to employees while engaged in the employer's business, whether on the employer's premises or not.

All contracts of employment made after December 31, 1915, and all present contracts renewed or extended, if the elective compensation provision is not to be adopted must expressly so state. A copy of such express statement must at the time be filed with the Bureau of Workmen's Compensation of the Department of Labor, Harrisburg, Pa. Where there is employment not resting on any formal contract, it will be presumed, after December 31, 1915, to be subject to the elective compensation provision unless the employer or the employee, in writing, before December 31, 1915, shall notify the Bureau to the contrary, and shall also notify the other party (i. e., the employer or the employee, as the case may be) that it is not intended that the elective compensation provisions shall apply. This applies to minors also, in which case the notice shall be given to said minor's parent or guardian.

After December 31, 1915, where an employer employs some outside person to come in upon the employer's premises and do work there, through employees, the employer is liable to the outside person's employees for accidents happening on his premises, exactly as he is liable to his own, unless the employer posts conspicuously on his premises notice that he does not intend to pay such compensation. If he does this, he must also notify the Bureau, within 10 days thereafter and before any accident has occurred.

The agreement, express or implied, between the employer and the employee, to abide by the elective compensation provisions, acts as a surrender of all right to go after damages in any other way. It will

bind the employer and his personal representatives and the wife and other relatives and dependants of the employee.

Such an agreement, whether express or implied, can be terminated by either party on giving the other 60 days' notice. The Bureau must also be notified of an intent to terminate.

Where an employer contracts by an agreement with his employee, express or implied, to accept the elective compensation provisions, he must insure the payment of same by taking out insurance in the State Workmen's Insurance Fund, or in any insurance company authorized to insure such liability in Pennsylvania, unless he obtains exemptions from such insurance. Exemption is obtained by applying to the Bureau and showing such a sufficient financial condition that the need of insurance is unnecessary.

Upon failure to insure or obtain exemption within 30 days, provided, of course, that the employer is working under the elective compensation provisions, an employer shall be liable either to elective compensation or to damage in a suit at law, as the employee may elect.

The damage to be paid under elective compensation are as follows: For the first 500 weeks after the 14th day of total disability, 50 per cent. of the disabled employee's wages, but the compensation shall not exceed \$10 weekly nor be less than \$5 weekly, and shall not exceed \$4,000 in all. An employee receiving less than \$5 weekly shall receive his full wages as compensation. No payments need be made after disability ceases. Where partial disability occurs first and then total disability, the number of weeks when compensation was paid for partial disability shall be deducted from the full 500 for total disability.

Where disability is partial, the damage shall be 50 per cent. of the difference between the employee's regular wages and his wages while partially disabled, the weekly compensation shall not, however, be more than \$10. No compensation for partial disability shall be paid for more than 300 weeks, this to be deducted from the 500 weeks if total disability shall follow partial disability.

Where there is permanent injury, the damages are as follows: Loss of hand, 50 per cent. of wages for 175 weeks. Loss of arm, 50 per cent. of wages for 215 weeks. Loss of foot, 50 per cent. of wages for 150 weeks. Loss of leg, 50 per cent. of wages for 215 weeks. Loss of eye, 50 per cent. of wages for 125 weeks. Loss of any two of above members, not constituting total disability, 50 per cent. of wages during the aggregate of the two periods named for those members. This compensation, however, shall not be more than \$10 or less than \$5 weekly.

No compensation shall be allowed for the first 14 days of disability. During those 14 days, however, the employer shall furnish reasonable surgical, medical and hospital service, medicines and supplies up to \$25, unless a major surgical operation is needed, when the cost shall not exceed \$75.

If the employee dies as the result of an injury which is covered by this act, the employer shall continue paying to his dependents the balance of the payments which would have been required had the employee lived.

In case of death, compensation shall be as follows: If there be no widow or widower, 25 per cent. of

he employee's wages shall be paid to the children, if there shall not be more than two. If more than two, 35 per cent. of the employee's wages shall be paid, but no matter how many children there are, the maximum payment shall be 60 per cent. of the employee's wages.

To the widow or widower, if without children, 40 per cent. of wages; if with one child, 45 per cent.; if with two children, 50 per cent.; if with three children, 55 per cent.; if four or more children, 60 per cent.

If there is neither widow, widower nor children, then the employee's father or mother shall receive 20 per cent. of his or her wages. If no father or mother, the brothers and sisters, if actually dependent upon the employee, shall receive 15 per cent. of his wages if only one brother or sister, and 5 per cent. extra for each additional brother or sister, with a maximum of 25 per cent.

If there is nobody depending upon the employee, the employer shall be liable for the expense of the last illness and burial, not exceeding \$100.

No compensation need be paid to a child, brother or sister of an employee, unless such person is under 16 years old; nor to a widow unless she was living with her husband when he died or was dependent on him; nor to a widower unless he cannot support himself. The liability to pay compensation ceases when the recipient dies or remarries, etc. Compensation shall not exceed \$10 per week, and in case of death must be paid for 300 weeks. Where children are the beneficiaries, compensation shall be paid until they are 16 years old, even if more than 300 weeks. After 300 weeks, however, the percentage drops to 15 per cent. of the wages if one child, with 10 per cent. extra for each additional child, but with a maximum of 50 per cent.

All compensation based on wages shall be paid in installments as the wages were paid.

Alien dependents of an employee receive two-thirds of what is provided for citizens.

Employees injured by accidents must give notice to the employer within 14 days. Any employee claiming to be injured in such a way as to make the employer liable, must submit to a medical examination, if the employer requests it, by a physician which the employer provides.

Instead of continuing to pay compensation during a period of years, the entire amount to be due can be calculated by the Bureau, so that it may be paid in full at once.

THE NEW YORK LETTER

(Continued from page 7.)

but it submits that the inclosed statement brings discredit upon the city and upon the administration which is responsible for such statements.

We therefore deem it our duty to call this matter to your personal attention, in order that you may be fully aware of the situation, and may take such action as you may consider fitting.

An interesting suggestion has been made here as to relieving the market from the surplus of 1914 canned goods. There is a very large carry-over, as everybody knows, in some lines and with the

1915 pack coming on the situation is very heavy. It has been suggested that a public auction be held in this city during the period of the war at which goods which the ordinary demand will not take can be put up and sold for whatever they will bring. The plan was tried here several years ago, but did not succeed because speculators used it to manipulate the market.

SUMMARIZED MARKET CONDITIONS.

Tea quiet, but in good shape. Everything steady to firm.—Coffee quiet and unchanged, but the situation rather heavy. This applies to all Brazils and milds.—Sugar about unchanged. Raws slightly weaker through lack of demand. Refined unchanged. Consumptive demand fair.—Canned vegetables unchanged and in light demand.—Spot salmon somewhat firmer on lighter supply. Sardines somewhat firmer on account of shorter catch.—Provisions lower on account of decline in hogs.—Wheat is somewhat easier on account of favorable crop reports. Flour in light demand at maintained high prices, buyers taking only what they need.

Failures Still Show Increase Over Year Before.

Report for June, 1915, Show Increase in Every Line as Compared With June, 1914. In Grocery and Dry Goods Failures This Year's Liabilities Are Less Than Last Year's.

The report of mercantile failures for June is at hand, showing an increase in every line of failures as compared with June of 1914. This is the same record which all other recent months have had.

The figures are as follows:—

General Stores.—June, 1915, 153; liabilities, \$896,784; June, 1914, 92; liabilities, \$818,607.

Groceries.—June, 1915, 281; liabilities, \$977,492; June, 1914, 196; liabilities, \$1,236,795. Here the liabilities are relatively much smaller than those of June, 1914.

Clothing and Furnishing.—June, 1915, 153; liabilities, \$1,229,743; June, 1914, 116; liabilities, \$814,225.

Dry Goods.—June, 1915, 99; liabilities, \$1,704,823; June, 1914, 72; liabilities, \$40,039,959. Here too the liabilities were much greater last year, due no doubt to the heavy



SOCIAL TEA BISCUIT—a favorite to serve with ices or beverages. Include Social Tea Biscuit in your order.

Building Up Store Character

Every product of the National Biscuit Company ovens suggests goodness, freshness, cleanliness—quality. N. B. C. goods as a line suggest to customers, present and prospective, the character of the store that sells them.

These products are widely and persistently advertised. People have confidence in them because they have been proved good. Consequently, for the grocer who sells them, National Biscuit Company products are goodwill promoters—they bring trade and they hold trade.

The famous In-er-seal Trade Mark Packages on your shelves make selling easy.

NATIONAL BISCUIT COMPANY

New York department store failures.

Shoes.—June, 1915, 35; liabilities, \$207,513; June, 1914, 25; liabilities, \$163,858.

Hardware.—June, 1915, 44; liabilities, \$502,747; June, 1914, 17; liabilities, \$101,900.

What the War Did to Foreign Food Prices.

The first effect of the war was the same practically throughout Europe. Its outbreak was followed by a sharp rise in food prices, due mainly to panic and uncertainty. In some countries legislative measures were at once taken to check this rise. In others the Governments strictly adhered to a hands-off policy and trusted to the natural course of events for a readjustment. Within a fortnight the first panic was over, and, except in the actual war zone, prices began to fall. In most places, however, prices did not drop to the July level, and after an interval again took an upward turn, which has probably not yet

reached its climax. Administrative and legislative measures to check the rise in cost of necessities were very generally taken. Denmark, Egypt, Great Britain, Italy, Russia, Spain and Turkey prohibited the export of practically all foodstuffs. France, Norway and Sweden listed certain articles which must not be exported, and Holland placed an embargo on butter and cheese. Some Governments, while allowing the local authorities to fix prices on most things, issued decrees applicable to their whole territory concerning a few highly important articles. Thus, Austria and Germany both prescribed the proportion of wheat or rye flour that should be used in making bread. Later, both Austria and Germany fixed the wholesale price of cereals and brought the distribution and consumption of flour and bread under strict control. Turkey fixed prices for petroleum, sugar and flour. In Italy salt, tobacco and matches are Government monopolies, so that their prices were fixed by the central authority. Denmark, Holland and Switzerland limited themselves to controlling the most important breadstuff of each country.

WITH THE EDITOR

The vagaries of advertising are many and startling, and he who sits back and quietly observes them gets many a sensation. The advertiser's ingenuity, however, seldom reaches so high a pitch as in the following, which occupied a prominent position in a current chewing tobacco advertisement:—

**CHEWING TOBACCO SAVED LIVES.
HELPED SOLDIERS TO OVERCOME
EFFECTS OF GASES.**

London, June 4.—That chewing tobacco has literally saved lives at the front is the statement made in a letter from a corporal of the Canadian artillery to a Suffolk clergyman. "What hurt us most," he writes, "was the poisonous gas which made the air green and yellow, choking and poisoning men where they stood. Tobacco saved many lives in that battle. We began to feel choky, but put big chews in our mouths, and this caused us to expectorate the gas. Now whenever we notice the gas we chew tobacco, which greatly helps."

From which the advertiser concludes that the chewing of tobacco is a praiseworthy thing and offers his brand to the public in full confidence that they will agree with him.

Our belief is that tobacco chewing has now ceased to be even an endurable part of business or social life, but we freely admit that this advertisement has force. We merely insist that no man chew tobacco except where he is threatened with poisoning from German gases.

We reproduce elsewhere the Standards of Practice which the retailers' department of the Associated Advertising Clubs of America adopted at a recent convention in Chicago. They are all good, and perfectly honest storekeeping is not possible without observing every one. Some of them, however, particularly one, would revolutionize the methods of the biggest retail advertisers in the business:—

7. To avoid the use of such expressions as "Were \$10," "Value \$10," "Elsewhere \$10," "Made to sell at \$10," "The \$10 kind," where their use would give a misleading impression to the reader.

Probably half the time these expressions are used they are used in-

accurately, exaggeratedly, and often fraudulently. Where an article fairly priced at \$10 is reduced to \$8, of course nobody can complain where that is stated. The same is true when a merchant picks up an article which he can sell for \$8, but which his competitors are regularly selling for \$10. All such comparisons are legitimate, of course. But the largest advertisers distort "worth" and "value" and so on, in such a way as to make their use of these expressions plain fraud, and their excuse, when they have any, is always the same. They say the value or worth of a thing is a matter of opinion, and their opinion is that it is worth what they say it is. Opinion admittedly has a wide

latitude, but there are limits to it, and the dishonest advertising laws now in force in many States fix that limit as well as anything can. The trouble is there seems to be no effort to enforce those laws.

Here is truly a novel suggestion from the "American Meat Trade Journal":—

HOW DO YOU KNOW?

It is to be supposed that you have your store kept in such good condition that its atmosphere is always sweet—a very important thing in warm weather—but how do you know it is in such condition?

You cannot tell if you are inside the store all day long, for the sense of smell soon accustoms itself to any odor, and though your store

may be redolent of scraps and bones or other litter, your olfactory nerves may give no sign unless you go out and come in again after a spell in the fresh air.

All smelling stores would not long exist anywhere if their owners more often sought the outer air and thus placed themselves in the position of the customer by coming in like a customer, with the sense of smell in good condition.

There is considerable humor in the idea that a man should go out side periodically and come in for the express purpose of smelling his store like a stranger would, but it is after all nothing but common sense. Why does not the same reasoning apply to the retailer himself and to his clerks? One retail meat dealer who comes in contact with the writer occasionally, smells so of suet and bloody meat that he is offensive. There is neither good business nor good advertising in that.

An Interesting Letter

We feel so immensely proud of this letter that we have got to print it, in spite of the fact that the writer did not intend it for publication. While publishing a trade paper is primarily a money-making enterprise, there is much more in it than that, if the publisher is the right kind of a chap—there is an earnest and sincere desire, untainted by any thought of gain, to be of service. Partly because it makes a man feel better when he is of service, and partly because his enterprise will never get anywhere *unless* he is of service:—

Sharon, Pa., July 14, 1915.

"Modern Merchant and Grocery World,"

Philadelphia, Pa.

Dear Sirs:—Please discontinue the ad. which we placed in the "Subscribers' Bargain List" last week. It has been the means of bringing one who wanted to sell and one who wanted to buy together in short order.

We appreciate this "help along" service, as you call it, as well as the many good things that there are for us in the paper every week.

It is about five years since I started out for myself in the grocery business. Not long afterward I got a hold of a copy of your paper, and since that time I always look forward to its coming every Monday morning. No, I haven't made a great success, but it was not the paper's fault that I didn't. I have tried to find something in every issue of the paper that I could turn to good use; sometimes I have found it, sometimes not. And *again*, that was not the paper's fault. It's wonderful how much there is right around us that would be good for us if we would take it, but we don't see it.

Somehow I want to write you this letter, although I didn't intend to when I started to write. Did you ever feel like you must write someone? Well, that is the way I feel now.

Just here I want to tell you how I have admired the high moral tone of your paper. Your position on the liquor question and other matters that were just as important. You haven't "preached" about them, but you have just stood for the *right* of them. That helps us all. We like it.

Time and again I have felt the help you were holding out to us fellows, if we would take it. It has helped us to be better men. To be just, honest business men. Sometimes things don't go as we expect them, and we fall for a lot of censure and misunderstanding. But if we fall, we must get up and try it over again.

About 10 months ago I suffered a severe stroke of paralysis, and while I can't do much, I still like to be about the store and help (?) a little. While I never have been a big factor in the business world (and never will), I'm glad I am a business man and tried to do my little part.

As I said in the beginning, I didn't start to write a letter, so just take it for what it is worth. It's not for publication. I would that I might just let you know how you have helped just *one* of the many you serve.

Yours truly,

D. W. DEWEESE.

A woman writer named Margaret Lindsay says retailers are much more polite to their credit customers than they are to their cash customers:—

**Appreciating Credit
Customers More
Than Cash
Customers.**

The last time I was in the city I went through the same experience in nearly all the stores I visited. The clerk was all politeness and friendliness through the entire transaction until it came time to close the transaction. Then would be asked the question, "cash or charge?" I would inform the young woman or young man that I would pay cash and this would make the temperature drop down about 50 degrees. Why is it? Do merchants not want cash trade?

It is entirely probable that you will say in answer to this that cash trade is better than the other kind. Then why the difference in treatment? Do you think you have to treat your charge customers that way in order to get the money that they already owe you? Perhaps you are correct, at that. The husband of one of the women I saw in your store yesterday owes my husband money.

There is at least one place where the cash customer is welcome—where, in fact, no other kind of customers are allowed. This is the retail mail order houses. No raising of eyebrows there when you offer your money. Only courtesy, consideration and the most strenuous efforts to please—this is what you get in the retail mail order house.

Cash trade, if you can get it and hold it on a profitable basis, is undoubtedly the best trade going, considering the business as a whole.

fact remains, however, that a credit customer will buy more and more loyally to the store than a cash customer of the same size. Not only credit customers who are financially good, and sufficient capital to carry them, and a man can do a better business and make more money than he can if he sells for cash only. The business of the department stores would shrink half if they sold only for cash; nobody realizes the business-bringing value of credit more than they do that this far Margaret Lind is right—the average retailer probably does appreciate a credit customer more than a cash customer, and he has some reason to. He is a very foolish man if he lets the cash customer see it.

Another fixed price scheme is out to be tested in the courts. It is the invention of the Ford automobile people, who have tried several other schemes of preventing cutting their cars. Every time the courts knock one out they invent

another. It is the latest invention which is now before the courts, and a description of it will be interesting.

Some time ago the Ford Co. made a rule that every car sold must carry with it a bill of sale signed by one of the company's officers. The officer would of course sign only the bills of sale which covered a sale at full prices, and the Ford Co. concluded that they would thus be able to prevent any but full priced sales.

The Ford Co. removed one of its agents before he had sold all his cars. He at once cut the price on what he had left, but gave no officially signed bills of sale. The Ford Co. sued one man who bought a car from this agent, on the ground that he had no title to the car, as title could only be conveyed by a bill of sale, signed by an officer. It is said that other suits will be brought against other purchasers of cars from cutters.

In the writer's judgment this won't amount to two cents. The Ford Co. appoints an agent—for what? To sell cars, of course. It clothes the agent with authority to sell and collect the price. It is true

that it authorizes him to sell at one price only, but that would not prevent title from passing, if the agent sold, delivered the car, took the buyer's money and gave him a receipt. The buyer doesn't know what the agent's secret instructions were—all he knows is that a Ford agent, authorized to sell, has sold to him.

There is another angle—the car probably belonged to the former Ford agent, and a man can do as he likes with his own, usually.

Pennsylvania News Items.

Judge Thomas P. Trimble, in the Orphans Court of Allegheny County, Pa., has handed down the opinion that the Commonwealth of Pennsylvania has not the right to collect the \$150,000 inheritance tax which it was trying to get from the estate of the late John Arbuckle, the New York coffee dealer. Arbuckle died intestate and left an estate valued at about \$3,000,000. The Commonwealth entered proceedings to collect the usual inheritance tax from this sum. The heirs of the estate contested the collec-

tion. A peculiar point has been brought up in the proceedings. Some time before Arbuckle died he entered into an agreement with John Jamison, his partner, to the effect that upon the withdrawal or death of either of the parties to the agreement from the partnership, his capital and surplus should not be withdrawn from the firm, but should remain as a deposit for a term of two years. In case of death it was to go to the estate of either decedent. While it is admitted that Arbuckle had property here, it was contended that the property automatically ceased to exist at Arbuckle's death, and that business and property revert to Jamison. The court sustained this contention and held that it prevented the Commonwealth from collecting the income tax.

A Guaranteed Computing Scale for Almost Nothing.

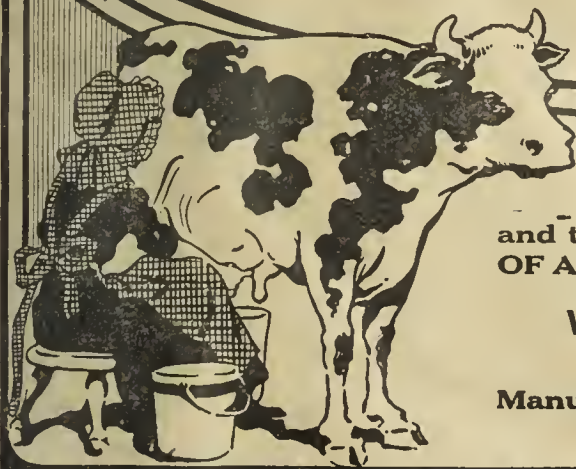
Somewhere in this issue is an advertisement of the Howe Scale Co., of 508 Market street, Philadelphia, offering a guaranteed blue enamel, nickel plated base and trimmings, nickel plated brass scoops, compute from 10 to 60 cents, for \$5. Maybe you need just such a scale. The offer is only good for one week.—Advt.

Make Mutual Profits Certain for You and Your Customers

Every time you make a sale of Dandelion Brand you make a satisfactory profit.
Every time one of your customers buys

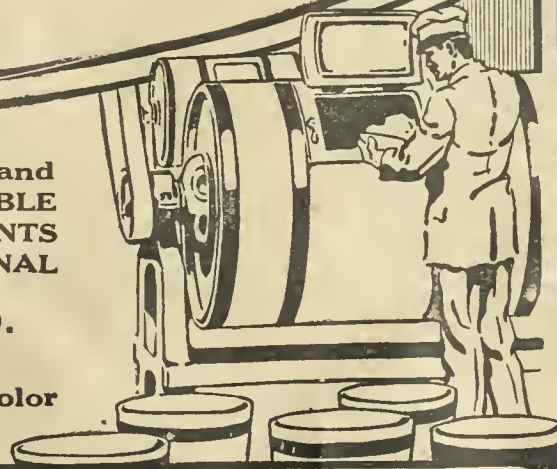
"Dandelion Brand" Butter Color

he adds to the profit he gets from his butter. Push the sale of Dandelion Brand.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

I have seen salesmen lose all kinds of opportunities to sell goods because they neglected to get the goods into the hands of the customers. Not long ago I saw an incident in a store where the salesman knew his goods thoroughly. He had a kitchen utensil in his hands and was telling his story to a lady. He showed her how it worked and how it was made, and every once in a while you could see her eyes kindle and she was growing interested, and once in a while she would reach out with her hands and he would draw back. He wanted to tell her the whole thing. When he got through she walked away. She was interested but she did not get him to satisfy her interest. Her interest could not be satisfied through her eye. He should have let her have it in her hands.

In the National Cash Register Co., of Dayton, Ohio, I found they were teaching this kind of thing to their salesmen. I attended a demonstration sale about two weeks ago in St. Paul, where one of the principal department store men went to the hotel to look at some new kind of telephone arrangement. One of the chief officials of the company was there and also a young man employed by the company. This young man knew the proposition well, and on this occasion he was demonstrating the apparatus. Every time the merchant started over to see how the thing was done the young man would start before him. After the merchant went out the manager went over and asked, "Why in thunder did you not let him operate the machine?" Remember nine-tenths of the people get more through the sense of touch than through all the other senses combined. These ideas come in through the senses and when they get into the brain they make their impression there.—By Paul H.

Neystrom, who spoke on "Salesmanship."

Some manufacturers will tell you that you must carry their product because their special advertising has created a demand. When you come down to the final analysis, the retailer himself has more to do with the sale of a package than all the special advertising that was ever done. That thing was proven in Chicago, when a large number of consumers were canvassed by a number of the daily papers. As I remember it, 65 per cent. of these people bought these advertised brands because the retail grocers told them to buy them; about 30 per cent. bought them because somebody else said they were a good thing to buy; a very small per cent. bought them because they saw them advertised. This does not mean that advertising is not a good thing, but the retailer holds the key to the situation. The only trouble is that I am afraid he is sometimes just a little too lazy to turn that key.—By H. K. Zuppinger, who spoke on "Buying."

One more word about the pulling power of a town, to get people to come to your town. People will come to the town that is clean in its streets, clean in its residence district and clean in its morals. The time has gone by when a town has got to maintain a vice district or gambling joints or anything disreputable to draw trade. A town with nice clean shade trees, lawns, good business houses and nice approaches is bound to draw trade. Last summer there came up in Iowa City a very peculiar question. Some of you perhaps do not know anything about the road dragging law in the State of Iowa. We had two main streets leading into town, and just outside of the town corporation lim-

its they were very bad. The merchants found their trade dropping off and they found it was because the farmers were coming in automobiles and they would not ride over those bumpy roads. The Commercial Club had to take hold of the matter and get those roads fixed up. So the pulling power of a town that has good roads and keeps those roads in good condition is bound to count.—By O. E. Klingaman, who spoke on "The Competitive Power of the Towns."

Plans of Federal Trade Commission.

The new Federal Trade Commission has scheduled meetings for Chicago, Detroit, Cincinnati, Indianapolis and several cities further West, beginning July 19th. While the Commission will grant hearings along any lines within its jurisdiction, it is planned to devote attention particularly to the following programme:—

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Help the New Man.—It is a serious matter landing back of a grocery counter for the first time, especially in a busy store, and a store that commands the most profitable and most desirable of following—the middle class.

Your new man is at sea for a while, new faces, new prices, new methods. Goods, to him, in out-of-the-way places, nothing seemingly at hand. Capable and all as he may be, he is apt to flounder a bit. It takes hours, days sometimes, to get one's bearings.

Be very considerate with such a man and show your brotherly spirit by aiding him in every way and by assuring him that in a couple of days he will be quite at home.

Strange as it may sound, no place will he be more at sea than taking phone orders. New voices, new names, new streets represent the hardest tasks for the new out-of-town clerk to master.

If you have ever gone through the experience yourself you will easily understand the situation. Show kindness and consideration and thus help develop one of the principles that belongs to every human being.

Report Trouble.—A lot of trouble never gets to the ears of the manager. This is wrong. It is unfair to him, unfair to the firm, unfair to you and unfair to the customer. It is wrong not to right a wrong. Adjusting trouble is unfortunately a very important part of the duties of the man higher up, and a very important factor in keeping any

business running satisfactorily. If you owned the store in which you are now an employee, would you like to have a grievance "killed" and a customer lost? Think this over.

This One Is Hard to Beat.—Visiting a grocer friend a few days since the writer overheard the following: The customer was giving an order, and one of the items was flour; said she, "I want a 25-pound bag of bread flour." Said the clerk (we won't call him a salesman), "What kind do you want Pillsbury?" Oh, for a brick.

Now, the owner is a hustler and a big pusher of "Our Own" brand flour. It was anything but a Pillsbury store, or what you might call a nationally advertised goods store, otherwise the thing would not have sounded so bad. But it was bad all over.

It brings to mind what these talks have advocated again and again, when the customer doesn't specify a brand, *sell your own brand*, or the one that your firm wants to push. This is your opportunity to land your goods at the home and get them started.

Never commence running over a lot of brands. It is confusing, and in many cases annoying to a customer. So long as you know your favorite brand goods are absolutely reliable, don't be afraid to get them out, because if they are reliable every can and every package you sell is so much profitable advertising.

The Grocery Markets

Tea.

Tea remains unchanged for the week. A good business doing, mostly in teas. Prices are steady to firm on everything and from the standpoint of the holder, the market is in line condition. The consumptive demand for tea is very fair.

Coffee.

There has been no change in the coffee market during the week. Buying is actual wants only and prices are steady. This applies to every-thing in Rio and Santos grades, also milds. The poorer grades of coffee are neglected.

Sugar.

Sugar shows no change for the week. It is incidentally where they were a week ago and so is refined, but some grades will sell granulated for 5.90. The fact that there is a good demand between for raws and refined at present, and also the large coming crop of sugar granulated, are the reasons for the decline.

Syrup and Molasses.

Corn syrup is unchanged for the week. Pound syrup is quiet, at ruling prices. Sugar syrup has advanced from 15 cents per gallon within the last week, due to the fact that the manufacturers are turning their attention to the strap, which means less sugar output. Molasses unchanged and quiet.

Fish.

The outlook for new Norway mackerel is firmer than ever on account of increased purchases by Germany. Spot Norway mackerel are unchanged for the week, but are still firm. Irish mackerel and domestic shores are not

occupying important situations in the market. Cod, hake and haddock are unchanged and dull. Imported sardines are firm; demand good. Domestic sardines are about unchanged from a week ago, although some packers are trying to get more money, owing to the reduced catch. Some packers have named prices on new Alaska salmon on a basis about like the spot prices. Buyers appear not to be very keen. Demand good.

Canned Goods.

Tomatoes are about unchanged from a week ago, although some holders will still shade the market slightly. If anything, peas are a little weaker, as the supply is undoubtedly in excess of the demand. Corn is unchanged, both spot and future. Demand light. Apples are a little firmer, but not in very much demand. California canned goods, both spot and futures, are unchanged and still easy; demand light. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes seem to be gradually working up and prices, especially on futures, are a small fraction higher than a week ago. Apricots are cheap, probably cheaper than for many years past. The market is 3 cents per pound lower than a short time ago. In spite of this, the demand is very slack. All other dried fruits are unchanged and dull.

Beans and Peas.

Pea beans have declined slightly during the week on account of the better supply. The demand is fair. Marrows are unchanged on the same basis that has ruled for months. Demand light. California limas show no change from

a week ago. Green and Scotch peas unchanged and dull.

Butter.

The receipts of butter are fairly liberal and the consumptive demand is fairly normal. The weather is still exceptionally good for the production of good butter and the market is firm, unchanged and healthy. If the weather becomes warm the production will be affected and prices will probably advance.

Eggs.

The receipts of eggs continue liberal, but the demand is only moderate. The quality is fair, under the circumstances, but nothing like it was a few weeks ago.

Cheese.

The cheese market is steady and unchanged, with a moderate consumptive demand. The receipts are liberal, owing to the very good producing weather. There is no particular export demand, and the market is therefore dull. No important change is in sight.

Provisions.

All grades of smoked goods are steady and unchanged from a week ago. Pure lard and compound are dull, with prices about unchanged. Barrel pork is unchanged and in light demand. Dried beef and canned meats showed an improvement in demand, but no change in prices.

INDIVIDUAL-MARKET REPORTS.

Imported Fish Specialties.

Imported sardines of all kinds have been in excellent demand and prices have been advanced here all along the line.

From Norway they report a fair catch of sardines, but the demand is so large that the packers are unwilling to accept the few orders except at prices to suit their own convenience. Of the cheaper grades of Norwegian sardines there is very little to be had in Norway, and stocks here are so very unimportant that they really cut no figure. This is probably a good thing, because the better grades, in fact, the finest grades of Norwegian sardines cost so

very little more money than the cheaper grades, that importers will have to confine themselves to import the better grades of sardines and thereby get the trade accustomed to buying the better stuff, which would be a fortunate thing for the trade in general.

Our cables from Norway report that the catch of mackerel, which at this season of the year are used principally for canning purposes, is practically a failure, and that prices asked for those mackerel are abnormally high.

Stocks of quarter tins of Portuguese sardines are very small in this country and none to be had abroad. There has been no catch for some time, consequently these goods are quite scarce and prices have been advanced quite materially during the last week. Although the catch of sardines should be in full swing at this season of the year in France, we have had no reports from there at all, which makes us believe that there is little, if any, catch of sardines there, principally because there are no people to go out catching those sardines, being engaged now in fighting at the front instead of catching sardines.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.

Yeast and Fleischmann

When your average customer thinks of yeast, she recalls the name Fleischmann.

That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.



"Just As Sure As Shooting"

An expression used to convey certainty; how it originated we cannot say, but "just as sure as shooting," if you please, it will pay you to buy of us; our line represents values that will prove good sellers and make satisfied customers



SYRUPS—Always in season, everyone has a sweet tooth. We find our sales for June on Syrups equal to what it was in the winter months. Our brands are well-known: **CHALLENGE TABLE, ROYAL TABLE, VERY BEST, WHITE CLOVER, STARLIGHT, EXTRA AMBER, EXTRA MAPLE**; also some fine marks of pure Sugar Syrup: **NEW CENTURY** at 28c., **MIGHTY FINE SUGAR** at 24c. A full line of New Orleans Molasses.

GRAPE JUICE—There is a growing demand for this and it is not only healthy but a delightful summer drink. We offer the Gold Medal brand, made in New York State where grapes grow to perfection, it is prepared with granulated sugar, quart size, 1 dozen in a case, at \$3.60; pint size, 2 dozen in a case, per dozen, \$2.00; half-pints, 3 dozen in a case, per dozen, \$1.25.

CANNED APRICOTS—We offer a lot of California Apricots under the Oak Glenn brand, full cans, good sized ripe fruit, light syrup, packed by a well-known firm; the goods are desirable and make a nice change when the trade has been using peaches. Per dozen, \$1.25.

N. Y. PLUMS—To close out last year's pack we bought this lot at a low price; Choice N. Y. State Plums, No. 2½ cans, in perfect condition, attractive label, Lyndonville brand, per dozen, 95c. (regular \$1.20 value.)

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

There is a fair hand-to-mouth demand for Norway mackerel and stocks held over from last season are gradually going into consumption at somewhat better prices than have been paid a few months ago, still prices realized to-day do not cover the cost of the goods. Our cables from Ireland report shipments of only 280 barrels of Irish mackerel to the United States, which brings total shipments of 1914 Irish autumn mackerel to 20,217 barrels, and shipments of new 1915 spring mackerel of 396 barrels.

Herrings of all kinds of good quality are very scarce and fine qualities bring very good prices. Our cables report that the fishing fleet has just started from Norway to Iceland, so that the first arrivals in Norway and Denmark of new Iceland herrings may be expected about the middle of August. Of course, if the fish are not fit for export, if they are too fat, they would not arrive here in good condition, so we shall have to reckon with quite a scarcity of Norway and Iceland herrings until the weather gets quite cool.

STROHMAYER & ARPE Co.

New York.

Spices.

The market is generally firmer. Indications point to a more active market in spices, seeds and herbs, on account of the active consumption, which is now beginning.

Pepper.—Foreign markets are higher in all grades. The demand for spot goods is better. There is practically no more Aleppy or Tellicherry en route. Higher prices are probable for the balance of this month and August.

Red Peppers.—Are in better demand. Prices continue firm, with upward tendency.

Cloves.—Rather firmer and in increasing demand. There is little for sale here at current prices.

Pimento (Allspice).—Is in better demand at present prices, which are very low.

Mace.—Without quotable change. Stocks are limited and any increase in the demand will likely have a tendency to raise prices.

Nutmegs.—In fair demand at unchanged prices for all grades. Present prices we consider safe.

Green Ginger Root.—In very active demand. It is very scarce and higher prices are anticipated.

Tapiocas.—Somewhat firmer and in good trade demand. Prices are higher abroad.

Paprikas.—Hungarian is out of the market. Spanish variety unchanged and in fair demand, season considered.

Seeds, Herbs, Etc.—Considerable activity is noticeable. Celery seed has advanced very much this week. In fact, it has been marked up 8 cents per pound. Cables from Morocco report a short crop of coriander. Caraway and poppy remain firm, but unchanged.

MCCORMICK & Co.

Baltimore, Md.

Standard Canned Goods.

The weather conditions throughout this section continue to be satisfactory for the growing crops of vegetables and fruits, and the proverbial fly in the ointment is conspicuous by its absence. Of course, there is the usual crop of rumors springing up, only to die aborning. For instance, reports are insistent that the growers of pears are having a world of trouble with a blight which is doing much damage to the trees and the fruit, probably cutting the crop in half. In consequence, the canners are not eager sellers of pears for future delivery. In passing, it may be truthfully said that the jobbers seem content to wait on them. As a matter of fact, the buyers are not enthusiastic on the subject of "futures" in any line of canned goods this season, and the

same character of buying that prevailed during May and June continues.

Spot tomatoes were active again in lots of one to three carloads, especially for the No. 2 size, and the shipments were more widely scattered. The incentive to buy was a cut price of 45 cents a dozen for No. 2 and 65 cents for No. 3 Standards, made by two or three canners who decided to unload their holdings for quick shipment to make room for their purchases of empty cans now arriving at their factories. The No. 2s stiffened up to 47½ cents peninsula, and 50 cents for Baltimore brands, when the pressure to sell ceased. Apparently the jobbers stand ready to pick up any good things on the bargain counter. No. 3 and No. 10 tomatoes shared in the demand for prompt shipment. July and August are likely to be active months for spot tomatoes. There is no change in the situation for future tomatoes.

String beans, both green and white wax, led the demand in the other lines of vegetables, with spot and future sweet potatoes a good second. This market is full of offers for string beans at 40 cents in large lots, but they cannot be bought at that price. The canners may get back a new dollar for an old one at to-day's prices, but they are not content to work on that basis. A glance at your records will show that the opportunity to buy beans at to-day's prices seldom occurs. The canners are taking a chance of finding a profit on their sales of future sweet potatoes, and that article is well worth buyers' attention. They will be ready for shipment in September and October next, if the crop conditions are favorable. The buying of the other lines of vegetables during the week was in small quantities, except that spot corn was a little more active.

The reported shortage elsewhere in the pack of strawberries causes some additional buying here, especially of the higher grades. The blackberry crop is now on and our canners are naming low prices for excellent quality cultivated fruit. The buying of fruits was in small quantities, mostly to fill up a carload with other goods. The quotations are slightly lower for some items, blackberries, for instance. Pineapples are dull, also, though the prices for the Baltimore pack have been greatly reduced this season. There have been no sales of consequence of future peaches as yet.

The situation is unchanged as to oysters; prices are the same as last week; light buying.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Can Send Whole Crates of Fruit Through the Mails Now.

Postmaster-General Burleson has ordered that the size limit of packages for parcel post shipment be increased to a combined length and girth of 84 inches, which will permit the mailing of standard sized fruit and berry crates. The old limit was 72 inches length and girth, and there has been a widespread demand for its increase. The Postmaster-General also authorized the establishment of a receipt system of parcel post packages similar to that employed by express companies. The new regulation provides that on payment of 1 cent the postmaster at the mailing office may give the sender of an ordinary parcel of fourth class mail a receipt therefor. A postage stamp to cover the charge of the receipt will be affixed to the parcel, and the name and address of the addressee shall be written in the receipt of the sender.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Knitting Machinery.

Sunbury, Pa., July 16, 1915.

To the Editor.

Dear Sir:—Where can I buy machinery for making underwear, sweaters and stockings? Also, is there any person you can put us in touch with that we can get some information on same from?

Thanking you in advance for same.

Yours respectfully,

U. A. HARTMAN.

For underwear and hosiery machinery, H. Brinton, 215 Race street, Philadelphia; McMichael & Wildman, Norristown, Pa., and J. W. Hepworth & Co., Lehigh avenue and Mascher street, Philadelphia.

For sweater machinery, Grosser Knitting Machine Co., 260 West Broadway, New York City.

A Mechanic Who Repairs Angldile Scales.

Intercourse, Pa., July 15, 1915.

To the Editor.

Dear Sir:—Will you please advise us where we can secure a mechanic who is experienced in repairing an Angldile Computing Scale. We are using one of these scales but they do not seem to be weighing satisfactory. Believe there is such a party in Reading, Pa.

Yours truly,

E. ZIMMERMAN & SON.

The Angldile Computing Scale Co.'s home offices are in Elkhart, Ind. They have no branch office in Philadelphia, and we do not know any address of theirs in Reading.

We are writing to the home office, giving your name and address, so that they can take steps to give you relief.

Two Questions Answered.

Swengel, Pa., July 16, 1915.

To the Editor.

Dear Sir:—Please give name and address of a Philadelphia dealer in second-hand store fixtures.

Can you give name of a Philadelphia jobber of Delft peanut oil? Is there any good American made substitute?

Respectfully yours,

W. L. BURD & Co.

For store fixtures, H. F. Heacock, 51 North Second street, Philadelphia.

For peanut oil, Lamont, Corlis & Co., 129 South Front street, Philadelphia, or the Gorgas-Pierie Co., 130 East Allen street, Philadelphia.

Buyers of Waste Paper.

Windsor, N. Y., July 20, 1915.

To the Editor.

Dear Sir:—Will you kindly give us the addresses of parties who buy baling paper.

Respectfully,

C. C. TRAVIS.

Penn Paper and Stock Co., Marshall and Willow streets, Philadelphia, and Coll Paper Co., 305 Florist street, Philadelphia.

Makers of Waste Paper Balers.

Richardson Park, Del.,

July 15, 1915.

To the Editor.

Dear Sir:—Can you give me the addresses of manufacturers of paper balers who make medium price balers?

Yours truly,

H. G. TERRELL.

Davenport Mfg. Co., Davenport Iowa; Buckeye Baler Co., Findlay Ohio; Ypsilanti Hay Press Co., Ypsilanti, Mich.

What Does the Bootblack Use?

Adamstown, Pa., July 22, 1915.

To the Editor.

Dear Sir:—Can you tell what boot black uses to shine black shoes? They use three different things. The first two I know—cleanser and blacking—but last and third something that looks like lather-white. Thanking you I remain,

Very truly,

H. F. SNADER & Co.

All the bootblacks we know use but two things. You must get me for your nickel up in Adamstown.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully. Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA



The "Sperry" SYSTEM

TO the retailer *S.H.* Green Stamps guarantee that his store will be selected and preferred by the great army of wise shoppers who have been saving these stamps for the past eighteen years, and have profited generously by the practice.

WHY lose any part of the trade of your regular customers when you can make it to their best advantage to do all their buying in your store?

OUR organization is now operating nearly 600 Premium Stores throughout the United States. In them your customers may select from over 4,000 items in standard merchandise.

S.H. premiums are of the same quality of goods your best trade would select to buy and cost them nothing save the practice of always trading with you and other progressive dealers who give *S.H.* stamps.

Hamilton COUPONS

THESE coupons are an important part of the "Sperry" System. They are found in the package of well-known popular brands and are placed there by the manufacturer.

IT is well worth your while, in fact it means certain profit, to handle the full line of Hamilton goods. They are nationally advertised and are therefore advertised for you.

OVER 10,000,000 persistent buyers are looking for Hamilton Coupons. First, because they are exchangeable at any *S.H.* Premium Store for valuable premiums and they are also exchangeable for *S.H.* Green Stamps. The Hamilton Coupon marked 1, exchanges for 2 *S.H.* Stamps and other Hamilton denominations on the same basis.

A POSTAL card will bring you a list of goods with which Hamilton Coupons are packed, literature for distribution and display material for featuring the Hamilton goods you carry.

Write for a copy of the new National Monthly—"The Sperry Magazine"—Out Now!

The Sperry & Hutchinson Co.

The Hamilton Corporation

GEO. B. CALDWELL, Pres.

2 W. 45th St., New York City





321.—The "Original Package" Phase of Mail Order Competition.

Probably every reader of these articles is up against mail-order competition in some form or other, some from the big Chicago concerns which sell to consumers through catalogues entirely, some from the cash wholesale houses that do the same to retailers, and some from that other form of semi mail-order concern which has agents in the towns—almost never in the large cities—to take orders for goods which are then shipped to the customer from the headquarters of the house. Everybody who is bitten by this kind of competition wishes that in some way the outside concerns could be taxed or licensed, and there have been many attempts made to tax them, but few have amounted to anything. A decision recently handed down by the United States Supreme Court may afford a better chance to get after the non-resident concerns with licenses or taxes. The decision defined an original package, and although it did not change the law, it made it a little clearer than it was before. The importance of the original package question is this: Goods shipped from one State to another are interstate commerce, and in most cases are subject only to Federal (National) laws. A State law may not interfere with them, or tax the person selling them—*provided* they remain in the original package. When the original package is broken and the contents taken out, the protection of interstate commerce is gone and the State law takes control.

The following letter from an Iowa reader brings the whole subject up:—

We are greatly plagued by the competition of a Chicago concern which has appointed a lot of agents in our territory for the purpose of selling consumers. These agents carry no stock and in many cases have no offices. They do not carry samples as a rule, although in some

cases they have done so. Orders are sent on to Chicago and are filled from there, the goods being sent in a lump to the agent, who distributes them to customers. The agents have always claimed they cannot be taxed by our State laws, because the goods are interstate commerce, and our borough solicitor has advised us not to attempt to do anything. Sometimes goods are shipped direct to the customer from Chicago, but as a rule they are shipped in a big case to the agent. He takes them out and delivers them around. Is there any protection for the local merchant against this?

On the facts as here presented, I should think there was. The crux of the case is the original package. Suppose that I, being a resident of Pennsylvania, go out to solicit orders for baking powder, or extracts, or anything else, from among the consumers in my territory, my orders to be filled by a New York house, which ships the goods into Pennsylvania. Whether they are interstate commerce—or perhaps more accurately whether they *remain* interstate commerce, depends on how they are shipped. If a dozen bottles of extract are shipped in an original package direct from the New York house to my customer, the package of a dozen is an original package, it is interstate commerce, and no Pennsylvania law has any control over it at all. Nor can the State of Pennsylvania, nor the city of Philadelphia, nor any other Pennsylvania towns into which I go for orders, tax me or make me pay a license. I am dealing in interstate commerce only, and answerable only to the Federal laws.

But if the New York house ships *me* the dozen bottles of extract, with instructions to open it and deliver six bottles to one customer, three to another and three to another, the package of a dozen is an original package and is interstate commerce only until it reaches me. The minute I break it, those goods

become blended with the mass of other goods within the State, and are no longer interstate commerce. If I take them around and deliver them, I am doing business in a way which will entitle the city or town or borough, to tax me, and which will also entitle the Pennsylvania State law to censor the quality of the goods I am dispensing.

In other words, an original package—and this is the substance of the most recent Supreme Court decision—is the outside case. As long as that remains unbroken, the goods are free from interference by the State law. So is the man who sold them, which includes the local agent. The packages inside the case, while in a non-legal sense they might also be considered original packages, are not legal original packages.

This is the way the big Chicago mail-order houses have been able to build up a business running into millions of dollars every year and extending into tens of thousands of towns and cities, without having to pay a cent of tax anywhere. They always ship their packages direct to the buyer and never to an agent, at least never to an agent to be broken. Of course an original package can be shipped to an agent, and if he takes it *intact* to the buyer it is still an original package and is protected as much as if sent to the buyer in the first place.

(Copyright, July, 1915, by
Elton J. Buckley.)

Question: C. C. Travis, Windsor, N. Y.—Tell us through your Legal Department whether a copartnership holds each individual liable in case of the failure of one of the partners in a business outside of the copartnership.

Answer.—If A and B are partners in a retail grocery business, and at the same time B and C are

partners in a hotel business, and the hotel business fails, how does it affect A and the retail grocery business? That is as I understand your question. The answer is that B's creditors in the hotel business can seize and sell his interest in the grocery business, but A is not personally affected at all. Under some circumstances, it might be necessary to wind up the grocery business in order to fix and dispose of B's interest, but this would not be the case always.

Question: R. O. Morehouse, Cleveland, Ohio.—Please advise if the manufacture of colored oleo is prohibited by law in this State. Also if colored oleo can be delivered in the State if not manufactured here.

Answer.—The manufacture of oleomargarine which is colored with artificial coloring is absolutely prohibited in Ohio, as follows:—

Section 12,733. Whoever manufactures oleomargarine which contains methyl, orange, butter-yellow, annatto, aniline dyes or other coloring matter, shall be fined not less than \$100 nor more than \$500, and, for each subsequent offense, in addition to the above fine, may be imprisoned not more than 90 days. (91 v. 274, 275 secs. 1, 5.)

Butter containing large amount of natural coloring, such as that produced in the month of June, sometimes added in certain proportions to uncolored oleomargarine thereby giving it a light yellow tinge. This is not prohibited by Ohio statutes.

No. 2.—Section 12,734 General Code absolutely prohibits the sale or delivery of oleomargarine colored with artificial coloring matter as follows:—

Whoever, not being a manufacturer thereof, offers or exposes for sale, sells or delivers, or has in his possession with intent to sell or deliver oleomargarine which contains methyl-orange, butter-yellow, annatto, aniline dyes or other coloring matter, shall be fined not less than \$50 nor more than \$100 dollars. (91 v. 274, 275 secs. 1, 5.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office no later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Some Good Bargain Pickings in Store Fixtures or Appliances

The "Modern Merchant and Grocery World" has reason to believe that everything listed below is in fine condition and a good bargain:—

No. 1

A **Butcher's and Grocer's Refrigerator**, 5½ x 5½ x 10 feet; overhead ice chamber. Finished in yellow pine. A good refrigerator and in good shape, cork lined. Cost \$175; will sell for \$100.

No. 2

A 2500-pound **Howe Floor Dorman Scale**, with double beam, equal to new. Will sell for \$45; cost \$65.

No. 3

Good **Safe**, 33 x 23 x 23 inches. Fully equal to new, and will last a man forever. Will sell for \$20; cost \$30.

No. 4

A **Climax Slicing Machine** with computing scale attached. Only used a short time and practically new. Price \$75; original price \$95.

No. 6

Large wheel **Band Enterprise Coffee Mill**. Owner bought an electric mill and no longer needs this. Mill has been kept in good condition and will render fine service. It is well worth \$20, but owner will sell to quick buyer for \$10.

No. 7

A No. 1 **Royal A. J. Deer Coffee Roaster** No. 493, 104-110 volts, 60 cycles, motor No. 5447, cost \$150. cash. Used very little; it is in the best of condition, neither rusted nor worn, will sell for \$100, F. O. B. Can be used for roasting peanuts as well as coffee. Owner has no use for it.

No. 8

An **A. J. Deer Coffee and Peanut Roaster**, one-sixth h. p., 60 cycles,

110 volts. Will roast 15 pounds of coffee at one time or half bushel of peanuts. Cost \$150 when new, and only two years old. Perfect condition—will sell for \$75.

No. 9

One **Moneyweight Computing Scale**. Cost \$120 when new and only used about three months, because branch store for which it was bought has been discontinued. Will sell for \$75. A big bargain—in perfect condition.

No. 10

No. 1 Royal A. J. Deer Coffee Roaster No. 493, 104-110 volts, 60 cycles, motor No. A 5447. Cost \$150; will sell for \$100 F. O. B. Gettysburg, Pa. Used a few months, changed plans and will sell.

No. 11

Toledo Computing Scale, style 253, capacity 20 pounds; will sell for \$25. Good condition.

Star Counter Coffee Mill, good condition. Will sell for \$5.

Syrup Pump, good condition. Will sell for \$3.

Enterprise Beef Chopper, good condition. Will sell for \$3.00.

All owned by one owner, who is located in Pennsylvania.

No. 12

An **Underwood Revolving Duplicator** which will do all the printing of a good sized store—will duplicate circulars, bill heads, or any ordinary printing. Cost \$35; will sell for \$22. Perfect condition.

Also large **Coffee Urn**, new and never used. Cost \$25; will sell for \$16. Fine for demonstrating.

No. 13

An **Oxweld Acetylene Plant**, 35 light capacity, with burners and fixtures complete for 19 lights. First class condition. Been in use about fifteen months. Reason for selling—was used for lighting hotel, license for which has been refused, and the building is now used for other purposes; will sell at a bargain. This is a complete and efficient lighting system.

No. 16

Six-foot **Walker Wall Bin**, solid oak with 10 compartments, good as new. Cost \$45; will sell for \$25.

Spice Cabinet with mirror, 8 compartments, each compartment holding 6 pounds of spices; will sell for \$9.

Coles Electric Coffee Mill, used a little over a year, in first-class condition. Will sell for \$70.

Superior Account Register, holds 150 accounts. Cost \$90; will sell for \$45.

Thirty-pound **Toledo Computing Scale**, good as new. Cost \$125; will sell for \$75.

Reasons for selling—the owner has gone out of the grocery business.

No. 17

Royal Coffee Roaster, style 5, made by Deer & Co., 25 pounds capacity, equipped with 110 volt, 60 cycle motor. Bought new about fifteen months ago for \$300. Excellent condition and works fine; for sale because owner hasn't time to give to coffee roasting. Price \$200 cash, f. o. b.

ADDRESS ALL INQUIRIES TO

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.



Down With the Croakers.

Here's something I keep under my hat and try to think about every little while: If you can't say a good word don't say any. That means about everything—your friends, your wife, your competitors, and more than anything, about business. Me, I'd like to sweep all the croakers into a big bunch, tie a string around their little brown necks and toss 'em over somewhere where they'd never bother us try-to-be-hopeful fellows again.

It's hard enough to do business nowadays if you're let alone, but when you have to talk down a lot of dismal croaks that other fellows have gone ahead of you and planted, it's pretty blamed hard.

I was going around as usual the other day, trying to gather in a few orders for the best line of goods on earth. I had a clean collar on and was feeling pretty snuffy. I even busted out into a little song as I left the hotel, and when I bust out into song things are all right, believe me—for them what don't hear me, I may say.

The very first man I called on poured a gallon of ice water down my neck that honest ain't dried out yet. He's a regular customer—has bought goods of me for years. He's a sort of human barometer—ain't that what tells the weather?—if he's feeling good he'll open up and buy real generous. When he ain't feeling good he gives you orders you could stick in a flea's eye without making him blink.

So when I go in there I'm Little Sunshine; that's only common horse sense.

When I went in that morning I had on the smile that you couldn't even sandpaper off, but it didn't melt any ice with him. He was plumb blue, I saw that right away.

"I don't believe I want a thing in your line," he said. "Business is very bad; there's a feeling of un-

rest. A whole lot of people are out of work and until this war is settled we'll all have to lay low. I find there seems to be a good deal of fear about the situation."

That's what I got in place of an order that ought to have been \$500 anyway.

"I'll bet a big apple Bill Young's been in here," I said, suspiciously.

"Why yes, he has—not fifteen minutes ago," he said.

"Sure! I knew he had by the color of that dope you're handing me. Darn that old calamity howler, why don't he go talk to the weather man!"

"Bill watches conditions pretty close," he said.

"Bosh!" I said, "Bill's been constipated for thirty years and his own wife looks blue to him. He can't see a grain of hope in anything. I wouldn't care a blame if he'd only keep his feelings to himself! What right's he got to come in here and get you all bilious and spoil my business! Listen here! Bill will probably see every man I'm going to see to-day, before I do, and I'll gamble that my orders'll fall off 50 per cent. just on that account. He'll smear yellow over everything and scare everybody to death! It ain't right—he hadn't ought to do it!"

"I'm sure he didn't affect me," said the boss. "I——"

"You tell that to Li Hung Chang!" I said. "I know he did! That kind of dope affects anybody."

"Well, how do you find general conditions?" he said.

"General conditions are all right as far as I can see," I said. "But I don't care a blame what they are. All I want to know is, how's conditions in my line. They're as fine as silk. You oughtn't to care any more about general conditions than I do. What do you care if the Steel Trust don't pay a dividend or the railroads ain't buying steel rails?"

Is that going to make the people here eat any less of your stuff?"

"I don't know about that."

"Well, I know about it, and I say it ain't. We can settle this in two seconds. How is your business? You forget all that slush Bill Young handed you and just tell me how your business is?"

"Well—I don't know as I can complain," he said, "June was ahead of last February by about 12 per cent."

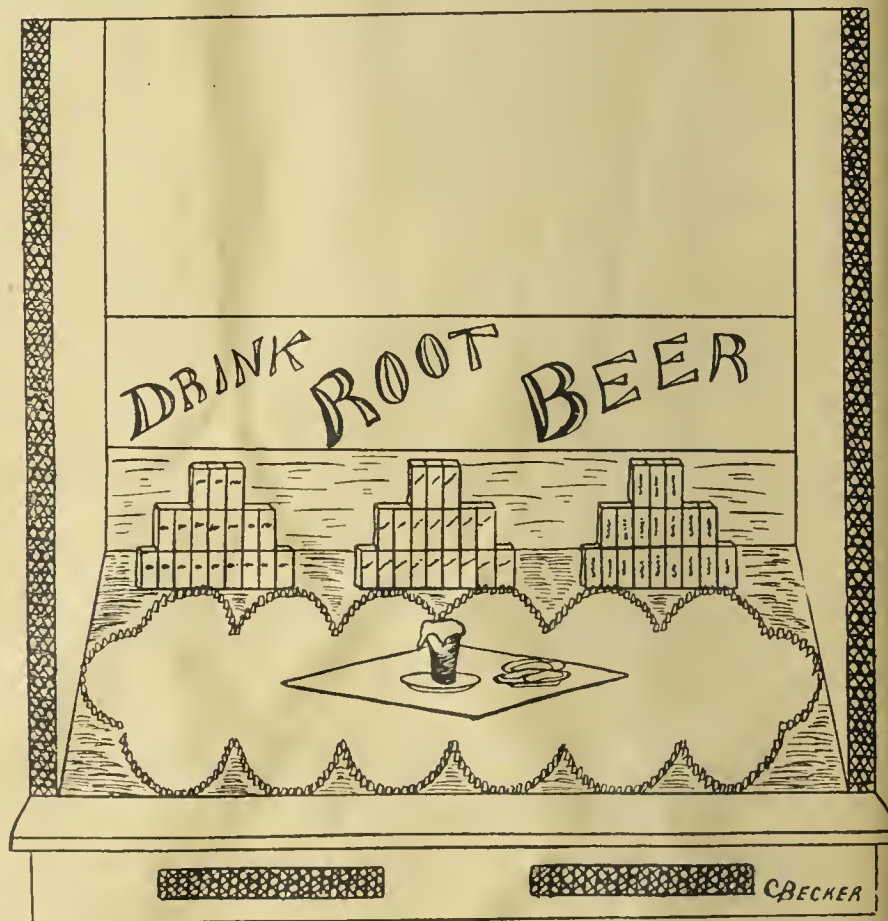
"Well, then why in thunder do you listen to Bill Young's croaks!" I said. "Why don't you——"

"Don't talk so loud, will you?" he said, "I don't want to make the town think there's a fire here."

"I have to talk loud; it's a case for talking loud! The idea of your doing your buying from what Bill Young says about 'general conditions,' when your conditions are as fine as silk! By gravy, but it gets me plumb wild! Here, gimme the order before I bite me own leg!"

D'ye know, hope I may die if even after that he didn't cut it down pretty near half. But if I hadn't waded in and talked loud, as he

Weekly Window Display Suggestions



Root Beer Window.

This window will look cool if the color scheme is simply light and dark green. First cover the bottom of the window with dark green crepe paper and then measure a piece of light green crepe paper the length and about three-fourths the width of the window. Cut scallops all along the edge of this and lay it on top of the darker shade. Place cord around the edge of the scallops. In the center of this place on a linen napkin a plate of Nabisco and ladyfingers and a glass of root beer. Fill the glass nearly to the top and then cut a round piece of pasteboard to fit over the top of the glass, and on top of this put some cotton to represent froth—pull it out well so that it will look natural. Make several pyramids of the different brands of the extracts and then run a width of the dark green crepe paper across the rear and a width of the light over that and letter like illustration.

d, I wouldn't have got anything Bill Young had killed the business.

And here's the point that gets my hat—he killed his own too. These bakers never seem to see that. Understand, they ain't meaning to anybody's business—they're honest all right in what they say, but they're blind—blind as bats. I ain't going to lie to anybody about my business. If it's rotten I ain't going to say it's good. But if I can't say it's good and tell the truth, I'll be dadburned if I'll own it's rotten.

THE STROLLER.

Department Again Warns Celery Growers Against Excessive Use of Copper.

Florida Celery Found in Market Bearing Too Much Copper, Which Comes From Improper Use of Spray in Order to Prevent Blight. Advises Thorough Scrubbing of Celery Before Eating.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., July 22, 1915.

An investigation of a number of complaints received by the Department of Agriculture indicates that many Florida celery growers are being careless in spraying their celery, and that as a result quantities of copper in excess of what is believed necessary or healthful have been found on the celery when ready for consumption. The use of salts of copper in food products has been officially pronounced injurious to health, and in previous seasons the Department has warned growers of the necessity of their complying with this decision. The department has issued another warning.

The copper is deposited on the celery in the form of dried Bordeaux mixture (lime and copper phosphate), which is used extensively to prevent the destruction of the crop by blight. Unless the plants are sprayed at certain periods of growth with this mixture, it has been found impossible to bring them to market in good condition. That growers have not been careful enough in the use of their spraying apparatus is indicated by the fact that the Department of Agriculture has found as much as 34.9 parts of copper per million on washed inner stalks. In other cases the proportion has run as high as

17.4, 13.0 and 11.3 parts per million. On the other hand, in many of the specimens examined, it was found that copper was not present in undue amounts, which emphasizes the point that care in spraying is all that is necessary.

As a matter of fact, if bunches of celery are broken up and the stalks thoroughly scrubbed before being eaten, practically all the copper from the Bordeaux mixture will be eliminated and there will be no danger of bad effects to the consumer. It is recommended, therefore, that this practice be followed wherever there is any reason to suspect from the color of the celery or otherwise that copper has been allowed to accumulate upon the stalks.

HOLT.

Workings of Co-operative Delivery in a Western City.

The Co-operative Delivery System which was recently installed in Bellingham, Wash., began delivering goods the 17th of May, and while it has been in operation only a little over two months, all the firms participating in the service are very well pleased with it and many more are seriously contemplating the early adoption of the system. At present the company is doing the delivering for 13 firms and are using only eight wagons. The same equipment could handle one-third more business very easily. Deliveries are made four times each day and five on Saturday, and merchants are not allowed to hold up the deliveries for delayed orders. Everything is delivered on time and the customers can tell within a very few minutes of what time the orders will be delivered, which is a decided improvement over the old system of delivering. In order that the goods be delivered when desired the customers are learning to order as per the schedule given them for their district, which is a means of putting system in the merchant's store by putting system in the customer's way of ordering. Another strong feature of the system is the method of collecting for C. O. D. orders. Nothing is trusted to memory. By the use of a tag the merchant has a receipt for the order and knows he will either get the money or the goods returned promptly.



Fine Flavor for Summer desserts MAPLEINE

and is dainty, delicious in ices, puddings, etc.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.



Important Notice!

Wheatena time is all the time—Summer—Fall—Winter and Spring.

Wheatena sells in all seasons to people who know the many delicious ways in which Wheatena can be served.

Let us suggest that you try Wheatena cooked by the second recipe on the package and served cold with fruits or berries for breakfast. There will be only one regret—that you did not try it this way long ago.

Write for our dealer aid and let us help you sell Wheatena.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products

The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash huyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

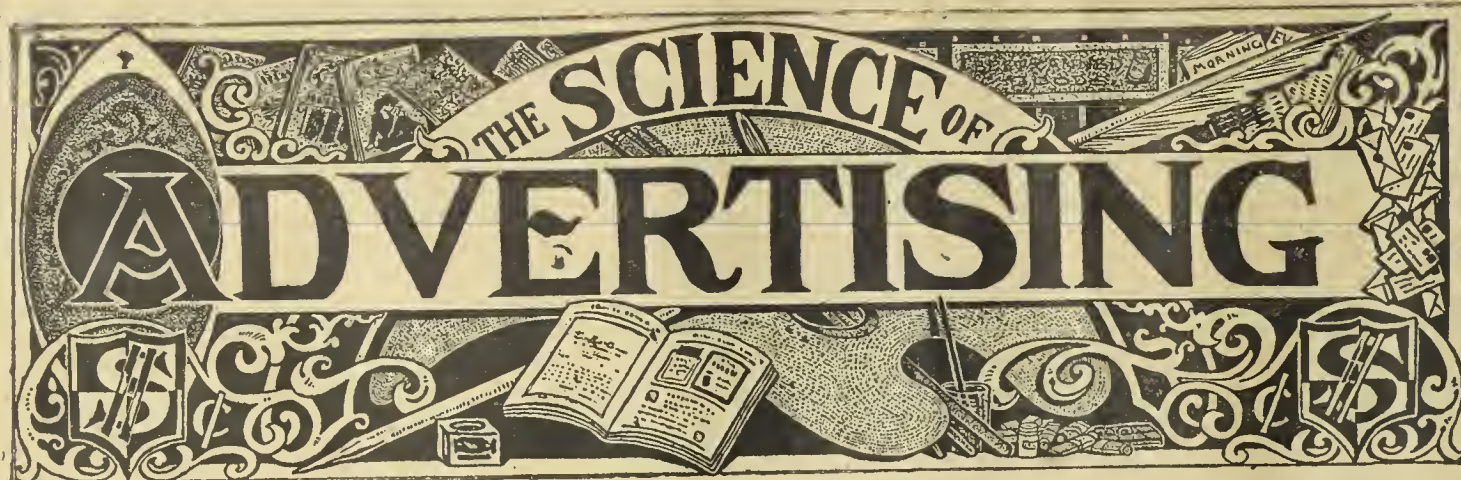
WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio





Mr. L. W. Burkhardt, who owns and operates the Pioneer Grocery, of West Palm Beach, sends me a copy of a large crushed peach colored circular 8 x 23½ inches, which he says is a "copy of a half page ad. in local paper. As everywhere, we are up against the cut rate proposition." Here is the much reduced reproduction:—

The

Pioneer Grocery

is not

A CUT RATE Grocery Store

BUT—

The Pioneer Grocery is first of all a Quality Store, catering to particular people who want the best for their table. It is in a position to sell the goods it carries as cheaply as any store in the city, and assures its patrons that no store, termed "Cut Rate," or otherwise, will be allowed to undersell it.

It guarantees to duplicate any published price-list that you may bring to us, with Quality for Quality — Cleanliness, Service and Satisfaction included.

If you have a credit rating, or a reputation for paying your bills promptly, it will never insult you by demanding your money before you are served.

Pioneer Grocery
207 Clematis ESTABLISHED 1893 Phone No. 58

decidedly more force. Instead of saying "The Pioneer Grocery is not a cut rate grocery store," I think more people would have read it with interest if you had said: "We will meet any price-list you bring here." Certainly to the average person this is more appealing than a statement which appears to mean that you will not cut prices at all.

Or if you want to play up the fact that you don't ask for cash, you could have made a heading of that. "We Don't Insult You By Doubling That You Pay Your Bills," or some shorter modification of that, would have attracted more attention. As a matter of fact, according to the way I look at it, you have used an idea in your heading which is calculated to repel people rather than attract them. The fact is that people are looking for cut rate stores to-day. They may deny it, but it is nevertheless true, and you can always arouse more interest by saying "this is a cut rate store" than by saying "this is not a cut rate store."

If you have ever been called to meet the prices of a published price-list, you can make some fine advertising out of it, by playing up the incident. "This is the Way We Meet Competitors' Prices," and so on.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Dry Goods Business Normal.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods has maintained about the same volume as during the corresponding week of a year ago.

The attendance of merchants in the market has been large, indicat-

ing a lively interest in merchandise for warm weather retailing.

Extensive preparations are well under way for Chicago Market Week and Style Show, August 2d to 7th inclusive, and it is expected that an unusual number of merchants will visit Chicago during the week.

Pennsylvania Organization Notes.

Friends of E. W. Heffner, ex-president of the Pennsylvania Pharmaceutical Association and a member of the Lock Haven Business Men's Association, are urging him to be a candidate for the place on the Public Service Commission left vacant by the refusal of Congressman Kiess to serve. Mr. Heffner would make an ideal member of the Commission; he is a successful business man and a man of affairs, and incidentally his appointment would be a splendid recognition of the retail merchants of the State.

The Business Men's Association of Danville is arranging for a "Dollar Sale" day early in August.

The East Stroudsburg Association is progressing finely. Mr. Smedley visited this Association on July 12th and notwithstanding the extreme heat there was a good attendance.

Mr. Smedley's talk was on "Credits," and a plan was outlined and will be put in operation that will protect the merchant in opening accounts and make the delinquent debtors sit up and take notice.

Cresson merchants are becoming much interested in greater organization and plans are being made for a real constructive and useful association.

Merchants of Royersford appointed committee of three to endeavor to organize an association. Mr. Smedley has proffered his services.

The Hazelton Chamber of Commerce has arranged to have its members refuse contributions to church and lodge fairs, to turn down ticket sellers and wage war on beggars and solicitors.

Elizabethtown merchants have a good organization.

Mr. Smedley visited the Manheim Business Men's League on July 15th. It was a rally meeting. Merchants have been invited from Elizabethtown, Manheim, Joy, Ephrata and Lititz. The meeting was held in the new school building Auditorium and was attended by about 150 merchants with their wives. President Horace Martin introduced the speaker after Mr. Smedley's address. Short talks were made by Messrs. Zor Bushong and Pfantz, of Lititz, and Professor Heigis, of the Manheim High School.

Manheim is a live, hustling town and its merchants are wideawake and enterprising. On the committee to arrange for the meeting were Elmer Beck, Harry Danner, N. W. Snikleton and H. Trout.

Somehow this advertisement doesn't seem very convincing to me. Haven't you killed the thing in the very beginning when you said "The Pioneer is not a cut rate store." In the first place, is that true, considering that you will meet any price put up to you through a published price-list? Even if it is true, it doesn't seem good advertising policy to say so in such a blunt fashion. I think the scheme which Mr. Burkhardt is trying to put over here could have been presented with

D'ye Know, You Haven't Got So Much Time on the \$175 Window Dressing Contest?

It closes September 1st next, which is only five weeks off. Realize that?

Do you understand that we are going to give away **One Hundred and Seventy-five Dollars** in prizes for the best window displays of Lipton's Tea? There are two strong reasons why you should make a **Lipton Tea** display now—1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the \$175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Frehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following:—
5 cases Banquet Pepper, in sifting glass bottle, 70 cents dozen.

10 boxes Huyler's $\frac{1}{2}$ Cocoa, 25 cents lb.
15 boxes Rona Cocoa, $\frac{1}{2}$, 30 cents lb.
10 boxes Rona Cocoa, $\frac{1}{4}$, 30 cents lb.
3 doz. Wood Lemon Squeezers, 25 cents doz.

10 boxes 50s Swift Pride Cleanser, \$1.50 box.

15 boxes Brubaker's Pudding, 65 cents doz.

15 boxes Jellycon, assorted flavor, 45 cents doz.

1 case 50 Window Klene, \$1.50 box.

8 Boxes 4-oz. Favorite Lye, \$1.60 box.

3 doz. All Steel Washboards, \$2.75 doz.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost \$15, will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. CO.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second-hand to me, has a carborundum grinder attached and will do fair work. Fifteen dollars is what we ask for it.

D. W. DEWEESE,
51 Logan Ave., Sharon, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new; built for me eight months ago by an A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell to quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, am using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and

in good condition. Has 11 feed adjustments and will slice ham, bacon, hip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a cer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will sell for \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

PATENTS

and Trade-marks procured promptly and properly in all countries—

is & Davis, Washington, D. C.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in lots. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—A good second-hand 15 or 16-foot Sherer grocery display counter. Give style or number of counter, number of drawers, etc. Also state condition of counter and name lowest cash price. Address Box 500, Swengel, Pa. 5

WANTED.—To buy between this and September 1st, a second-hand six-ton refrigerator plant, refrigerator and all appliances needed for a first-class fresh meat department. Address W. M., Pottstown, Pa. 4

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest cash price; also original cost. Address "Quick," care "Modern Merchant and Grocery World" office.

I WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred. Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

HELP WANTED

WANTED.—High-grade men to call on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 50 per cent. of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. tf

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—Cheap, for a quick buyer, stock and fixtures of a grocery and delicatessen store. Stock clean and good. Fixtures high class. Address 5069 Funston St., West Philadelphia. 9

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR RENT.—Store, suitable for grocery; 1,500 population; one other store doing about \$40,000 yearly; fine opportunity for profitable cash business;

\$17.50 per month. Address P. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 29

FOR RENT.—A 35-year established grocery business. Apply 846 E. Cheltenham Ave., Germantown, Philadelphia. 4

FOR SALE.—Grocery, fresh meat and provision store, with best location in West Philadelphia. Carries stock of about \$600. Will sell stock and fixtures at inventory. Fixtures hardwood, latest design. Address W. J. 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 8

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

HOUSES.

FOR RENT.—North Wildwood, six-room cottage, with attic, fully furnished, electric light, gas and coal range, boating, crabbing and fishing at the door, for the month of August and two weeks in September. Phone Dickinson 1013, or address 1605 Morris St., Philadelphia. 5

MISCELLANEOUS.

FOR SALE.—A lot of fresh Pratt's Poultry and Animal Powder for sale.

Will deliver at 10 per cent. less than cost. Address L. G. Welch, Bridgeville, Del. 5

FOR SALE.—Having discontinued the cart on the road, we have one grocery cart, in first-class condition. Will carry 1,500 to 2,000 pounds. Running gears alone worth more than we ask for cart. Address A. H. and W. R. Andrews, Prattsburgh, N. Y. 4

FOR SALE.—At \$30, Oliver typewriter. Not a rebuilt machine, but in good condition. Cannot take less than asked. Address H. F. Snader & Co., Adamstown, Pa. 5

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

FOR SALE.—Light delivery wagon and single harness. Address Owner, 460 Asbury Ave., Ocean City, N. J. 26

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JULY 26, 1915.

COL.		COL.		COL.		COL.	
2	Ammonia.....	21	Dressed Poultry.....	28	Maple Syrup.....	24	Salad Dressing.....
2	Axle Grease.....	22	Drugs.....	28	Mops.....	24	Sal Soda.....
2	Baking Powder.....	19	Datenut Butter.....	26	Mustard.....	26	Sauces.....
14	Barley.....	23	Extracts and Essences.....	20	Nuts.....	20	Scouring Soaps.....
2	Beans.....	13	Extract of Beef.....	16	Oatmeal.....	16	Seeds.....
2	Blacking—Shoe.....	9	Evaporated Milk.....	19	Oils.....	19	Soda—Bi-Carb.....
3	Bluing—Dry.....	13	Eggs.....	19	Olives.....	24	Soft Drinks.....
3	Bluing—Liquid.....	13	Fancy Groceries.....	3	Package Coffee.....	25	Soap Powder.....
13	Bouillon Cubes and Liquids.....	13	Flour.....	3	Paper.....	26	Spices.....
28	Brushes.....	16	Farinaceous Goods.....	9	Peas.....	26	Stove Polish.....
21	Butchers' Sundries.....	24	Fresh Fish.....	19	Pure Olive Oil.....	27	Sundries.....
4	Butter.....	3	Floor Polish.....	19	Peanut Butter.....	27	Syrup and Molasses.....
10	Cakes and Crackers.....	15	Green Coffee.....	11	Preserves, Jellies, Jams and Marmalades.....	19	Smoking Tobacco.....
4	Candles.....	17	Gelatine and Prepared Desserts.....	20	Pickles.....	19	Table and Cooking Oil.....
5	Canned Goods.....	17	Horseradish.....	15	Popping Corn.....	14	Tapioca.....
6	Canned Meats.....	14	Hominy.....	20	Provisions.....	1	Tea.....
4	Catsup.....	27	Honey.....	24	Plum Pudding.....	25	Toilet Soaps.....
14	Cereal Specialties.....	17	Ink.....	21	Preserves, Jellies, Jams and Marmalades.....	28	Tobacco—Plug.....
12	Cheese.....	4	Jars and Jar Rubbers.....	17	Prunes.....	20	Vinegar.....
23	Chewing Gum.....	4	Ketchup.....	18	Roasted Coffee in Bulk.....	28	Wood and Willow Ware.....
8	Chocolate and Cocoa.....	14	Lamp Goods.....	3	Rice.....	28	Yeast Cakes.....
16	Cider.....	14	Lentils.....	27	Refined Molasses and Syrups.....		
16	Clams.....	19	Lime.....	27	Rope, Tie Yarn, etc.....		
24	Cleansers and Polishing Compounds.....	18	Lye and Potash.....	17	Raisins.....		
17	Cocoanut.....	21	Lard and Compounds.....	1	Sugar.....		
13	Cornmeal.....	25	Live Poultry.....	2	Shoe Dressing.....		
9	Cornstarch.....	26	Laundry Soaps.....	6	Sardines.....		
9	Condensed Milk.....	26	Laundry Crystals.....	16	Saratoga Chips.....		
3	Cottolene.....	15	Laundry Starch.....	7	Soups.....		
3	Coffee Essence and Chicory.....	22	Macaroni.....	15	Smoked Fish, Codfish and Mackerel.....		
10	Delikatessen.....	18	Mapleine.....	12	Sauer Kraut.....		
17	Dried Fruits.....	18	Matches.....	23	Salt.....		
21	Dried Meats.....		Mince Meat.....				

ADVANCES.

Cheese.....	12
Butter.....	4
Flour.....	13
Provisions.....	20
Compound Lard.....	20

DECLINES.

SUGAR.

	Barrels.
Cut Loaf.....	7.15
Eagle Tablets.....	7.65
Crystal Domlnoes, 24 5-lb. pkgs.....	8.75
“ 60 2-lb. pkgs.....	9.25
Patent Cubes.....	6.50
Confectioners' Lozenge.....	6.40
Powdered.....	6.35
Fruit Powdered.....	6.25
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.55
Granulated, fine or standard, McCahau.....	6.25
“ Franklin.....	6.30
“ extra fine, bbls.....	6.25
“ 2-lb. bags.....	6.55
“ 5-lb. bags.....	6.45
“ 10-lb. bags.....	6.40
“ 25-lb. bags.....	6.40
“ 100-lb. bags.....	6.25
“ coarse.....	6.35
Confectioners' Crystal A.....	6.25
A Confectioners'.....	6.15
A No 1.....	6.00
A No 2.....	5.95
Franklin B.....	5.80
Extra C.....	5.55
C.....	5.40

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 -.45
Choice, ½ and ¼ chests.....	.35 -.38
Finest, ½ and ¼ chests.....	.27 -.30
Fine, ½ and ¼ chests.....	.23 -.25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30 -.35
Choice, ½ and ¼ chests.....	.25 -.27
Finest, ½ and ¼ chests.....	.22 -.24
Superior, ½ and ¼ chests.....	.20 -.22
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 -.35
Choice, ½ and ¼ chests.....	.23 -.25
Good to superior, ½ chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ¼ chests.....	.35 -.40
Firsts, ¼ chests.....	.28 -.30
Extra second, ¼ chests.....	.23 -.25
Seconds, new, ¼ chests.....	.22
Imperial, green—	
Firsts, ¼ chests.....	.38
Seconds, ¼ chests.....	.25 -.30
Japan, green—	
May pickings, ½ chests.....	.38 -.40
First crop, ½ and ¼ chests.....	.30 -.35
Second crop, ½ chests.....	.28 -.30
Basket fire, uncolored, needle leaf, ¼ chests.....	.32
Young Hyson, green—	
Firsts, ¼ chests.....	.35 -.40
Hyson, green—	
Extra firsts, ¼ chests.....	.35 -.40
Firsts, ¼ chests.....	.28 -.32
Seconds, ¼ chests.....	.25 -.27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
1 lb. ¼ lb. ¼ lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

—2—

	1 lb.	½ lb.	¼ lb.
Lipton's Tea, 50-lb. cases—	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
“ “ Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
“ “ Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42½
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.10
“ 10c., 3 doz.....	.85
Banner Dry Ammonia.....	1 doz. .95½
White Foam Household, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. .75
Mica, ¼ gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder—	
4 oz. glass, 2 doz.....	1.66
6 oz. “ 2 doz.....	2.15
6 oz. “ 4 doz.....	4.25
6 oz. “ 6 doz.....	6.20
6 oz. “ 12 doz.....	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.20
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
¼ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
“ No. 2, ¼ gross.....	3.00
“ No. 3, ¼ gross.....	3.30
“ No. 4, ¼ gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

—3—

Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 2 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Mocha, genuine, finest, ½ and ¼ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.13¾
Carcacas, fancy, washed.....	.16¾
Maracalbo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.12¾
Santos, fancy.....	.11¾
Rio, Golden, fancy.....	.11¾
Rio, prime.....	.09¾

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27½
Mocha, finest.....	.33¾
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.20¾
Maracalbo, extra fancy.....	.16¾
Santos, Peaberry, extra fancy.....	.15¾
Santos, extra fancy.....	.15¾
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.11¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlona.....	16 50	16 60
Seven Day (f. o. h. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.65
Tomson-Hummels, tin, ½ gross.....	per gross 2.60
“ imp., ½ gross.....	2.15
Floto's, improved, ½ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
“ No. 3, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3.90
French Laundry, large, ¼ gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4.00
“ 8 oz., 3 doz.....	6.50
“ 16 oz., 1 doz.....	9.50

—4—

BUTTER.

	Per lb.
Tub Butter—	
Creamery specials.....	.30
“ extra, 60-lb. tubs.....	.29
“ first, “.....	.28
“ second, “.....	.27
“ third, “.....	.26
“ dairy, extra, bakers' use, 30-60 lbs.....	.21-.25
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.28-.31
Print Butter—	
Prize.....	.29
Gurnee, lbs. and ¼ lbs.....	.30
Awltru.....	.32
Milhen Farm, lbs. and ¼ lbs.....	.33
Honebe.....	.31
Star or S. D., 1 lb., 20-50 lb. boxes.....	.34
B. B., E. D., 20-50 lb. boxes.....	.33
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.32
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.31
Sheaf.....	.28-.29
White Rock.....	.36

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.....	1.05
“ 16s, 30 lbs.....	.11
Paraffine, 4s, 6s, 8s, cartons, 30-lb. cases.....	.07
Searchlight, hotel, 16s, 30 lbs.....	.06
Peerless, hotel, 16s, 30 lbs.....	.08
Bright Light, 16s, 30 sets to box.....	per box 1.60

JARS AND JAR RUBBERS.

	Per gross
Mason's—	
Half gallons.....	7.45
Quarts.....	5.05
Pints.....	4.80
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross .70
Single lip, wide, 1 doz. cartons.....	“ .78
Acme, wide, 2 doz. cartons, 5 gross boxes, per gross.....	.42
Acme, medium, 2 doz. cartons, 5 gross boxes, per gross.....	.38
Lightning, pure rubber, bulk.....	Per lb. .45
Reliable, white rubber, wide.....	.45
“ medium.....	.45
Black rubber, medium.....	.24
“ 55-lb. lots 2 cent per lb. less.....	
Jar Tops—	
¼-gross boxes, no rubbers.....	per gross 2.00
Jelly glasses, fluted, bbls. 24 doz.....	per doz. .17

CATSUP.

	Per doz.
Snider's—	
16 oz., 2 doz.....	2.10
8 oz., 2 doz.....	1.30
Ritter's—	
Tomato, ¼ pint, 2 doz.....	.95
Tobasco, ¼ pint, 2 doz.....	.95
Beech-Nut—	
Pints.....	2.25
¼ pints.....	1.35

KETCHUP.

	Per gross
Curtice's "Blue Label," Tomato—	
Small.....	2.75
Medium.....	4.25
Large.....	3.50

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Red Beans—	
Ritter's.....	.95
B. & M., No. 2.....	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....	1.90
Snider's, No. 2.....	1.40
Van Camp's, No. 2.....	1.40
Cruikshank's, No. 2.....	1.35
Heinz's, No. 2.....	1.40
Dog's Head, No. 3.....	1.25
Victory, No. 1.....	.47½
Tomatoes—	
Standard, New Jersey, No. 3.....	1.05
" Maryland, No. 2.....	.60
" No. 3.....	.80
Ma Beans—	
Standard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
Fancy, small, No. 2.....	1.50
King Beans—	
Standard, New York, No. 2.....	1.10
Extra fancy, New York, No. 2.....	2.00
Fancy, New York, No. 2.....	1.50
Standard, Maryland, No. 2.....	.60
Red Kidney Beans—	
Standard, New York, No. 2.....	.95
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.90
Onions—	
Standard, New York, No. 2.....	.90
Fancy, New York, No. 2.....	1.00
Standard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.30
Fancy, Maine, No. 2.....	1.30
Shoe Peg, No. 2.....	.85
Whole grain, No. 2.....	.75
As—	
Standard, New York, No. 2.....	1.25
Sifted, New York, No. 2.....	1.50
Extra sifted, New York, No. 2.....	2.00
Standard, Southern, No. 2.....	.80
Sifted, Southern, No. 2.....	1.00
Extra sifted, Southern, No. 2.....	1.40
Standard, Indiana, No. 2.....	.80
Sifted, Indiana, No. 2.....	1.10
Extra sifted, Indiana, No. 2.....	1.40
Standard, Wisconsin, No. 2.....	1.10
Sifted Wisconsin, No. 2.....	1.40
Extra sifted, Wisconsin, No. 2.....	2.00
Cats—	
Standard, New York, No. 2.....	1.25
" No. 3.....	1.25
" New Jersey, No. 2.....	1.10
" No. 3.....	1.10
Scotch—	
Standard, New York, No. 2.....	1.00
Fancy, New York, No. 2.....	1.25
Standard, Maryland, No. 2.....	.95
Fancy, Michigan, No. 2.....	1.15
Garages—	
Small, No. 2½.....	2.00
Medium, No. 2½.....	2.20
Large, No. 2½.....	2.50
Tips, No. 1.....	2.25
Impkins—	
Standard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
Inch—	
Standard, Maryland, No. 3.....	1.00
ur Krout—	
Standard, New York, No. 3.....	.85
" Maryland, No. 3.....	.80

California Canned Fruit.

Apricots—	
Extra, No. 3.....	2.75
" No. 2½.....	2.10
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
rtlett Pears—	
Extra, No. 3.....	2.50
" No. 2½.....	2.30
Extra Standard, No. 2½.....	2.15
Standard, No. 2½.....	2.15
hite Cherries—	
Extra, No. 3.....	2.90
" No. 2½.....	2.50
Extra Standard, No. 2½.....	2.25
Standard, No. 2½.....	2.25
aches, Lemon Cling, Sliced—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
aches, Lemon Cling—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.45
aches, Yellow Crawford—	
Extra, No. 3.....	2.80
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.70
Standard, No. 2½.....	1.40

Eastern Canned Fruits.

Apples—	
New York State, No. 3.....	.90
" No. 10.....	2.75
ackberries—	
In syrup, No. 2.....	1.35
In water, No. 2.....	1.35
erries—	
White Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
aches—	
Pable, No. 3.....	1.35
Seconds, No. 3.....	1.15
Pie, No. 3.....	.85
ars—	
Bartlett, Extra Standard, No. 2½.....	2.00
Keifer, syrup, No. 3.....	2.00
" water, No. 3.....	2.00
ums—	
Heavy syrup, No. 2½.....	1.25
Light syrup, No. 2½.....	1.00
ueberries—	
Maine, in water, No. 2.....	1.40
awberries—	
Extra preserved, No. 2.....	1.80
Preserved, No. 2.....	1.60
In water, No. 2.....	1.20

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.50
" Standard No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.95
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.50
" No. 1, flat, 4 doz.....	4.50
" No. ½, flat, 4 doz.....	2.30
Star, No. ½, flat, 4 doz.....	1.40
" No. ½, flat, 4 doz.....	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
" Soused, ½s, oval, 100s.....	15.00
" high oval, 100s.....	18.00
" Fresh Mackerel, 100s.....	19.00
dgl., Young Mackerel in Olive Oil, ½s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kipperd Herring—	
Macconache's, plain.....	11.00
Normanna, Tomato Sauce, 100s.....	11.00
" Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
" Cod, 1-lb. round tins, 100s.....	23.00
" high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.45
" No. 1, flat.....	2.50
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" medium red, tall.....	1.30
" pink, No. 1, tall.....	1.00
Shrimps, No. 1, wet.....	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, 100s.....	11.50
" ½s, Tomato Sauce, 100s.....	11.50
" ½s, oval, Royans a la Bordelaise, 100s.....	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
" D. & G., ½s.....	26.50
" Ispa, ½s.....	28.00
" Gondolier, ½s, 100.....	18.00
" Landell, ½s, 100.....	9.50
" Martell, ½s, 100.....	10.50
" ½s, 100.....	15.00
" Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" ½s, tomato sauce, 100.....	15.00
" ½s, olive oil, 50.....	13.25
" ½s, tomato sauce, 50.....	13.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
"Herringtons," olive oil, 50.....	7.50
Bouillon "Herringtons," 50.....	5.60

Domestic.

American Oil—	
Semihole, standard, key, carton, ½s.....	3.90
No. 2, ½s, 100.....	3.60
½s, key, 100.....	3.80
Irma, ½s, 100.....	4.00
Pickert's, Rival brand, carton, ½s, 100.....	3.90
" ½s, 100.....	6.00
Mustard—	
Irma, ½s, 100.....	4.00
½s, 100.....	3.60
½s, 48.....	3.90
Continental, ½s, key, 48.....	3.25
Irma, fancy, ½s, 50.....	3.80
Gold Label, ½s, 50.....	4.50
" ½s, 100.....	7.00
Underwood's, ½s, 50.....	4.50
Pickert's, Crown brand, ½s, 48.....	4.00
" Columbias, ½s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.60
No. 2, 1 doz.....	4.80
Hash, No. ½, 2 doz.....	1.05
" No. 1, 2 doz.....	2.30
" No. 2, 1 or 2 doz.....	3.75
" No. 6, ½ or 1 doz.....	13.25
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 1 doz.....	4.60

Chipped Beef.

Armour's—	
Sbield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.95
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	4.00

Sliced Beef.

Armour's—	
Glass, small.....	1.85
" large.....	3.35
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....	
Erie brand.....	

Loaf Goods.

Armour's—	
Beef, No. ¾.....	1.40
Chicken, No. ¾.....	2.25
Ham, No. ¾.....	1.40
Veal, No. ¾.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.60
No. 2, 2 doz.....	4.80
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.60
Kingan's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	7.75
" No. 2, 1 doz.....	8.50
" No. 2½, 1 doz.....	11.55
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.....	2.50
Chicken Liver, 5 oz., 2 doz.....	2.50

Armour's—	
No. ¼, 4 doz.....	.47½
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	6.30
" No. 1, 1 or 2 doz.....	6.30
Curtice Brothers' Blue Label, In tins—	
Chicken, No. ½.....	3.45
" No. 1.....	6.10
Turkey, No. ½.....	3.45
" No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" No. 2½.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
somme, Chicken Gumbo (Okra), Mulligatawny, 2 Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.....			.90
Campbell's, No. 1s, 10½ oz., 4 doz.—			Per case
All kinds.....			3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.....			3.25

SPECIAL ASSORTMENTS.

Order by number.			
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....		per case	3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....		per case	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.....		case	3.60
Curtice Brothers' Blue Label—			
	Quarts.	Pints.	½-Pints
Green Turtle.....	6.50	3.50	2.00
“ clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes34
¼-lb. tins, 6-lb. boxes31
½-lb. tins, 6-lb. boxes30
1-lb. tins, 6-lb. boxes29
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes29
½ lb., 6 and 12-lb. boxes28
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....	.19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.....	.29
“ ¾ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ⅓ and ¼-lb. cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
“ ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size33½
“ ¼-lb. size.....	.33½
Premium Chocolate, ½s, 12 lbs29
“ ¼s, 12 lbs.....	.29
Best Sweet Chocolate, ½s, 6 lbs.....	.20
“ ¼s, 6 lbs.....	.20
Vanilla Chocolate, ½s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ¼-lb. glass jars.....	.40
Cocoa, ¼-lb. tins.....	.29
“ ¾-lb. tins.....	.30
“ ½-lb. tins.....	.33
“ 6 5-lb. cans30
Baking Chocolate, ¼s.....	.29
“ ½s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.85
Breakfast Cocoa, ¼ lb. size, 6 or 12 lb. bxs.	.27
“ “ ¼ lb. size, 6 or 12 lb. bxs.	.28
“ “ ½ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz
Grand brand, ¼-lb. tins, 2 doz.....	1.88
“ ½-lb. tins, 2 doz.....	3.50
“ 1-lb. tins, 1 doz.....	6.50
“ 5-lb. tins, 1 doz.....	.52 per lb.
“ 10-lb. bags.....	.50
Daalder's brand, ¼-lb. tins, 12-lb. box	“ .40
“ ½-lb. tins, 12-lb. box	“ .39
“ 1-lb. tins, 12-lb. box	“ .38
“ 2-lb. tins, 12-lb. box	“ .37
“ 5-lb. tins, 60-lb. box	“ .36
“ 10-lb. bags, 100-lb. box.....	“ .35
Runkels—	
Decorated Cocoa, ⅓s, 6 and 12-lb. boxes...	.36
Labelled Cocoa, ⅓s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, ⅓s, 6 and 12-lb. boxes	.30
“ ⅓s, 6 and 12-lb. boxes	.31
Dairy Milk Chocolate, 24 cakes to carton...	.80
Almond Bars, 24 cakes to carton.....	.80
“ 12 roc. cakes to carton.....	.80
Vanilla Sweet Chocolate, 24 cakes to carton	.80
“ “ ⅓s, 6 and 12-lb. boxes.....	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes	.24
Vienna Sweet, ⅓s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
Lowney's—	Per lb.
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ⅓-lb. pkgs.....	.29
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ⅓-lb. pkgs.....	.29
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ⅓-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs.....	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box.....	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins.....	.33
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....	.33
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins.....	.34
“Diamond” Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box	.80

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Almond Milk Chocolate, 48 sc. pkgs. in box	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box	per box	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	per case	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case	per case	.29
Bensdorp's Royal Dutch Cocoa—12 lbs. in box.	Per can. Per	
2-oz. oval cans, 4 doz. in box	.07 1/2	.90
5-oz. oval cans, 3 doz. in box	.18 1/2	2.20
1-lb. round cans	.29	3.48
60 lbs. in case	.57	6.84
5-lb. round cans	2.50	.50
Bensdorp's Chocolates—6-lb. boxes, 24 boxes in case.	Per	
Sweet Vanilla, 4 cakes to lb.	.28	
" 8 cakes to lb.	.28	
Milk Chocolate, 6 cakes to lb.	.45	
" 12 cakes to lb.	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case	.56	
Bensdorp's Cooking Chocolate—Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case	Per lb.	
Bensdorp's Turinos—5 lbs. in box, 20 boxes in case	.50	
1 lb. boxes, 30 boxes in case	.55	
1/2 lb. boxes, 60 boxes in case	.55	
1/2 lb. boxes, 90 boxes in case	.56	
Van Houten's—Cocoa, 12-lb. boxes, 1-lb. tins	Per tin	
" 12-lb. boxes, 1/2-lb. tins	.36	
" 6-lb. boxes, 1/2-lb. tins	.18	
Stollwerck's Gold Brand Cooking Chocolate—No. 300, unsweetened, 1/2-lb. packages	Per lb.	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes	.38	
Stollwerck's Gold Brand Plain Eating Chocolate—No. 1, large, 25 cent size, 6 tablets in box	Per box	
No. 3, small, 10 cent size, 24 tablets in box	1.10	
Stollwerck's Gold Brand Milk Chocolate—No. 51, large, 25 cent size, 6 tablets in box	1.10	
No. 53, small, 10 cent size, 24 tablets in box	1.80	
Stollwerck's Cocoa—No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes	Per lb.	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes	.39	

PAPER.

Continental Paper Bags—Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.	3/4 lb.	1/2 lb.	.25
1/2 lb.	3/4 lb.	1/2 lb.	.30
1 lb.	1 lb.	1 lb.	.40
2 lb.	2 lb.	2 lb.	.52 1/2
3 lb.	3 lb.	3 lb.	.62 1/2
4 lb.	4 lb.	4 lb.	.77 1/2
5 lb.	5 lb.	5 lb.	.89 1/2
6 lb.	6 lb.	6 lb.	1.09 1/2
8 lb.	8 lb.	8 lb.	1.27
10 lb.	10 lb.	10 lb.	1.44 1/2
12 lb.	12 lb.	12 lb.	1.69 1/2
14 lb.	14 lb.	14 lb.	2.14 1/2
16 lb.	16 lb.	16 lb.	2.29 1/2
20 lb.	20 lb.	20 lb.	2.57
25 lb.	25 lb.	25 lb.	2.84
Manilla—All No. 1 Manilla paper, full count, 480 sheets to the ream.	Per ream		
15x20, 5 reams in bundle	.48		
20x30, " "	.90		
24x36, " "	1.20		
Butter, Parchment—8x11, 1000 sheets	Per pkg.		
9x12, " "	.60		
18x24, 50-lb. bundles of about 1200 sheets,	per lb.		
Toilet—Extra quality, 100 rolls	Per case		
Good " 200 " "	5.75		
Butter, Wax—9x12, about 480 sheets	Per pkg.		
White Tea—8x11, 100 sheets to pkg., 10 pkgs. to bundle	Per bundle		
9x12, 100 sheets to pkg., 5 pkgs. to bundle	.70		
Bags, price per M—Original Bundles	Panther Ex. Heavy Yellow	Wolf Heavy Drab	
1/2 lb.	15M	.35	.26
1 lb.	10M	.43	.31
2 lb.	8M	.56	.41
3 lb.	6M	.74	.54
4 lb.	4M	1.10	.79
5 lb.	3M	1.27	.92
6 lb.	3M	1.56	1.13
8 lb.	2M	1.81	1.29
10 lb.	2M	2.06	1.48
12 lb.	2M	2.40	1.73
14 lb.	1M	3.05	2.20
16 lb.	1M	3.26	2.35
20 lb.	1M	3.64	2.62
25 lb.	1M	4.18	2.71
Flour Sacks, satchel bottom—Majestic	Plain		
Ex. Heavy	per 100		
12 1/2 lbs., 1 bbl.	.42		
24 1/2 lbs., 1/2 bbl.	.70		
49 lbs., 1/2 bbl.	1.40		
No. 2, Manilla, light weight—12 in. rolls	Per lb.		
15 " "	.02 3/4		
18 " "	.02 3/4		
20 " "	.02 3/4		
24 " "	.02 3/4		

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Silk Fibre, No. 1—9 in. rolls	.02 3/4
12 " "	.02 3/4
15 " "	.02 3/4
18 " "	.02 3/4
20 " "	.02 3/4
24 " "	.02 3/4
30 " "	.02 3/4
Paper Towels—50 rolls, 150 towels each, with holder and basket	per case 10.00
10 roll lots	per roll 1.20

CONDENSED MILK.

Eagle, 4 doz.	Per case	6.25
" 2 doz.	3.15	
Challenge, 4 doz.	4.35	
Magnolia	4.85	
Dime	3.75	
Baby, 1 doz., glass	2.00	
Peninsular	4.40	
Star, 4 doz.	4.85	
Anchor, skimmed	3.25	

EVAPORATED MILK.

Borden's, Peerless brand, tall	3.25
" " small, 6 doz.	2.25
" family size	2.95
" hotel size	3.25
" confectioners' size	3.50
Silver Cow, small, 6 doz.	2.25
St. Charles, small, 4 doz.	1.65
" tall	3.25
" hotel size	3.25
" confectioners' size	3.50
Pearl, tall	3.25
" small, 4 doz.	1.65

HIRES CONDENSED MILK



Silver	Per case	\$4.95
Hires	4.60	
Queen	4.60	
Premium	4.15	
Blue Ribbon	4.15	
Gold (Baby)	2.35	
Gold (Tall)	3.35	
St. Elmo	3.75	

CRACKERS AND CAKES.

J. S. Ivins' Son—Assorted Jumbles	Boxes	.10
Cocoanut Ripple	.11	
Crystal Cookies	.12	
Fruit Cookies	.10	
Graham Wafers	.11	
Grandma Cookies	.10	
Honey Jumbles, XX	.10	
Iced Honey Jumbles	.12	
Lemon Bar	.10	
Lunch Biscuit	.10	
Marshmallow Mayblossoms	.12	
Newtons	.11	
Saltines	.13	
Spiced Wafers	.10	
Sugar Cookies	.12	
Sweethearts	.12	
Water Crackers	.09	
7-lb. tin pails—Arrowroot Biscuit	.16	
Assorted Bon Bons	.17	
" Teas	.17	
" Slices	.17	
Butters	.16	
Chocolate Bon Bons	.17	
" Butters	.17	
Cocoanut Macaroon	.16	
Fancy Jumbles	.16	
Fruit Sundae	.16	
Lemon Sundae	.16	
Sweet Marie	.16	
Package goods—Animals	Per doz.	.45
Cracker Meal, large	.90	
" small	.45	
Gingerettes	.90	
Gold Medal Soda, small	.45	
" large	.90	
Graham Wafers	1.25	
Lunch-on-Thins	.90	
Milk Lunch	.90	
Ginger Snaps	.45	
Pink Tea	.90	
Saltona Biscuit	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—Butter Crackers	Bbls. Boxes	.09 1/4
Oyster Crackers	.09	.09 1/2
Wine Scroll	.11	.11 1/2
Cracker Dust	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.	Per doz.	1.15
" large, 1 doz.	1.15	
" with horseradish	1.75	
Wein Senf, bbls	per gal.	.75
1-gal. stone jars	per jar	.75
5-gal. kegs	per keg	2.50

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Prepared Mustard, bbls	per gal.
" 15-gal. kegs	"
" 10-gal. kegs	"
" 5-gal. kegs	"	.35-.50
" 2-gal. pails	per pail	.90
" 1-gal. pails	per pail	.50
Prepared Special, with spoon, 2 doz.	per doz.	.95
" sifting top, 2 doz.	"	.46
" with horseradish, 2 doz.	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub	per doz.
" loaf	per lb.
Sap Sago, 3 to 10 lb.	less than case, " "
Roquefort	12 in case, " "
" less than case, " "	
Parmesan, about 30 lbs.	loaf, " "
" less than loaf, " "	
Edam, 12 in case	case
" single	
" in tin	per lb.
" 1-lb. tins	per case
Camembert, domestic, wood boxes	per doz.	2.75
" Autocrat brand, large	"
" medium	"
Sap Sago, grated, ready for use, 10-oz. bottles	per doz.	2.75
Parmesan, grated, ready for use, small bottles	per doz.	2.50
Olmutter Hand, 100 in box	per doz.	2.25
Edelweis, Romatour and Bier-Kase	per doz.	2.25
American Swiss, No. 1	loaf 20-22
" less than loaf 22-25	
" square loaves, No. 1, about 25 lbs. each	per lb.	23-.24
Limburger, No. 1	box and 1/2 box	.18
" less than 1/2 box	
Pinxter, from Holland, in tins	per doz.	2.60
Muenster	per lb.	20-.22
Brick, No. 1	18-.20
English Dairy	22 1/2
Pineapple, picnic size, 6 in box	per box	3.00
" gem size, 6 in box	"	2.25
Royal Luncheon—Dinner size, 1 doz.	4.50
Lunch size, 2 doz.	2.40
Picnic size, 2 doz.	1.35
Trial size	1.00
MacLaren Imperial, club size	1.00
" No. 1 size	2.40
" Roquefort, large size	2.95
" small size	1.45
Fromage de Brie, M. C. C., 1 in box	1.55
Fromage d'Isigny, M. C. C., 6 in box	1.55
Wm. Tell brand, 12 in box	1.40
Neufchatel, Cow brand, 25 in box95
Star Cream or Phila., 12 in box	1.90
Miniature Cream or Phila., 12 in box95
Hand, 8 doz.	1.35
" 4 doz.70
" Thuringer, 4 doz.85
Farmer Hand, 4 doz.	1.45
Schutzen, 12 in box	1.25
American Mountain (Alpen Kase) 50 1-lb. pkgs.	per lb.	.18

Imported and American Meats and Sausages.

Westphalia Ham, marked weight	per lb.
Weiner Wurstel, 16 in tin	per doz.
" 8 in tin	
Carlsbad Speck (Imported Bacon)	per lb.
Imported Cervelat Sausage, Rolf's	"
Imported Frankfurters	per doz.
Goose Breast, imported, marked weight, per lb.	
Pate de foie Gras, small	per doz.	3.00
American—50 and 100-lb. boxes. Less		
Cervelat (C. W.)	.27	.28
" (H.)	.26	.27
" Peutonic	.24	.25
" Tip-Top	
" Gothaer	.32	.33
Salami (C. W.)	.27	.28
" (H.)	.26	.27
" (G. A. P.)	
Landjager, short	per lb.	.35
" long	
Mortadella, dry	
Knackwurst, 25 in box	per box	4.75
" per doz.	2.40	
Tongue Sausage	per lb.	.18
Smoked Braunschweiger Liver Sausage18
Lachs Ham37
Petit Delicatess Frankfurters, plain	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer	
Kraut	per doz.	1.00
Lebanon Beef Bologna	per lb.	20-.22
Paprika Speck18
Mettwurst, half round	"	.25
Liver Sausage (special), truffle, goose or sardellen	per lb.	.18
Smoked Thuringer Blutwurst
" Pfefferwurst

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars	Per doz.	4.80
" quart glass jars	5.75	
" 10-oz. jars	2.50	
" tumbler	2.50	
Calves' Head, round tins	1.65	
Tripe, 5-gal. kegs	2.00	
Pigs' Feet, 10-lb. pails	per pail	1.05
" 5-gal. kegs	per keg	2.25
Russian Sardines75
" 5-lb. pails	per pail	.65
" 10-lb. pails	2.25
Beef Salad, in glass	1.00

Holland and Scotch Herrings.

Holland—Mixed, Y. M., 5 keg lots	per keg	.85
Milkers, Y. M.	per keg	.95
Mixed, standard, bbls	6.50
Milkers, standard, bbls	7.50
" 1/2 bbls

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Scotland—		
Mixed, large, fulls, bbls.....	16.50	
“ “ ½ bbls.....	8.50	
Milkers, “ bbls.....		
“ “ ½ bbls.....		
Marinerte Herring, Imported, about 40 in pail.....	1.25	
Roll Herring, imported, about 25 in pail.....	1.00	
Spiced Herring, Imported, about 40 in pail.....	1.00	
Norway Stockfish, dry.....	per lb.	.15
Matjes Herring.....	per piece	.04

Blismarck Herring.

Round tins, with key, pint	Per tin	.20
" quart	.35	
" 2 quarts	.60	
" 4 quarts	1.10	
Roll Mops, 4-quart tin	1.00	
" 2-quart tin	.60	
Blismarck Herring, 4-quart tin	1.00	
" 2-quart tin	.60	
Kruger's Roll and Brat Herring, oval tins, doz.	2.50	

Russian Sardines.

Imported, Wallkoff brand	per keg
" 5-lb. pails	per pail
" 10-lb. pails	
Cut Spiced, 10-lb. pails	"	1.25
" 5-gal. keg	per keg	2.75
Russian, in glass jars	per doz.	.95

Norway Anchovies.

Fancy, keg	
" 1/2 keg	
" 1/4 keg24
" 1/8 keg
Original package	per 1/2 bbl.
Repacked, 5-lb. pails	per pail
" 10-lb. pails	
" 5-gal. kegs	per keg
" 1/2-lb. flat tins	per doz.
" 1/2-lb. tall tins	
" 1-lb. tall tins	"

Salt Sardellen.

Original packages, 1902	per anker
Repacked, kegs, about 8 lbs.	per keg	4.00
" pint jars	per doz.	6.00
" large tins	"	3.60
" small tins	"	2.40

Russian Caviar.</

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08½
" 25 lbs.	.08½
" 48 pkgs.	.08½
Apricots—	
Knighthood, 10-lb. boxes.	.17
Red Star, fancy.	.17
Dos Palmos, choice.	.09½
" crown slabs.	.08½
" standard.	.09½
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16¾
Eastern, pitted, 25 lbs.	.16¾
Peaches—	
Jumbo, Yellow, 25 lbs.	.09½
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06½
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11¾
Nectarines—	
Extra choice, 25 lbs.	.11¾

Foreign.

Citron, 10 lbs.	.16¾
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10¾
Crystal, fancy, 40 pkgs.	.08½
Admiral, 25 lbs., loose.	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06½
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.05

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.	.10½
50-60.	.08¾
60-70.	.08
California—	
40-50, 25-lb. boxes.	.10¾
50-60.	.09
60-70.	.08
90-100.	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.30
Connaisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.08¾
Sultana, fancy, 50 lbs.	.07¾
California, Loose—	
Muscatsels, 4 crown, 50 lbs.	.08½
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08¾
Fancy Ondara Layers, 28 lbs.	.08¾
Seeded—	
Knighthood, 36 pkgs.	.08¾
Owl, fancy, 36 pkgs.	.07½
Seedless—	
Not-a-Seed, 36 pkgs.	.09¾
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.	3.25
24 ½-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 ½-lb. pkgs.	1.80
24 ¼-lb. pkgs.	1.75
12 ½-lb. pkgs.	1.65
Dunham's—	Per lb.
¾-lb. pkgs., 15-lb. case.	.29
½ and ¾-lb. pkgs., 15-lb. case.	.28½
Baker's Premium—	Per case
120 sc. pkgs.	4.40
60 sc. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	.87½
Milleman's, No. 8 bottles, 2 doz.	.82½
Schramm's, large tumbler, 2 doz.	.77½
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle .50
Continental, red, 1 doz.	.32½
" black, 3 doz.	.67½
" Writing Fluid.	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Lettering, show card ink, 2 oz., all colors.	1.00

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LAMP GOODS.

	Per case of 6 doz.
	No. 0. No. 1. No. 2.
Lamp Chimneys—	
Macbeth, Pearl Top.	4.20 4.50 5.10
Sun, Crimp, Lustre brand.	3.00 3.60 4.50
Electric, No. 2.	per doz. .75
" slim.	.75
Rochester, " 12 inch.	1.25
Success, No. 1, 12 inch.	.90
" 12 inch.	1.25
No. 0, Tubular Lantern Globes.	5 doz. 2.75
Cold Blast.	5 doz. 3.25
Jumbo Chimneys, plain.	per doz. .75
" dec., 207.	.90 1.00
Banner Burners.	No. 0. No. 1. No. 2.
No charge for packages	.40 .50 .70
Oil Cans—	Per doz.
1 gal., glass.	2.25
1 gal., galvanized, Pearl.	1.75
5 gal., Lennox, spout.	5.50
5 gal., " splgot.	6.00
5 gal., Columbia.	7.00
5 gal., Banner.	8.00
5 gal., Cllmax, pump.	10.00
5 gal., Home Rule, pump.	12.00
Lanterns—	
No. 0, Standard.	4.00
No. 0, Dash.	7.50
Cold Blast.	7.50
Nu Style Lanterns.	8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye.	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case.	3.60
" " " 5 case.	3.50
Bird's Eye, " " 1 case.	3.50
" " " 5 case.	3.40
Search Light, D. D., No. 5, 1 gross, 1 case.	4.85
" " " 5 case.	4.60
Crescent, No. 5, 1 gross, 1 case.	4.50
" " " 5 case.	4.25
Blue Hen, No. 2, " 1 case.	1.85
" " " 5 case.	1.75
Coast, No. 1, 3 gross, 1 case.	2.85
" " " 5 case.	2.70
" " " 5 gross, 1 case.	4.75
" " " 5 case.	4.50
Globe, " 3 gross, 1 case.	3.00
" " " 5 case.	2.85
" " " 5 gross, 1 case.	5.00
" " " 5 case.	4.75
Doric, " 1 gross, 1 case.	1.15
" " " 5 case.	1.10
" " " 5 gross, 1 case.	5.50
" " " 5 case.	5.25
Monument City, No. 1, 1 gross, 1 case.	1.05
" " " 5 case.	1.00
" " " 3 gross, 1 case.	3.00
" " " 5 case.	2.85
Lord Baltimore, " 1 gross, 1 case.	1.05
" " " 5 case.	1.00
" " " 3 gross, 1 case.	3.00
" " " 5 case.	2.85
" " " 5 gross, 1 case.	5.00
" " " 5 case.	4.75
New Fast Mail, " 1 gross, 1 case.	1.10
" " " 5 case.	1.05
" " " 3 gross, 1 case.	3.15
" " " 5 case.	3.00
" " " 5 gross, 1 case.	5.25
" " " 5 case.	5.00
Search Light, " 5 gross, 1 case.	5.25
Strike on Box—	
Vulcan, No. 37, gross.	.50
" 50 gross.	.45
Home, 5 gross.	.40
" 25 gross.	.40

MINCE MEAT.

None Such—	Per case
¼ gross.	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09½
Barrels and halves, 400 and 250 lbs.	.09½
Wooden pails, 20, 40 and 68 lbs.	.09½
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08½
Condensed, cartons.	3 doz. to case 2.70
" 6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters.	.13
Wooden kits, 20, 40 and 68 lbs.	.13½
Armour's—	
Veribest, Concentrated—	Per doz.
1 ½-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" ½ doz.	3.00
Canakins, 10 lbs.	.13½
" 20 lbs.	.13
" 40 lbs.	.12½
Homemade Style, Moist—	
Kits, 10 lbs.	.11½
" 25 lbs.	.10¾
" 50 lbs.	.10½
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08½

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National—	Per lb.
18-lb. canakins.	.07¾
30-lb. pails.	.07¾
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09½
Tubs, 70, 35 and 18 lbs.	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08½
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes.	Per lb. .05½
" 3-box lots.	.05
" Banner, sifting, 25 lb.	.06½

OILS.

Stove Gasoline.	Per gal. .
Headlight, 150 test.	. .

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails. 5-gal. kegs	
X.	1.30 2.45 5.30
XX.	1.45 2.60 5.75
XXX.	1.50 2.70 5.70
XXXX.	1.60 2.90 6.10
Mammoth.	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles.	8.00
Large bottles.	6.00
Medium bottles.	6.50
Small bottles.	4.25
½-gal. tins, 5 gal.	15.25
¼-gal. tins, 10 gal.	27.00
½-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.	14.20
¼-gal. tins, 10 gal.	25.00
½-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans.	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon.	2.70
" half-gallon.	2.75
" quart.	2.80
" pint.	2.90
" half-pint.	3.00
Normanna Olive Oil—	Per gal.
1 gallon.	2.80
½ " 2 tins.	2.90
¼ " 4 tins.	3.00
⅛ " 8 tins.	3.10
1/16 " 16 tins.	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5½-oz. bottles.	.90
48 5½-oz. bottles.	.90
Pint cans, 24 to case.	1.90
Quart cans, 24 to case.	3.35
Gallon cans, 6 to case.	12.60
Cottonseed, large, 2 doz.	.87½
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 1.	per case 6.90
Fancy, 8 cans.	per case 6.90
Loubo, large, 1 doz.	1.57½
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large.	2.30
Medium.	1.35
Small.	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 ¼-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 ¾-oz. jars, 2 doz.	1.35
" 4 ¼-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92½

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.24½
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15½
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13½
" medium.	.12½
Mixed Table Nuts, 25 lbs.	.14½
Peanuts, Green—	
Jumbo.	.07½
Fancy, hand picked.	.06½
Virginia, choice.	.05
Peanuts, Roasted—	Per bush.
Jumbo.	1.80
Fancy, hand picked.	1.50
Virginia, choice.	1.25
Big Nickel.	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800.	14.00
32 gals., 3600.	27.00
48 gals., 5400.	40.00
16 gals., 2400.	16.00
32 gals., 4800.	31.00
48 gals., 7200.	46.00
16 gals., 5000.	20.00
32 gals., 10000.	39.00
16 gals., 7500.	58.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.25
Sour and Dill—	Sour. Dill.
16 gals., 600.	6.00 6.00
32 gals., 1200.	11.00 11.00
45 gals., 1800.	16.00 16.00
16 gals., 800.	6.50 6.50
32 gals., 1600.	12.00 12.00
48 gals., 2400.	17.50 17.50
16 gals., 1200.	7.00 7.00
32 gals., 2400.	13.00 13.00
45 gals., 3600.	19.00 19.00
Chow Chow—	
16 gals.	9.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain.	Per gal. .13
" 40 grain.	.12
Distilled, 45 grain.	.09
" 40 grain.	.08½
Fermented, 45 grain.	.09½
" 40 grain.	.09
Beech-Nut, quarts.	per doz. 2.50
" pints.	"
" ½-pints.	"
Cruikshank, distilled white.	per gal. .13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	.17½
" " 10-12 lbs.	.17½
" " 14-16 lbs.	.16½
" Skinned Hams.	.17½
" Cooked Hams.	.26
" Bacon.	.23½
" Beef, knuckles.	.29
Empire Brand Hams, 10-12 lbs.	.16½
" Skinned Hams, 18-20 lbs.	.16½
" Picnic Shoulders.	.13½
Hams, skinback, 18-20 lbs.	.14½
" 14-16 lbs.	.14½
" 8-12 lbs.	.15½
Picnics, 6-8 lbs.	.12
Dried Beef, sets, city smoked.	.27
" tenders and knucks.	.27
" air dried, sets.	.87
" tenders and knucks.	.27
Brisket Pork.	21.0

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DRESSED MEATS.

	Per lb.
Y Dressed Stock—	
Beef	.12½-.15
Veal	.11½-.14
Lamb	.08½-.13
Calves	.15-.16
Extra Calves	.17
Southern and Barnyards	.10-.12
Country Dressed	.14-.15
Extras	.16
Beep	.11-.12
Extra Wethers	.13
Lambs	.17
Extra Lambs	.18
Logs	.11½-.11¾

BUTCHERS' SUNDRIES.

Sh Steer Tongues.....each	-.80
Sh Tongues.....each	-.60
Sh Heads, scalded.....	.50
Sh Bread, veal.....per pair	.75
Sh Beef.....per lb.	.25
Sh Livers.....per doz.	1.25
Sh Kidneys.....per doz.	1.25
Sh Livers.....per doz.	1.25
Shails.....per doz.	1.20
Shails, beef.....per lb.	.05
Shails, beef.....per lb.	16.00
Sh Loin, beef, western.....	.22
Sh Pork, loins, city.....	.15
Sh Pork, western.....	.15

DRESSED POULTRY.

Keys—	Per lb.
Western, young hens, 8 to 10 lbs.....	.21-.23
“ young toms, 15 to 17 lbs.....	.22-.23
Old hens and toms.....	.20-.21
Common to good.....	.15-.18
Keys—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.35-.38
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.35-.38
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.35-.38
Keys—	
Western, fancy, heavy.....	.18-.20
Heavy Roasters, 4 to 5 lbs.....	.21-.22
Air to good.....	.17-.18
Old cocks.....	.14-.15
Keys—	
Prime, large, fancy.....	4.00-4.50
Fixed.....	3.00-3.50
Dark.....	1.75-2.00

LIVE POULTRY.

ing Chickens, nearby, 1½ to 2 lbs.26-.30
Large Springers.....	.22-.24
Wils.....	.17-.18
Posters.....	.12-.13
cks, young.....	.15-.16
“ old.....	.14-.15

PRESERVES, JELLIES, JAMS AND MARMALADES.

ies—	Per doz.
itter's, pure.....	.95
ruit jelly, apple flavor, 30 lbs. full weight, per pair	1.00
chimmel's, 8-oz. tumblers.....	.80
ational, 16 oz., 2 doz.....	.87½
“ 3-lb. tins, net weight.....	1.95
erves—	Per lb.
chimmel's, pure, 12-oz. jars, 2 doz.....per doz.	1.60
ational, 30-lb. pails.....	.09½
outhwark, 30 lb. pails.....	.07
“ 3-lb. toy pails.....per doz.	3.05
ies—	
chimmel's, pure, 12-oz. jars, 2 doz.....	1.60
outhwark, assorted, jars, 2 doz.....	.90
ange Marmalade—	
artley's, imported, 4 doz.....	1.90
chimmel's, pure.....	1.50
ch-Nut Brand Conserves—	
ies—	Per doz., in glass
Large Medium Individual	
awberry.....	3.25 2.00 1.10
ed Raspberry.....	1.80 1.00
lackberry.....	1.80
each.....	
ranberry Sauce.....	2.25 1.40 .80
oncord Grape.....	2.40 1.50 .90
um.....	.80
lg.....	2.35
liced Plum.....	2.25 1.40 .80
lamson Plum.....	2.25 1.40
ies—	
ed Currant.....	3.00 1.80 1.00
ack Currant.....	3.00 1.80 1.00
uince.....	3.00 1.80 1.00
rape.....	2.40 1.50 .90
rab Apple.....	2.35 1.50 .90
apple (Spitzenberg).....	2.25 1.40 .80
uava Jelly.....	1.80 .70
erves—	
ineapple (shredded).....	3.00 1.80 1.00
erry.....	3.50 2.10
malades—	
range, sweet.....	2.25
rape Fruit.....	2.25 1.40 .80
hubarb.....	2.25
itter Orange.....	2.20 1.35 .80
arge jars packed one dozen, medium two dozen	
individual three dozen per case.	

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.....per pail	1.15
“ full 5-lb. slip cover tins, ½ doz.....per case	1.60
“ Schimmel's, 30-lb. pails.....per lb.	.06½
“ 3-lb. slip cover tins, 1 doz.....per doz.	2.60
“ 2½-lb. stone jars, cloth top, ½ doz.....per doz.	2.90
“ 40-oz. stone crock, glass top, ½ doz.....per doz.	3.15
“ Mother Cook's, No. 14, 2 doz.....	.90
Peach, 30-lb. pails.....per lb.	.07½

DRUGS.

Family Medicines.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.75	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balm de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Alum.....	.05
Borax, powdered, bulk.....	.07
“ lump, bulk.....	.06½
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.12
Copperas.....	.02½
Camphor, gum, 1-oz. blocks.....	.70
“ flakes, 250-lb. bbls.....	.14
“ less quantity.....	.15
“ Tar Balls, 250-lb. bbls.....	.12
“ less quantity.....	.14
Castoria, Fletcher's.....per doz.	2.80
“ Pitcher's.....	.80
Carbonate of Ammonia.....per lb.	.13
Epsom Salts, in barrels.....	.02½
Glauber Salts.....	.02½
Glue, ordinary.....	.11
“ white.....	.20
Gum Arabic.....	.50
Haarlem Oil.....per doz.	.40
Husband's Magnesia.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
“ M. & R., 5-lb. boxes.....per lb.	.23
“ lozenges, 5-lb. boxes.....	.27
“ 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24
“ root.....	.12
Putty, 25-lb. cans.....per 100 lbs.	1.57½
50-lb. cans.....	1.47½
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
“ 10c. size.....	.75
Paris Green, 100-lb. kegs.....per lb.	.17
“ ¼-lb. pkgs., 50 lbs.....	.22½
“ ½-lb. pkgs., 50 lbs.....	.21½
“ 1-lb. pkgs., 50 lbs.....	.20
Rosin.....	.04½
Roach Powder, BB, 4-oz. cans.....	8.00
“ 10c. size.....per doz.	.80
Roachsalt, 10c. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.14½
“ granulated, about 100-lb. kegs.....	.14½
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50
“ 100-lb. bags.....per lb.	.03
“ less quantity.....per lb.	.03
Venetian Red.....	.09
Whiting.....	.02
Goff's—	Per doz.
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
“ BB, 10c. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triquinine Quinine.....	.80
Triquinine Capsules.....	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.	
“ qts.....	
“ gals.....each	
“ ½ bbls.....	
“ bbls.....	
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....	2.25
McCord's Magic Medicine, 25c. size.....	2.00
“ 50c. size.....	4.00
McCormick's Tasteless Chili Tonic, 25c. size.....	2.00
“ 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.80
Borax, 20-Mule Team—	
48 1-lb. cartons.....	4.80
72 10-oz. cartons.....	4.80
96 ¼-lb. cartons.....	3.20

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Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
“ No. 4 size.....	2.25
Rose, No. 2 size.....	1.25
“ No. 4 size.....	2.75
Pistachio, No. 2 size.....	.90
“ No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....No. 2 size	.90
“ No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
“ No. 4 size.....	2.00
Orange, No. 2 size.....	.90
“ No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle—	Per doz.
Maple Flavoring, ½ oz.....	.90
“ 1 oz.....	1.75
“ 2 oz.....	3.00
Crescent Brand, bottles, ½ oz.....	.90
“ 1 oz.....	1.75
“ 2 oz.....	3.00
“ 4 oz.....	5.25
“ 8 oz.....	9.00
“ pints.....	16.50
“ quarts.....	30.00
“ ½ gallons.....	5.00
“ gallons.....	9.50
Sauer's Flavoring Extracts—	
No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....per gross	10.80
Nos. 2 and 4, assorted cases.....	11.80
F. F. V. Vanilla.....	2.00 3.75 7.25 14.00
XXX.....	1.75 3.25 6.25 12.00
XX.....	1.50 2.75 5.25 10.00
X.....	1.00 2.00 4.00 8.00
Lemon.....	1.00 2.00 3.50 6.75
Ginger, Clove, Pepper-mint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange, Nutmeg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple, Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1½ doz.....	1.50
“ 1 doz.....	.80

CIDER.

Old Orchard, bbls.....per gal.	
“ ½ bbls., 28 gals.....per ½ bbl.	
“ kegs, 14 gals.....per keg	

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
“ boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleur's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons.....	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06½
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2½-lb. cartons, sterilized.....	.06½
Comet, natural brown, 1-lb. cartons, sterilized.....	.06½
Comet Cereal, 1-lb. cartons, sterilized.....	.06½
Sola Japan Unkoted.....	.06½
D. S. & H. Craig, Inc.—	
Imperator.....	.06½

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.....	Per case
“ small, 2 doz. ½ pints.....	4.25
Schimmel's, small, 2 doz.....	2.50
My Wife's, large, 1 doz. pints.....	.90
“ small, 2 doz. ½ pints.....	2.50
“ 1 doz. ½ pints.....	1.50

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60-lb. boxes.....per box	.60
“ Crystal Brand, 24 2½-lb. pkgs., per case	80

SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, large.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82½

SODA—BI-CARB.

Babbitt's, ¼s, 25 lbs.....	Per lb.
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05½
“ ½-lb. pkgs., 36 lbs.....	.05
“ ¼-lb. pkgs., 36 lbs.....	.05½
“ ½ and ¼-lb. pkgs., 36 lbs.....	.05½
Dwight's, 1-lb. pkgs., 36 lbs.....	.04½
“ ½-lb. pkgs., 36 lbs.....	.05½
“ ¼ and ½-lb. pkgs., 36 lbs.....	.05½
“ 1, ½ and ¼-lb. pkgs., 36 lbs.....	.05½
112-lb. kegs.....	.02½
Bi-Carb.....	.03

SOFT DRINKS.

Cliequot Club Co.—	Per e
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer.....2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
“ Ginger Champagne, 50 pints.....	8.00
Welch's Grape Juice—	Per case
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
“ pints, 2 doz.....	4.50
“ ½ pints, 3 doz.....	4.50
5 per cent. discount on 5-case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual.....	.90
1 lb.....	3.00
2 lb.....	5.00
3 lb.....	7.25
Richardson & Robins'—	
Individual, 2 doz.....	.85
Round conical, with key, No. 1, 1 doz.....	2.25
“ No. 2, 1 doz.....	4.20
Atmore's Philadelphia, seedless—	
Individual, 2 doz.....	1.90
Cans, No. 1, 1 doz.....	2.30
“ No. 2, 1 doz.....	4.10
“ No. 3, ½ doz.....	3.25
“ No. 4, ½ doz.....	4.35

FLOOR POLISH.

O-Cedar—	Per doz.
4 oz., 1 doz.....	3.00
12 oz., 1 doz.....	6.00
Quarts, 1 doz.....	12.00
Half gallon, 1 doz.....	18.00
Gallon, ½ doz.....	30.00
Discount to dealer 33½ per cent.	

CLEANSERS AND POL

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description. Less than	Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
" "	100 10ct.	6.75
Fels-Naphtha, Fels & Co	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G	100 10 oz.	7.00
" "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G	100 12 oz.	3.05
Lotus, white	100 1dry.	5.20
" "	100 5ct.	3.90
Marselles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G	72 60	3.05
" Eavenson	84 60	3.15
" Penna, Miller	60 50	1.95
" Phlla., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G	120	2.40
Pound Bleach, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G	80	3.20
Sunlight, twin, Lever Bros. Co	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 sc. bars		3.85
" 100 roc. bars		6.50
" 50 roc. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 roc. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	per bar .75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 roc.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	per pall 2.00
Hand Sapolio, 1/2 gross	per gross 9.50
Lava	100 cakes 3.85
" 50 cakes	2.00
Marselles, white, 100 pkgs., Lautz	200 cakes 2.10
" 50 pkgs., Lautz	100 cakes 1.75
Miller's	50 cakes 1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	per box 3.85
" Haskin's, 365	1.45
Sweetheart, 50 cakes	per box 1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	per gross 3.60
Glycerine Tar, Fairbank's	100 cakes 3.75
Swift & Co.—	
Vulcan Pumice, 1005	3.50
" 505	1.80
Raven Tar, 1005	3.50
" 505	1.80
Queen Regent, 1005	3.50
" 505	1.80
Witch Hazel, 1005	3.50
" 505	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.	per box 3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 245	3.75
" 1005, 5c. size	3.75
Soapine, No. 1, 36 15.	2.50
" No. 2, 100 7-oz.	2.50
Pearline, 36 roc. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 245	3.75
" 1005, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 roc. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 48	4.00
Grandma, 1005	3.65
Polly Prim, Scouring, 60 roc	4.20
Star Naphtha, 100 53	3.75
Miller's Powerine, 1005	4.00
Swift & Co.—	
Pride Washing Powder, 245, large size	3.50
" 1005, 5c. size	3.60
Sunbrite Cleanser, 605	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
10 "	3.75
25 "	3.70
Fels Soap Powder can be included with shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	Per doz 1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Flischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb. 6, 10, 25 lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.36
Ginger, African, Crystal	.11 1/4
" Cochin	.14 1/4
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, Isinglass front, roc., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, roc. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	.07 1/2
Best, 24 1-lb. pkgs.	.03 1/2
" 48 15.	.03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	.07 1/2
Niagara, 48 1-lb. pkgs.	.05 1/4
" 24 1-lb. pkgs.	.05 3/8
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/4
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/4
" 12 6-lb. boxes	.08 1/4
" Superior B, bulk, 40 lbs.	.03 1/4
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/4
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 1/4
Celluloid, 64 roc. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 roc. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 roc. pkgs.	5.00
" 36 roc. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross 4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/4-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" roc. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	per gross 9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
roc. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	.90
" Mucilage	.75
" Cone General Mucilage, 2 oz.	.30
" 1 doz.	.80
Le Page's Glue, bottle	.80
" tube	.80
Royal Glue, 3 doz.	.80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 105	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2
SYRUP AND MOLASSES.	
All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

Selzer's, small bottles, 2 doz.	per doz. .95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Mary Jane, 24 2 lb.	2.15
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
roc. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 15	1.15
" 25	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
7, " "	3.25
6, Household	2.75
7, " "	3.00
6, Monogram	3.25
7, " "	3.60
Daisy Parlor	1.30

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.75
No. 126, Ruby	2.60
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.65
No. 687, Double Leader Swing, Protector	3.55

Buckets.

Painted, 2 hoops, flat	per doz. 1.70
" 3 hoops, flat	1.80
Galvanized, 10 qt.	1.60
" 12 qt.	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.45
" 2 lb.	per 1000 1.85

Clothes Pins.

5 gross	per box .78
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Mops.

AND

Grocery World

**Circulates in every
State of the Union
and Canada.**

Entered at the Philadelphia Post-Office as Second-class Matter.

No. 5.

Wrigley & Co., W. 9

More Questions Which American Grocers Who Consider Themselves Well Informed Can Ask Themselves

They Comprised the National Examination Questions of the English Institute of Certificated Grocers. Particularly Read the Questions on Methods of Advertising.

Several weeks ago we published another set of the English grocery examination questions, which a candidate for a diploma from the Institute of Certificated Grocers must first pass. Those were the questions asked in the local examinations. Below we reproduce the questions asked in the recent (June) National examinations:—

WRITTEN PAPERS.

Note.—Three Hours Allowed for Grocery and Provision Sections.

(In the Grocery and Provision Sections the numbers and letters given refer to actual samples so labeled and displayed on tables in the examination room for identification and description by the candidates.)

GROCERIES.

(All the Questions may be attempted.)

1. Describe the appearance of the dry manufactured leaf of the following teas:—

Pakling, Assam Pekoe Souchong, Gunpowder, Lapsang Souchong, Oolong, Assam broken Orange Pekoe, Ceylon broken Pekoe, Caper and Canton Orange Pekoe.

2. What is the object of blending coffee? Suggest a blend of coffee to cost 1/3 per pound, roasted and duty paid, and give your reasons for choosing coffees named.

3. From the retail grocer's standpoint, which do you consider the most satisfactory dried fruit to handle, and why?

4. Whence do we obtain almonds?

5. Describe the processes by which white pepper is obtained from the black pepper berry.

6. Name the different countries from which the ginger as shown (samples A, B, C, D, E) is obtained, listing them as nearly as possible according to their relative values, placing the finest first.

7. (a) Describe the effect of the war upon the various branches of the sugar industry, productive and distributive.

(b) What steps in your opinion are desirable to improve the general situation with regard to sugar in this country?

8. (a) Place in order of quality the various descriptions of canned salmon.

(b) State the chief characteristics of each.

PROVISIONS.

(All the questions may be attempted.)

9. Bacon.—Give the trade name, country of origin, and cost price of—A, B, C, D, E, F, G, H, I.

10. Butter and Margarine.—Describe the samples marked—A, B, C, D, E, F, G, H, naming the substance, whether butter or margarine, country of production, quality and cost price.

11. Cheese.—Name the country of origin, trade name, and cost price of—A, B, C, D, E, F, G, H.

12. Show by a diagram how you would cut up a side of bacon weighing 60 pounds and costing 107/ per cwt., into 12 pieces to realize 15 per cent. profit.

METHODS OF BUSINESS AND PRINCIPLES OF ADVERTISING.

(Only five questions may be attempted.)

Time allowed, 2 hours.

14. You are appointed to manage a branch shop doing a cash turnover of £200 per week in grocery and provisions; you have authority to staff as you think well, but are not required to do the buying.

(a) What staff, in addition to yourself, would you require to work the business efficiently and economically?

(b) What would be the routine duties of each?

15. How would you prepare for and carry out the stock-taking in such a business as the above, to give the maximum of accuracy with the minimum of disturbance to business? Would you calculate the value of good stock at cost or at that day's market value? Give the reasons for your method.

16. Describe fully your plan for treating—

- (a) Letters inwards;
- (b) Invoices;
- (c) Statements;
- (d) Receipts;

so as to insure instant reference when required.

How can you prevent the probability of an account being paid a second time?

How would you guard against loss of discount resulting from dates of payment being accidentally overlooked?

17. Describe very fully what you understand by salesmanship. Is it a natural gift? Is it to be acquired? or both? Give reasons.

18. Yours is a high-class business, your total expenses average 15 per cent. on your turnover, and in addition you have leakages in weighing, shrinkage and waste amounting to 2 per cent. on your turnover. What percentage must you add to your cost prices to yield a net profit of 3 per cent. on sales?

19. Suppose you decide to specialize in coffee, what methods would you adopt to build up a good coffee trade? Give illustrations of any advertising which might help you.

20. Which methods of advertising would you adopt for the following grocery and provision businesses? Give any two sample advertisements:—

(a) High-class shop in a central position in a good country town.

(b) Medium and assorted trade in an industrial suburb of a large town.

(c) Low-class trade in a poor district of ditto.

21. Give the reasons for and against the experiment of closing grocery and provision shops for meal times. If such closing would be more suitable for some classes of business or neighborhood, give details and reasons.

LAWS AFFECTING THE TRADE.

(Only four questions may be attempted.)

Time allowed, 1½ hours.

22. Give a list of the principal Acts of Parliament which deal with the adulteration of food, commencing with the Food and Drugs Act, 1875.

23. What are the remedies available for breach of contract to deliver specific or ascertained goods?

24. From whom can a license to trade with an alien enemy be obtained?

25. What acts of a creditor will release a guarantor?

26. What are the provisions of the Sale of Goods Act, 1893, in respect of the transfer of title to goods sold by a person who is not the owner thereof, and who does not sell under the authority or with the consent of the owner?

27. State shortly the main principles on which the court acts in dealing with agreements in restraint of trade.

BOOKKEEPING.

(Only four questions may be attempted, of which either No. 32 or No. 33 must be one.)

Time allowed, 1½ hours.

28. Under what schedule would you expect to be assessed for income tax, and on what basis?

From the following figures give the income tax assessments for 1913-14 and 1914-15:—

1910	Profits £300
1911	Profits £500
1912	Profits £400
1913	Profits £350
1914	Profits £480

29. Explain what is meant by the "capital" of a business, also what is meant by the following:—

- (a) "The business is insolvent."
- (b) "John Jones is over-trading."

30. What do you consider the best method of keeping the cash book of a retail grocer doing a cash trade of £100 per week and a credit trade of £70 per week?

31. What is the difference between "fixed" and "floating" assets? State under which of the above headings the following come:

- Book debts.
- Stock in trade.
- Plant and machinery.
- Good will.
- Cash at bankers.
- Furniture.

32. Jones and Smith are in partnership, dividing profits and losses as follows: Jones ¾ and Smith ¼. The premises occupied by them belong to Jones and he lets them to the business for £100 per annum, which sum is to be allowed for in his drawing account. The trial balance on the 31st of December, 1914, including a year's trading, is as follows:—

	Dr.	Cr.
Sales		£10,400
Wages	£2,000	
Purchases	4,500	
Rates and taxes	40	
Salaries	300	
Traveling expenses	100	
Plant and machinery	3,000	
Debtors	2,700	
Stock, 31/12/13	3,000	
Bank balance.	650	
Creditors		5,290

Capital—Jones	750
Smith	250
Drawings—	
Jones	300
Smith	100

£16,690 £16,690

Provide for 10 per cent. depreciation off machinery.

Stock the 31st of December, 1914, £3,500.

Prepare profit and loss account for the year ending December 31, 1914, and balance sheet as on that date.

33. The undermentioned errors were discovered in the books of a retail grocer which have been written up for the twelve months ending December, 1914:—

May 1st. A check was received from Mr. Smith for £17 for goods sold him, but was posted to his credit as 17s.

May 31st. A sale of £26 10s. od. was credited correctly and debited to the customer's account as £26 1s. od.

September 30th. Goods were returned by Mr. Adams of the invoiced value of £57 10s. od. and were credited to his account, but no other entry was passed.

How would you correct these entries, and what items, if any, would they affect in the profit and loss account for the year?

34. What is your opinion of the journal, and for what is it particularly used? In carrying on a retail business give your opinions as to the necessity or otherwise of keeping a journal.

PRACTICAL TESTS.

Invoicing and parcelling.

1. Wrap and tie two pounds of rice.

2. Wrap half-pound of whole coffee, flat.

3. Make out the invoice of the following goods (farthings to be charged). Write your number on the invoice.

4. Collect the following goods and parcel them. Write your number on outside of parcel and place folded invoice under string:—

10 ounces baking powder at 6d per pound.

2 pounds gran. sugar at 3¼d per pound.

10 ounces ground rice at 3d. per pound.

½ pound whole coffee at 1/10 per pound.

3 tablets soap at 2d. per tablet

6 ounces caraways at 8d. per pound.

6 ounces lard at 7d. per pound

Gone—1 tin H. & P.'s lunch biscuits, 7¾ pounds, at 5½d. per pound.

1 bottle chutney, 7½d.

2 pounds rice at 2½d. per pound

Gone—20 eggs at 1/8 per dozen

6 ounces butter at 1/5 per pound

2 pounds lump sugar at 4d. per pound.

1 tin custard powder, 6½d. per pound.

Gone—6 pounds 11 ounces bacon at 11½d. per pound.

6 ounces pepper at 1/8 per pound

½ pound currants at 4½d. per pound.

10 ounces tea at 1/10 per pound

1 bottle sauce, 5½d.

Gone—5 pounds 13 ounces cheese at 1/0½d. per pound.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

TEA.

Dry Leaf.

Describe the samples of tea numbered 1 to 6 under the following heads:—

- No. of Tea.
- Country of Origin.
- Grade (whether Pekoe, Broken Pekoe or Souchong, etc.)
- Wholesale Price (duty paid).
- General Remarks as to Character.

Liquor Test.

1. Pair the teas in liquor before you.
2. Place the pairs in order of value, reading from left to right, putting the finest on the left.

COFFEE.

Naming and Valuing.

Place in order of merit the three samples of coffee before you, putting the finest quality on the left. Insert name of each kind in the spaces below.

Roasting.

Roast (separately) the two half-pound specimens of whole coffee before you as nearly as possible to the standard sample shown.

Mail Order Grocery Prices Compared With Regular Prices.

A Western farmer who had a bill of groceries for harvest time all ready to mail in to a mail order house at Kansas City, dropped in at a local grocery to compare prices. To his surprise he found that he could save \$3.60 on the bill by buying it of the local grocer instead of sending to the mail order house. Here is the bill he was about to send to the Kansas City house—Montgomery Ward & Co.—and the price he paid for the duplicate order at the local grocery:—

At Montgomery Ward's, Kansas City, Mo.	
12 cans red salmon	\$1.90
1 doz. baby size milk50
1 case tomatoes, No. 3	2.50
1 case early June peas	2.55
1 case sweet potatoes	2.75
1 case sugar corn	1.98
1 case hominy	1.62
1 case golden wax beans.....	2.25
1 case beets, 3-lb. cans.....	2.85
1 10-lb. box apricots.....	1.49
1 10-lb. box prunes.....	1.02
1 10-lb. box peaches.....	.98
5 pkgs. macaroni48
100 lbs. Sunset flour	3.68
12 pkgs. cornstarch58

\$24.93

Freight

3.99

Total cost at depot

\$28.92

The Local Grocer's Price.

12 cans Summer Girl salmon, \$2.20	
12 cans baby size milk.....	.50
1 case Maryland Chief tomatoes	2.50
1 case Dux early June peas...	2.40
1 case sweet potatoes.....	3.00
1 case Disart corn	1.90
1 case Scott's hominy	2.00
1 case golden wax beans.....	2.25
1 case fancy red beets.....	2.35
1 10-lb. box prunes.....	1.00
1 10-lb. box Muir peaches....	1.00
1 10-lb. box apricots.....	1.00
6 pkgs. Skinner macaroni.....	.50
100 lbs. U-Knead-It flour.....	3.20
12 1-lb. pkgs. cornstarch.....	.60

Time price

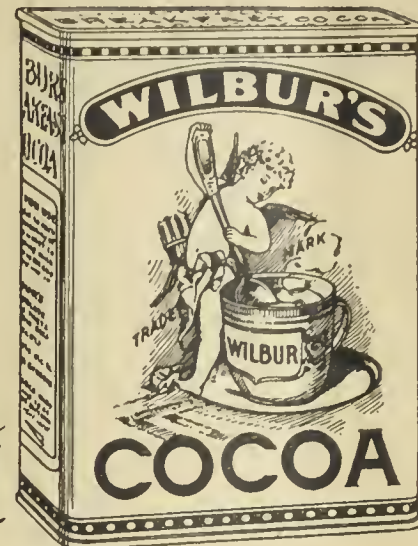
5 per cent. discount for cash..

1.33

Cash price

\$25.32

Saving by buying at home, \$3.60.



IS
BEST
FOR

WILBUR'S COCOA

Made in Philadelphia

are the 60 good reasons why wise housewives buy it and wise dealers push it. We keep consumers interested by steady advertising, we keep them pleased by maintaining quality and purity. No wonder WILBUR'S

SELLS LIKE SIXTY

and leads all others in sales to consumers and profits to dealers.

Tell your customers about the 60 delicious cakes, cake icings, puddings, sauces, desserts and candies they can make with WILBUR'S COCOA and you'll find it easy to sell them the *big pound cans* of WILBUR'S.

WITH THE BIG PROFIT

instead of the small quarter pounds of other cocoas with the small profit.

Let us send you a supply of our complete Cocoa Recipe Books—"Cooks' Tours Through Wilburland"—and our special plan for helping you increase your sales.

H. O. Wilbur & Sons, Inc.
PHILADELPHIA

Baking
Cakes
Cake Icings
Charlottes
Custards
Ice Cream
Puddings
Pies
Sauces
Desserts
Candy
Hot Cocoa
Iced Cocoa
Cocoa Syrup



SAY TO CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes, you don't have to cook it like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Subsidizing Salesmen and Taking Unearned Cash Discounts Two Prime Evils of the Trade

National Wholesale Grocers' Association Issues Statement on Both. Believes Nobody Should Allow His Salesmen to Be Hired by Outsiders to Push Special Goods, or Take Discounts Which Are Not Earned.

The National Wholesale Grocers' Association has issued pronouncements to jobbers on two important questions of the trade: (1) allowing manufacturers to subsidize jobbers' salesmen to push particular goods to retailers, and (2) taking cash discounts after the discount period has expired. The National Association's views on these subjects are worthy of reproduction:—

SUBSIDIZING SALESMEN.

The policy of subsidizing salesmen is wrong in principle. It is a form of bribery that tends to demoralize the sales force and destroys that confidence between manufacturers and distributors which is the foundation for fair trading. It violates one of the "objects" of this association, and opens the way to flagrant abuses. It should be discouraged and can be eliminated entirely by the wholesale grocers themselves.

Don't furnish the names of your salesmen to any manufacturer. Instruct your office force accordingly. The evil of the subsidizing practice may not appear as harmful as it really is, yet how few principals in the wholesale grocery business know that the names of their salesmen have been furnished to manufacturers by department men, who may be interested with the salesmen in a division of the subsidy or bribe. How seldom, if ever, is a subsidy offered on a free seller in which your capital is invested, and for which a demand is created? Subsidies are usually offered on a new article or one on which the manufacturer wants to make a "drive," as it were, and in subsidizing your salesmen, improper methods are employed and illegitimate practices are introduced. No manufacturer should be privileged to bribe your salesmen, and thereby undermine your selling organization, and no manufacturer will do so without your consent?

If the subsidizing practice is to be ended, the individual jobber must be alive to the evil and correct it, before some manufacturers have more control over his sales force than the employer has who pays the salaries and supplies the capital invested.

DISCOUNT FOR CASH.

If trade is to be carried on upon "lawful and proper lines," honor must be the keystone of business. Evils in the trade are being eliminated, yet, now and again we are reminded that the "Discount for Cash" privilege is abused by some wholesale grocers. A discount for cash is nothing more nor less than a reward for prompt payment within a specified time and no wholesale grocer should expect the discount if he has violated the terms

of purchase. The rule of action is that every unit should do its duty, otherwise trouble ensues. The individual cannot ignore the rights of others without injury to all and with greatest harm to himself.

Laxness in observing the discount for cash limit may be due to thoughtlessness, or improper instruction to the bookkeeping department of your business. The discount for cash may seem a matter of trifling importance because the amount involved in the transaction is small, yet a manufacturer trading with several thousand wholesale grocers who are entitled to a discount for cash under certain and positive conditions, would soon find himself seriously handicapped if these wholesale grocers abused the privilege offered. Don't expect a discount for cash unless you are entitled to it under the terms of sale of the manufacturer.

Let the accountants of a firm be held to a rigid system, by paying the invoice *within* the time limit of the discount for cash allowance, and not tender payment after the time limit has expired, and then find fault with a manufacturer who may criticize a violation of his selling terms.

There are splendid possibilities in the discount for cash system for both manufacturers and distributors if the privilege and its real meaning are respected by all wholesale grocers.

Pennsylvania Organization Notes.

The big event of the week was the picnic of the Pittsburgh Grocers' Union at West View Park on July 21st. Just how many thousands were there would be hard to estimate. They came in crowds until the park could hold no more. There was a big programme of sports, free lunch and a chance for every one to win a new Ford five-passenger automobile. Visitors were there from all the surrounding towns. Organizer Smedley spent part of the day with them. It was one of the best-conducted affairs of the season. Clean fun, ideal weather, splendid arrangements for comfort and samples galore. The manufacturers gave away enough stuff to satisfy even the most energetic sample gatherer. The following Executive Committee had charge of the day: D. E. Durbin, C. A. Bell, H. Studt, B. Buesker, Fred. C. Mahler, Wm. Harbison, Chas. Wachter, W. H. Shaeffer and H. F. Donnelly. These gentlemen were assisted by about 150 of the membership.

The Pittsburgh grocers will now have a paper that will be the official mouth-

piece of the organization. Its title will be the "Pittsburgh Grocer and Merchant."

The Pittsburgh Butchers' Association will picnic at Idelwild Park on July 28th. A big crowd is expected.

Wilkesburg grocers are arranging to form an association.

The Wilmington Grocers' Association conducted a successful excursion to Atlantic City on July 22d.

E. J. Spangler, one of the wheel horses of the State Association, died on July 20th at his home in Pittsburgh and was buried at Berlin, Pa., on July 23d. Mr. Spangler was a hard and conscientious worker for the cause of organization and he assisted in forming a number of associations.

The Royersford merchants have organized an association, with James B. Richart as president. Mr. Smedley has received an invitation to address the association in August.

The Pottstown Association will picnic on August 5th. It will be a big event. It is expected that Governor Brumbaugh will be the guest of honor.

Thursday, July 29th, was celebrated as Commerce Building Day at Erie. The event celebrated the opening of the new quarters of the Erie Commercial Club and was attended by thousands of the citizens of Erie. The climax of the day was reached when a young couple

were married on the roof. Arrangements have been made to start the couple in housekeeping.

Punxsutawney Association has added 17 new members to the roll since the date of the rally meeting. The association conducted a successful "Independence Day" celebration on July 5th.

Erie grocers held a successful outing at Four-Mile Creek Park on July 21st.

The Meadville Association is about to inaugurate a co-operative delivery system.

The New Castle Grocers' Association held a picnic at Cascade Park on July 21st. This was the 15th annual event. It was a day of merrymaking and re- enjoyment.

Grocers of the East End (Pittsburgh) gave an outing to their customers at Idelwild Park on July 14th. It was a big success.

The Berwick Business Men's Association will picnic at Fairchild's Park on August 11th. It will be a big event. Everything is to be free, even the transportation. There will be sports of all kinds and it is expected that one of the results will be to more closely link the merchant and his customer. The Berwick Association is adding to its membership at each meeting.

On July 22d there was a meeting of the local Convention Committee of the Meadville Association at Conneaut Lake, consisting of C. L. Shaw, F. J.

Adams Express Co. Recalls Larkin Deal

Opposition to Trade So Heavy That Company Issues Statement That Scheme Is Off. Plan Was to Have Been Worked All Over Country.

In a recent issue it was stated that the Adams Express Co. had entered into a working agreement with the Larkin Co. whereby the express company should push Larkin goods among its employees. The advantage to the express company was in the large added amount of express business which it expected the shipment of the Larkin goods would produce.

The idea emanated from the Bureau of Order and Food Products in Philadelphia and was first put on in the West, being intended for extension all over the country if successful there.

The whole scheme has now collapsed and been withdrawn. The Western trade rose en masse against it and the company during the week has issued the following statement:—

Recently, our company has been distributing circulars, advertising for sale, products of certain Eastern concerns. These circulars were issued by Mr. Tunis, Chief Industrial Agent of our company at Philadelphia, Pa.

I beg to advise you that all of these circulars have now been withdrawn by the Adams Express Co. and no further distribution will be permitted.

Had the scheme been persisted in undoubtedly reprisals would have been undertaken by the trade. Both the organized wholesale and retail trade of Philadelphia was preparing to appoint committees to call on the local manager of the Bureau of Order and Food Products to protest, and other ways of enforcing trade opposition would have been adopted. The most outrageous part of the scheme was that the Adams Co. was practically forcing its employees to buy Larkin stuff.

Penalt, S. P. Schieck; Messrs. Graham, Cahan and Phyrock and Mrs. Long- accompanied the committee. In addition there was present E. O. Spotts, President State Secretaries' Association; M. Howes, Theodore Landsberg and William Smedley. Plans were gone into in detail and the programme practically completed.

The Berwick Association has appointed a committee to request City Councils to provide more hitching posts for farmers' teams coming into the town.

There's something to think about. The towns of Cannonsburg and Washington have long been business rivals. It has been competition and not co-operation. On July 20th 100 business men of the two towns burned an effigy of "Viscious Competition." The "Effigy of Competition" was inclosed in an old wooden coffin and was borne by four pall bearers, Frank Hayes, Harry McNeily, I. R. Burke and W. P. Wilson, all of Washington. The funeral procession after reaching Cannonsburg marched through the principal streets of the town to the High School, where in the presence of a large crowd the eulogy was delivered by Geo. McCackey.

The coffin was then carried to the center of the town and burned, while the business men of the two towns sang songs of thanksgiving. In a mass meeting at the High School business men traded for a heartier spirit of co-operation in business affairs and more efficient handling of district business. The trip to Cannonsburg was the first in a series to towns in Washington County by members of the local Board of Trade.

Exposition Park, where the convention will be held, is a charming place, situated on the western shore of Conneaut Lake, the largest body of water in the State of Pennsylvania, 107 miles north of Pittsburgh and 45 miles south of Erie. It is 700 feet higher than Lake Erie, amidst beautiful hills and pure, refreshing air. There are numerous splendid hotels, chief among them being the Conneaut and Virginia. The convention was never held in a more delightful place. Amusements galore, fishing, sailing, boating and splendid roads for automobiling. Everything that can be done will be done to give visitors a pleasant time. Arrange to go to the convention—the programme is a helpful and interesting one.

Conneaut Lake is near Meadville—the home of the first typewriter, the place from whence was shipped the first steam engine installed in Siam, the home of the Spirella corset and many other famous products. There will be lots of time for sight seeing.

THE RACK WITH THE LOOK

Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

F. D. COMPANY, La Crosse, Wis.

DISPLAY

WRIGLEY'S
SPEARMINT

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

WRIGLEY'S
SPEARMINT

instantly. The ads. creates the desire for it—*your display creates your opportunity.* By putting it where it is seen instantly, you connect your cash receipts with our advertising.



Every Package Tightly Sealed

Made from clean, wholesome, air-dried chicle, deliciously flavored with the pure juice of fresh mint leaves.

THE PERFECT GUM IN THE PERFECT PACKAGE



Say to Customers:

"Have a little **WRIGLEY'S SPEARMINT** This is the gum with the flavor that lasts. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

One of the eternal mysteries of the food manufacturing business is

how tomato packers can go on selling their product below the cost of

production year after year. The Cost Accounting Committee of the National Canners' Association supply the following figures showing estimated cost of producing No. 3s for 1915:—

	Per Case.
Cans at \$15.53 per 1,000.....	.3727
Cases115
Freight on cans and cases...	.02
Solder hemmed caps at \$1.60 per 1,0000384
Tipping solder0045
Tomatoes at \$8 per ton.....	.40
Packing house labor and peeling225
Labeling, loading and unloading canned goods and cases025
Interest (including plant)...	.035
Insurance (including plant)...	.03
Labels025
Coal, gas and acid025
Leaks, swells and rusties....	.01
General freight, express and incidentals015
Brokerage, commission, discount, taxes, maintenance and repair and depreciation of plant1042
Net cost per case.....	2) 1.448
Net cost per dozen7224

All the packers, not only the small ignorant unsystematic fellows, but the large and progressive houses as well, are now taking future orders at 67½ to 70 cents, which are several cents a dozen below actual cost of production! And they have been doing it year after year! Our memory may be faulty, but to the best of our recollection, there has hardly been a time within the last five years—certainly not within the last three—when the *alleged* producing cost has not been more than the selling price. The 1914 cost was about the same as the 1915, yet 1914 tomatoes are now freely selling at 65 to 67½ cents after being carried for nearly a year. How do they do it?

Of course the suit against the Cream of Wheat Co. collapsed almost before it began — everybody except the Great Atlantic and Pacific Tea Co. expected it to, and we cannot believe that even the

counsel for that company advised it that its suit had any chance of success.

The collapse of the suit was reported last week. The Cream of Wheat Co. refused to sell the tea company because it cut prices and requested its customers not to sell it either. The tea company brought suit on the theory that the Cream of Wheat Co. was setting up a monopoly when it refused to sell a would-be customer and influenced others to refuse also.

The court instantly made the obvious answer that the Cream of Wheat Co. had the right to a monopoly of a trade-marked article, one feature of which monopoly was the right to choose its own customers. There was really no more to the case than this. The tea company asked the court to force the Cream of Wheat Co. to sell its exclusive product to somebody that

the Cream of Wheat Co. had decided that it did not want to sell to, and the court declined to do it and said it had no power to do it.

Of course it hadn't.

Dr. Charles H. Lawall, the Pennsylvania State chemist, recently read before the Pennsylvania Pharmaceutical Association a

paper on "What is Rice Powder?" It proves the truth of what we have often contended: that manufacturers and merchants in other lines are permitted to conduct their business much more loosely than the manufacturer and merchant in food products. We do not contend that the latter's business should not be restricted; we are arguing for an extension of similar restrictions to others.

Read this:—

Not one of the users of the product knows or realizes that for years the greater proportion of brands of toilet powder either labeled directly as rice powder or in a manner implying the presence of rice as a preponderating constituent, contain but a small proportion of rice, and many of them contain none at all.

In other words, in the manufacture of rice powders, fraud is the rule and honesty the exception.

And there is no law on the statute books to prevent it.

The following letter will be of keen interest both to retailers and wholesalers:—

Philadelphia, Pa., July 28, 1915.
To the Editor.

Dear Sir:—I have been much interested in the weekly talks under the heading, "Give Your Jobber a Square Deal," etc. There is much truth in what is set forth there, but there is nevertheless something to be said on the other side. I will relate an experience which I recently had with a wholesale grocer—one of those whose names appear signed to the advertisements in question. Recently a manufacturer's missionary salesman came to me and got my order for a certain brand of canned tuna fish, to be shipped through my jobber. The jobber, without explanation, sent me another brand. I was forced to take it because I was selling tuna fish right along and could not afford to wait while the matter was straightened out. I therefore was put in the position of being compelled to sell what I had not ordered, and did not wish to sell. My customers took the brand he sent, and apparently were satisfied with it, but that was only because they do not order as yet by the name of any special brand. My order was not filled. Is this the square deal that the jobbers are talking about?

Yours,
F.

We think this correspondent is scarcely citing a parallel case. The square deal which the jobbers are preaching concerns matters of honor, while the case he cites concerns a matter of gall. Of course a buyer has a right to have his order filled as given, and if an attempt is made to fill it with something else, he can refuse the substitute. We suppose it is also within the right of any seller, wholesale or retail, who has not in stock goods that were ordered, to try and sell something else in their place, provided he makes no false representation that the substitute is the original. He cannot get away with it.

An Important Charge From a Responsible Source



Hanscom Bros.

Importing Grocers
Coffee Roasters
and Restaurateurs

MAIN OFFICE

734 MARKET ST.

PHILADELPHIA July 23, '15.

The Grocery World,

927 Arch St..

Dear Sirs:—

I feel that the following facts are worth investigating and given a place in your paper:—

The Maple-Flakes people charge the Grocers \$2.60 for their Corn Flakes and go around to the Hospitals and Institutions and sell them the same goods direct at \$1.50 per case of three dozen.

This is manifestly so unfair it seems as though their methods should be exposed so all Grocers may know how they are doing business. There is no question about this being true.

Yours truly,

E. E. Hanscom

less the buyer wants him to. Everything is perfectly open. There is an instantaneous and inflexible way of stopping substitution: refuse to accept the substitute. Do that once or twice and the dealer will soon begin to say: "Don't sell that man anything but what he wants—we'll only have the trouble of bringing it back." As long as customers accept substitutes there will be substitution, and we suggest to the buyer who accepts the substitute when he could reject it, is more to blame than the seller who he tries it on.

Why couldn't this correspondent have made his jobber take the substitute back? He writes from Philadelphia, and the jobber was presumably in Philadelphia. Both doubtless have telephones, and it would seem to be only the matter of a few hours to get the mistake corrected, especially if the buyer had vigorously enough upon his points. At any rate, whether it was convenient or not, if a buyer is willing to make a slight sacrifice of convenience once or twice, he has a complete remedy right in his own hands.



"Tetley's Teas, Please"

People don't simply ask for tea. When once they know the taste of the rich Tetley blend of India and Ceylon—the freshness and fragrance which the air-tight tin keeps in—the cleanliness and constant uniformity, they come back again and again with a firm but positive demand for

Tetley's Tea

Tetley advertising sends you trade, Tetley quality holds it. You can handle the largest volume of tea business with the least work by displaying and offering Tetley's to your customers.

Tetley's Teas please both the merchant and his customers. They attract and hold a trade that is both satisfactory and profitable. Both dealers and consumers recognize Tetley's as

The Standard for Purity and Excellence

JOSEPH TETLEY & CO., Inc., 108-110 Franklin St., New York



SAY TO CUSTOMERS

"Because of the fine full flavor of Tetley's it goes further, and is therefore cheaper than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

How to Sell More Rice



Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig
INCORPORATED
Philadelphia, Pa.



GOLD DUST

a steady seller

You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years — they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

A good stock of Gold Dust means that you won't disappoint any of your best customers.

How is your stock?

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"



Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

August.

The American Magazine.

Cream of Wheat, one page.
Fairy Soap, one page.
Pear's Soap, two-thirds page.
Palmolive Products, one page.
Royal Purple Grape Juice, half page.
Bon Ami, third page.
Ivory Soap, one page.
Bull Durham Tobacco, one page.

Woman's Home Companion.

Crisco, one page.
Wool Soap, quarter page.
Old Dutch Cleanser, quarter page.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Campbell's Tomato Soup, half page.
Eagle Milk, quarter page.
Burnett's Vanilla, eighth page.
Puffed Corn, half page.
Red Wing Grape Juice, half page.
Pompeian Olive Oil, one inch.
Pettijohn's, five inches.
Van Camp's Pork and Beans, half page.
Lipton's Tea, six inches.
Mapleline, two inches.
Puffed Wheat and Rice, half page.
Snider's Catsup, one page.

The Youth's Companion.

Van Camp's Pork and Beans, quarter page.
Crisco, quarter page.

Pictorial Review.

Cream of Wheat, one page.
Bon Ami, quarter page.
Crisco, one page.
Campbell's Soups, half page.
Grape Nuts, quarter page.
Van Camp's Pork and Beans, quarter page.
Eagle Brand Condensed Milk, quarter page.
Beech-Nut Peanut Butter, quarter page.
Mapleline, two inches.
Quaker Oats, half page.
Pettijohn's, four inches.
Pompeian Olive Oil, one inch.
Sani Flush, five inches.
Coca Cola, half page.
Puffed Wheat and Rice, half page.

McClure's.

Royal Baking Powder, one page.
Baker's Cocoa, quarter page.
Ivory Soap, one page.
Campbell's Soups, one page.
Grape Nuts, quarter page.
Lucky Strike Tobacco, quarter page.
Cream of Wheat, one page.

McCall's Magazine.

Cream of Wheat, one page.
Ivory Soap, one page.
Campbell's Soups, third page.
Grape Nuts, third page.

Bon Ami, third page.
Pear's Soap, third page.
Fels Naptha Soap, third page.
Shredded Wheat, third page.
Eagle Brand Condensed Milk, third page.
Van Camp's Pork and Beans, third page.
Corn Puffs, two-thirds page.
Lipton's Tea, sixth page.
Swan's Down Cake Flour, three inches.
Junket Dessert, one and a half inches.
Pettijohn's Bran, six inches.
Crisco, half page.
Gold Dust, six inches.
Sani Flush, sixth page.

St. Nicholas.

Fairy Soap, one page.
Baker's Sweet Chocolate, one page.
Campbell's Soups, one page.
Red Wing Grape Juice, one page.
Royal Purple Grape Juice, two pages.
Anola Wafers, one page.
Beech-Nut Peanut Butter, quarter page.
Eagle Brand Condensed Milk, quarter page.
Three-in-One Oil, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Welch Grape Juice, one page.
Quaker Oats, one page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.
Grape Nuts, one page.

The Woman's Magazine.

Coca Cola, one page.
Ivory Soap, one page.
Eagle Brand Condensed Milk, quarter page.
Quaker Oats, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.
Bon Ami, quarter page.
Grape Nuts, quarter page.
Van Camp's Pork and Beans, quarter page.
Puffed Wheat and Rice, half page.
Corn Puffs, half page.
Pettijohn's Bran, five inches.
Minute Gelatine, two inches.
Wool Soap, quarter page.

Pearson's.

Lucky Strike Tobacco, one page.

Ladies' World.

Cream of Wheat.
Wool Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.
Grape Nuts, quarter page.
Corn Puffs.
Sani Flush.
Moxie, two inches.



When it comes to Canned Pineapple, why not give your customers the very best—SUN-KIST Hawaiian? There is nothing in the canned goods line which will make such quick and steady customers as SUN-KIST Hawaiian Pineapple. You can safely recommend SUN-KIST as the finest quality of the Cayenne variety grown on the famous Thomas Plantation in the very best district of the Hawaiian Islands—and every can you sell will bring folks back for more.

Wholesale distributors in every territory. ASK THEM

Pompeian Olive Oil, two inches.
Cox Gelatine, one inch.
Mapleine, two inches.
Pettijohn's Cereal, six inches.
Van Camp's Pork and Beans,
alf page.
Carnation Condensed Milk, quar-
er page.
Postum, one page.

The Century Magazine.

Fairy Soap, one page.
Baker's Sweet Chocolate, one
age.
Pear's Soap, one page.
Shredded Wheat.
Campbell's Soups, one page.
Ivory Soap, one page.

Scribner's Magazine.

Pear's Soap, one page.
Ivory Soap, one page.
Libby's Canned Goods, one page.

Collier's Weekly.

Quaker Oats, quarter page.
Clicquot Ginger Ale, quarter page.
Van Camp's Pork and Beans,
alf page.
Butter Kist Pop Corn, ten
ches.
Pettijohn's, five inches.
Prince Albert Tobacco, one page.
Velvet Tobacco, quarter page.
Tuxedo Tobacco, one page.
Cream of Wheat, one page.
Campbell's Tomato Soup, half
age.
Cream of Wheat.
Welch's Grape Juice, one page.
Hires, quarter page.
Puffed Wheat and Rice, half page.
Shredded Wheat, one page.

The Outlook.

Puffed Wheat and Rice, one page.
Bon Ami, one page.
Quaker Oats, one page.
Swift's Premium Hams and Ba-
on, one page.
Pettijohn's, quarter page.
Ivory Soap, one page.
Shredded Wheat, one page.
Postum, one page.

Designer.

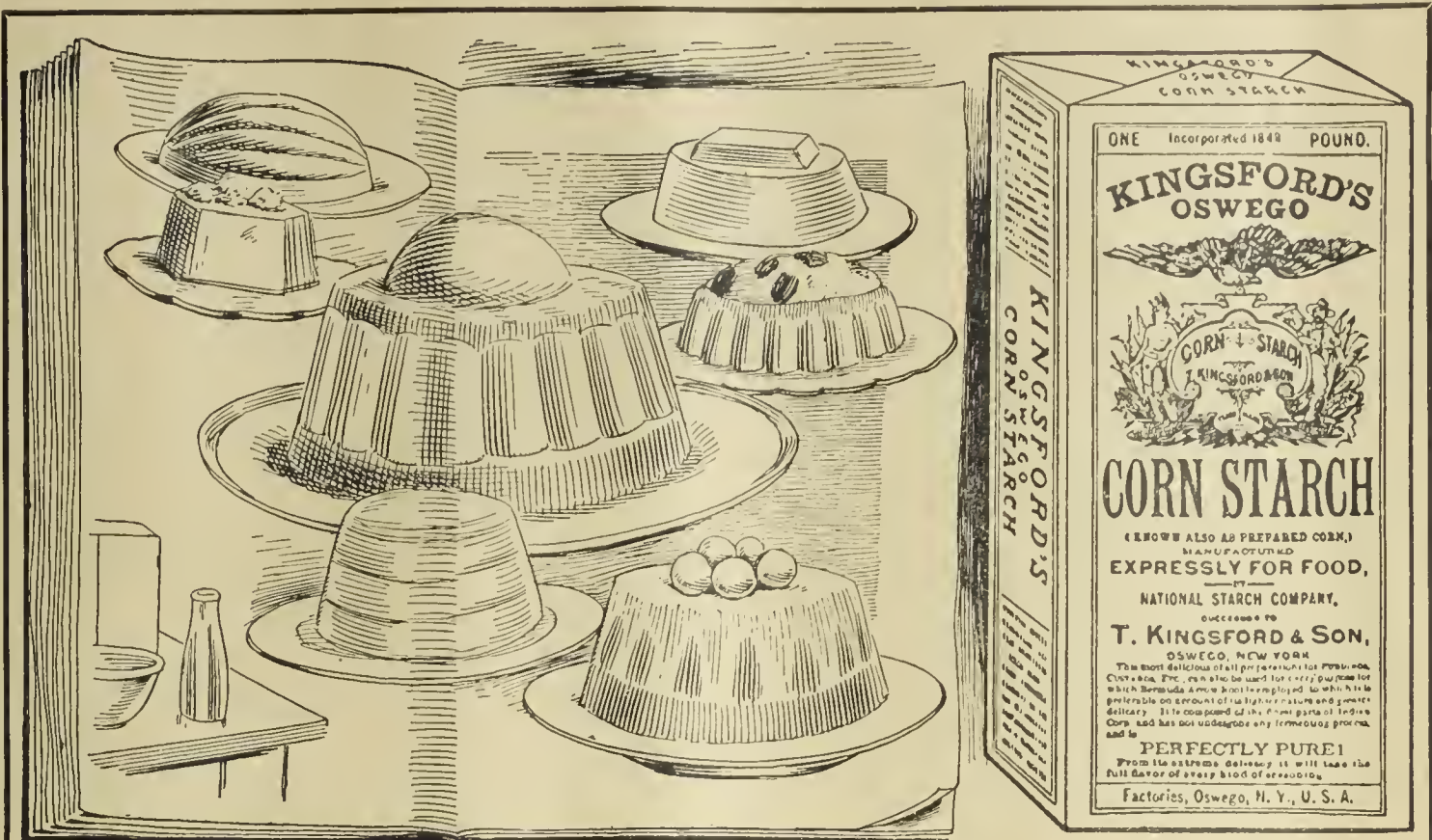
Coca Cola, one page.
Wool Soap, quarter page.
Quaker Oats, quarter page.
Van Camp's Pork and Beans,
quarter page.
Procter & Gamble's White Naph-
ha Soap, quarter page.
Crisco, quarter page.
Minute Gelatine, two inches.
Grape Nuts, quarter page.
Eagle Brand Condensed Milk,
quarter page.
Bon Ami, quarter page.
Corn Puffs, half page.
Junket, two inches.
Puffed Wheat and Rice, half page.
Pettijohn's Bran, five inches.

Delineator.

Coca Cola, one page.
Ivory Soap, one page.
Procter & Gamble's White Naph-
ha Soap, quarter page.
Van Camp's Pork and Beans,
quarter page.
Eagle Brand Condensed Milk,
quarter page.
Grape Nuts, quarter page.
Crisco, quarter page.
Junket Dessert, two inches.
Quaker Oats, quarter page.
Puffed Wheat and Rice, half page.
Corn Puffs, half page.
Wool Soap, quarter page.
Pettijohn's Bran, four inches.
Minute Gelatine, two inches.
Bon Ami, quarter page.

Saturday Evening Post.

Gold Medal Flour, one page.
Crisco, one page.
Quaker Oats, quarter page.
Pettijohn's, five inches.
Clicquot Ginger Ale, one page.
Old Dutch Cleanser, one page.



The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

Your customers would buy more KINGSFORD'S CORN STARCH if you kept it on display at all times, because most of them have the Corn Products Cook Book. KINGSFORD'S CORN STARCH has been the standard for over sixty years; it is famous for its delicacy and absolute purity. It SELLS better than any substitute or imitation because it is better. The sale of KINGSFORD'S is not only well established, but it is rapidly increasing.

Write Us for FREE Store Helps That Will Increase Sales

We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

The National Starch Company NEW YORK



WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



How About Vacation Time and Camp Life

This is the time of year when mountains, seashore and camp are loudly calling. **Borden's Peerless Brand Evaporated Milk** forms a part of the equipment of every family who spend annually these few months seeking rest and contentment near to nature. See to it that you call your customer's attention to the convenience, cleanliness and safeness of **Borden's Peerless Brand Evaporated Milk** during the hot weather. It can be used for every purpose where ordinary raw milk is used. It is a big relief to feel sure of your milk supply when in camp or on vacation. **Borden's Peerless Brand Evaporated Milk** being made from the highest grade raw material, by careful and sanitary methods of manufacture, offers to your customer a safe and wholesome, absolutely pure milk supply.

Do not take any chances with baby's milk supply when in camp or on vacation

Impress upon your customers the necessity of providing a safe and sterile food for baby during the hot months, or when away from home, or in temporary, changed or strange surroundings. Many times this is the direct cause of baby's digestion being upset, and an anticipated pleasant and restful vacation is thereby turned into an anxious and unpleasant one. **Eagle Brand Condensed Milk** affords at all times and under any circumstances a pleasing and safe food for baby. More babies have been reared successfully upon **Eagle Brand Condensed Milk** than upon all other infant foods combined.

Borden's Condensed Milk Co.

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"When you buy **BORDEN'S BRANDS** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



A Wholesaler's Advice to Retailers.

To Avoid Destruction by Chain Stores, Be Modern, Watch Conditions and Make Opportunities. Not Spasmodically, But Regularly. A Canned Pea Bargain as an Illustration.

One day last week a wholesale grocery salesman wrote in to his house complaining that he saw among his own customers at least, no evidence that business was improving. The house sent the following reply, which contains strong food for thought:—

In regard to your customers getting new business, or feeling the effects of the boom, which is now being enjoyed by a great number of manufacturing towns, you can be a great benefactor to your customers if you can persuade them to be more modern in their business, that is to say, sell goods at lower prices and move them quickly. The trouble with old-time retail grocers is, they sell at about the same prices, no matter what the goods cost, or how long they keep them, or how the market goes, consequently their stocks get old, shop-worn and unattractive, which will hardly keep an old customer, and certainly will get no new. We venture to say that if a storekeeper is alive to the times, puts out circulars or placards making special low prices, he would do more business, and consequently make more money in the long run. Take the Alaska peas which we offer in five-case lots at 57½ cents; if a man would make a run on them at 6 or 7 cents a can, he could not help doing some business. But it has to be followed with other goods continually and not spasmodically, and after while they will get such trade that they will hardly know what dull times are. Wish you would try it on some of the men you know best. If the retail grocers generally do not adopt measures of this kind, all the retail dealers in a few years will be chain stores or foreigners, and like in a great many other lines, the others will be driven out.

Write for This To-day.

A novel publication indeed is "The Sperry Magazine," the first number of which has just been issued by the Sperry & Hutchinson Co. Readers hereof are familiar with the "Sperry System," which comprises Sperry & Hutchinson green trading stamps and Hamilton coupons. "The Sperry Magazine" is published to exploit these and, incidentally, the general premium idea—but nobody would know that to read it. It is printed as handsomely as any monthly magazine and contains just as good matter—fiction and home matter—though not quite as much. A part of the contents is advertising, like other magazines. In fact, in every way "The Sperry Magazine" is the equal of many monthlies which have very large circulations.

The plan is to distribute "The Sperry Magazine" by giving copies to retailers for free distribution among their customers. Any retailer can be proud to distribute a magazine of this character. Write "The Sperry Magazine," 2 W. Forty-fifth street, New York, for sample copy.

Some Good Bargain Pickings in Store Fixtures or Appliances

The "Modern Merchant and Grocery World" has reason to believe that everything listed below is in fine condition and a good bargain:—

No. 1

A **Butcher's and Grocer's Refrigerator**, 5 1/2 x 5 1/2 x 10 feet; over-head ice chamber. Finished in yellow pine. A good refrigerator and in good shape, cork lined. Cost \$175; will sell for \$100.

No. 2

A 2500-pound **Howe Floor Dorman Scale**, with double beam, equal to new. Will sell for \$45; cost \$65.

No. 3

Good **Safe**, 33 x 23 x 23 inches. Fully equal to new, and will last a man forever. Will sell for \$20; cost \$30.

No. 4

A **Climax Slicing Machine** with computing scale attached. Only used a short time and practically new. Price \$75; original price \$95.

No. 6

Large wheel **Band Enterprise Coffee Mill**. Owner bought an electric mill and no longer needs this. Mill has been kept in good condition and will render fine service. It is well worth \$20, but owner will sell to quick buyer for \$10.

No. 7

A No. 1 **Royal A. J. Deer Coffee Roaster** No. 493, 104-110 volts, 60 cycles, motor No. 5447, cost \$150. cash. Used very little; it is in the best of condition, neither rusted nor worn, will sell for \$100, F. O. B. Can be used for roasting peanuts as well as coffee. Owner has no use for it.

No. 8

An **A. J. Deer Coffee and Peanut Roaster**, one-sixth h. p., 60 cycles,

110 volts. Will roast 15 pounds of coffee at one time or half bushel of peanuts. Cost \$150 when new, and only two years old. Perfect condition—will sell for \$75.

No. 9

One **Moneyweight Computing Scale**. Cost \$120 when new and only used about three months, because branch store for which it was bought has been discontinued. Will sell for \$75. A big bargain—in perfect condition.

No. 10

No. 1 Royal A. J. Deer Coffee Roaster No. 493, 104-110 volts, 60 cycles, motor No. A 5447. Cost \$150; will sell for \$100 F. O. B. Gettysburg, Pa. Used a few months, changed plans and will sell.

No. 11

Toledo Computing Scale, style 253, capacity 20 pounds; will sell for \$25. Good condition.

Star Counter Coffee Mill, good condition. Will sell for \$5.

Syrup Pump, good condition. Will sell for \$3.

Enterprise Beef Chopper, good condition. Will sell for \$3.00.

All owned by one owner, who is located in Pennsylvania.

No. 12

An **Underwood Revolving Duplicator** which will do all the printing of a good sized store—will duplicate circulars, bill heads, or any ordinary printing. Cost \$35; will sell for \$22. Perfect condition.

Also large **Coffee Urn**, new and never used. Cost \$25; will sell for \$16. Fine for demonstrating.

No. 13

An **Oxweld Acetylene Plant**, 35 light capacity, with burners and fixtures complete for 19 lights. First class condition. Been in use about fifteen months. Reason for selling—was used for lighting hotel, license for which has been refused, and the building is now used for other purposes; will sell at a bargain. This is a complete and efficient lighting system.

No. 16

Six-foot **Walker Wall Bin**, solid oak with 10 compartments, good as new. Cost \$45; will sell for \$25.

Spice Cabinet with mirror, 8 compartments, each compartment holding 6 pounds of spices; will sell for \$9.

Coles Electric Coffee Mill, used a little over a year, in first-class condition. Will sell for \$70.

Superior Account Register, holds 150 accounts. Cost \$90; will sell for \$45.

Thirty-pound **Toledo Computing Scale**, good as new. Cost \$125; will sell for \$75.

Reasons for selling—the owner has gone out of the grocery business.

No. 17

Royal Coffee Roaster, style 5, made by Deer & Co., 25 pounds capacity, equipped with 110 volt, 60 cycle motor. Bought new about fifteen months ago for \$300. Excellent condition and works fine; for sale because owner hasn't time to give to coffee roasting. Price \$200 cash, f. o. b.

ADDRESS ALL INQUIRIES TO

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.

The New York Letter

Weights and Measures Commission Tells of Results That Came From Net Weight Week. Thinks It Helped Cause in Many Ways. Receiver Asked for Five-and-Ten Cent Chain Store Concern. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y., July 30, 1915.

In discussing the results which have followed the "Honest Weight" Week, held in New York in June, as announced in this correspondence at that time, the Commissioner of Weights and Measures, Joseph Hartigan, made the following statement during the week as to what the direct results had been:—

1. A Weights and Measures League has been formed in the city which already has an enrollment of 61,000. This organization, it is believed, brings together the ultimate consumer and the merchant in an effort to enforce the standards established to regulate the relations of buyer and seller.

The purposes of this league are two-fold. It will arouse in both the buyer and seller a greater interest in the promotion of honest dealing, so that new confidence will exist in their relation. Each will be protected—the buyer against deceit and cheating, the seller as to his reputa-

tion. The league will try to introduce into the school system of the city, public, private and parochial, such a method of instruction as shall convey to the child the benefits to be derived from honest dealing and shall teach him the advantage of maintaining a standard of sixteen ounces to a pound and three feet to a yard. The present method by which he learns his weights and measures tables as he does his multiplication table, to recite them in sing-song fashion, will be discarded if the efforts of the league are successful. Instead, the children will study scales and actual measures.

2. A second result of the campaign is seen in the awakening of a keen public spirit among honest merchants to eliminate dealers indulging in dishonest practices which produce unfair competition. They have organized an Index Committee, to be known as the Merchants and Manufacturers' Weights and Measures Committee, which will supplement the work of the bureau and strive for honest standards.

A man representing each line of business will be placed on this committee, and it will be his duty to watch for any violations of the law in his jurisdiction and to report them to the bureau. The commit-

tee will act in co-ordination with the bureau, which will investigate all cases reported to it. The men in the trade are more familiar with conditions and better able to detect malpractices than a force of inspectors. The committee will not only aid the bureau in its work, but will protect the interests of the trades it represents.

3. Another result of the "Honest Weight Week" is the increased vigilance of the consuming public in making purchases from strange merchants.

Buyers have been too apt to accept goods at their alleged weight. The campaign has convinced buyers that such confidence, especially when placed in unknown dealers, is not to be trusted. They observe the methods and the personality of the merchant much more closely than formerly, and have shown sellers that an honest policy is best.

4. The effort to educate children has already started in the distribu-

tion of more than 1,000,000 tags among the city schools. Children no longer buy blindly, but with an idea of proper standards, according to the commissioner.

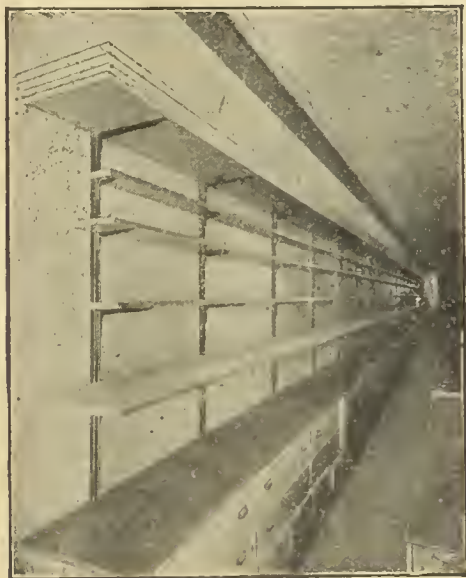
5. The fifth result is found in the realization by the housewife that cost of living problem is bound up with the question of honest weights and measures, and that responsibility for extravagance and waste depends largely upon her vigilance in marketing. Agitation favoring personal marketing instead of shopping by telephone or ordering through drivers and deliverymen, has been brought about through the co-operation of the Federation of Women's Clubs. At a convention in the Hotel Astor, 350 delegates, representing clubs in this city with a membership of more than 400,000, decided to continue the movement by issuing pamphlets and arranging lectures from time to time and indorsed a system of personal buying.

The Week's One-Time Ads.

Here's something, gents, for the wideawake chaps who believe in fitting their stores with all modern conveniences—a Barron Sanitary Water Cooler. A new idea for an ice cooler in the first place that saves a lot of ice. Then the idea of having a cooler where your customers can tank up on these hot days—that's new, too. Pretty good, don't you think so? I don't sup-

pose anybody would deal with you just because you've got a water cooler in your store, but all the same, it's one of those things that make people glad to go to your store. It's good business. There's an ad. for this cooler in this issue—will you do your old friend the favor of looking it up? These coolers don't cost much and they're mighty good things to have.

JIMMY MANDER.



Stores That Look Like Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by Baines' Brackets, but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

Baines' Brackets hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

PIQUA BRACKET CO. = = Piqua, Ohio

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound
Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

The Commissioner also stated that he would begin during the coming week to regularly publish lists and figures as to the supply of different foodstuffs on the market at any given time, the purpose being to enable the public to take advantage of an overloaded market and to be warned during a period of scarcity. For the dissemination of this information, he will use the venue mentioned in paragraph 1 of his statement.

Mr. W. N. White, of W. N. White, Son & Co., wholesale produce dealers of this city, gave out statement during the week that this year's apple crop would amount to 64,000,000 barrels, which is an increase of about 2,500,000 over last year's crop. It was thought to be the crop on the East. If these are the correct figures, it means a smaller proportion in 1915 than in 1914, which is fortunate because the 1914 crop was so large that the growers did not get out whole on a good part of their crop.

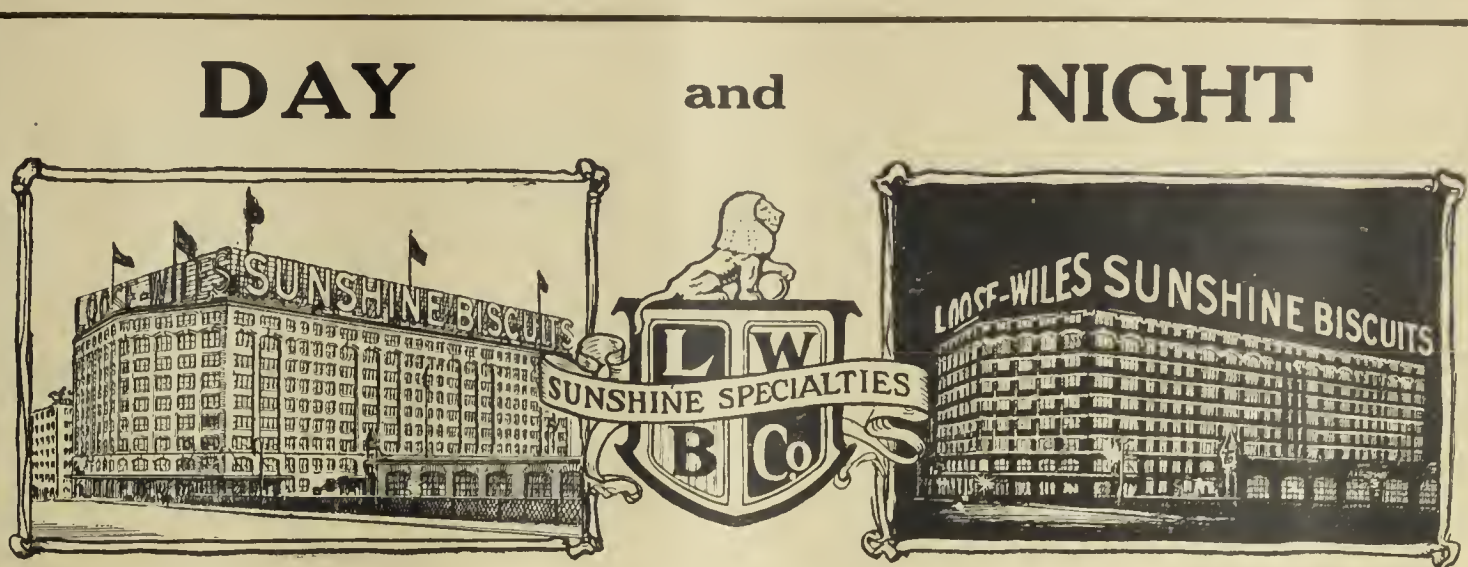
The 1915 crop is expected to be of very fine quality.

On Thursday a bill was filed in the United States Court here asking for the appointment of a receiver for the American Five-and-Ten Stores, Inc. The headquarters of the concern are at 315 Fifth avenue in this city, and maintains stores in Schenectady, N. Y.; Allentown, Pa.; Washington, D. C.; Louisville, Ky.; Cleveland, Ohio; St. Louis, Mo.; Indianapolis, Ind.; Chicago, Ill., and Lafayette, La.

The business of the concern is reported to have been poor and credit is pressing. The company recently got an extension. Its capital stock is \$1,000,000 and it claims to have more assets than liabilities.

SUMMARIZED MARKET CONDITIONS.

Coffee dull without change for the week in any line. Average prices high, particularly of low grades, which are influenced by large foreign demand.—Coffee dull and up at the close of the week rather weak. Rio, Santos and all milds. Slightly firmer at close of week.—Sugar excited by reason of heavy demand in refined. Raws ruling as low as 69, and refiners now selling at 70 to 75. This is a decline of 10 points from the recent selling price.—Prunes firmer and a shade



¶ The largest bakery in the world—the Loose-Wiles Biscuit Co's New York Plant—is working to supply the ever increasing demand for SUNSHINE specialties,

The Quality Biscuits of America

Day and night, persistent national advertising is telling, in every home in the land, the story of SUNSHINE biscuits.

¶ This white-tiled, perfectly equipped factory, with its two thousand windows for light and air, is the *tenth* in the great national chain of bakeries now operated by the Loose-Wiles Biscuit Company. *Quality*, alone, has built these enormous plants. In them, every variety of biscuit known is made—from soda crackers to biscuit bonbons—while many new and popular kinds, never before produced, have originated here. To the enterprise and originality of the Loose-Wiles Biscuit Company is largely due the present enormous consumption of package biscuit which has revolutionized the use and sale of bakery products in the United States.

*We extend to every Pennsylvania merchant an invitation
to visit any and all of our SUNSHINE Bakeries.*

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

N. Y.



SAY TO CUSTOMERS

"Try SUNSHINE biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hold Your Coffee Trade—Tight



GOLDEN SUN steel-cut COFFEE, made from rich, selected berries—blended and roasted by coffee experts—has a delicious flavor and aroma, so complete and satisfying to the taste, that no coffee drinker, however particular, can break away from it. You can suit the exact coffee taste of every customer with some one of the

FIVE GOLDEN SUN BLENDS

Karex Navarre Briardale Vienna Mocha and Java

You can hold that customer permanently because the air-tight tin insures GOLDEN SUN COFFEE reaching the home *always* uniform and full of strength, snap and aroma just as it came from the roasters.

Besides you can hold your trade better, you can save the time and expense of grinding and tying up coffee, to say nothing of offering your customers more uniformly ground and in every sense more certain merchandise by selling the clean, full-flavored, can-packed

GOLDEN SUN Steel-Cut COFFEE

"The Crown of Coffee Goodness"

We help you with attractive store advertising matter.

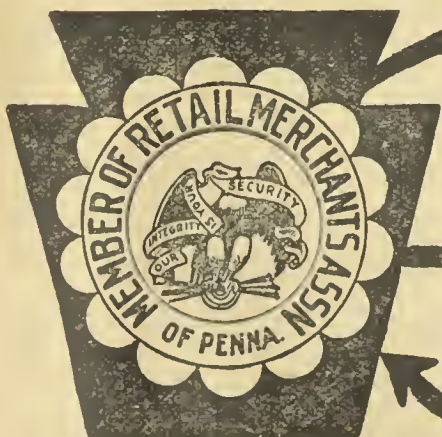
THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world

SAY TO CUSTOMERS

"You can be coffee happy the rest of your life—for there's a GOLDEN SUN Blend to suit your taste, and it will never vary in Quality, Strength or Flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



higher. Other dried fruits dull and unchanged.—All canned fish quiet—Wheat somewhat weaker on large crop talk.—Flour also a shade weaker in sympathy. Demand for actual wants only.

CORRESPONDENCE.

The American Grocers' Society.

Saratoga Springs, N. Y.,

July 26, 1915.

To the Editor.

Dear Sir:—I am inclosing a letter from the American Grocers' Society, and it being a new society to me you will oblige me by giving me reference on the society.

Yours truly,

JOHN H. CALLAHAN.

We have several times analyzed the plan of the American Grocers' Society and have repeatedly advised subscribers not to invest. In a recent issue it was proven that they were offering goods below what it was certain that they cost, apparently as a bait to sell stock.

The Article on Eighty Per Cent. Insurance Clause.

Easton, Pa., July 22, 1915.

To the Editor.

Dear Sir:—Thanks for your article No. 320 on "The Eighty Per Cent. Clause in Fire Insurance." That's great and just what I needed. I have asked Mr. Grave to see if there are not sufficient wholesalers interested to have you put it in pamphlet form to send out to the trade. Every retailer ought to read it and protect himself accordingly. Yours truly,

THE H. G. TOMBLER GRO. CO.,
Arjay Davies, Pres.

An arrangement has been made by which the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware may have the article in question reprinted in pamphlet form, for distribution by its members among the retail trade.

Dry Goods Business Up to Last Year in Spite of Bad Weather.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Although weather conditions have not been conducive to normal retail selling throughout the country, the volume of current wholesale distribution has about equalled that of the same period last year.

Fewer merchants have visited the market than a year ago.

Collections are very satisfactory.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap. describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

A Page of Good Bargains in Used Cash AND CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER**, throws a check, and in perfect order—has been very little used. A fine bargain. Will sell for \$125; Cost a great deal more.

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to \$9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. Price, \$80; probably cost \$200.

No. 4

Large check-throwing **NATIONAL CASH REGISTER**. Good condition. Cost \$300; will sell for \$100.

No. 6

Total adder **NATIONAL CASH REGISTER**, registering one cent to \$99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. Cost \$275; will sell for \$175.

No. 7

A **NATIONAL CASH REGISTER**, similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store

for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. Price, \$200; cost \$340.

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to \$9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. Cost \$250; will sell for \$115. Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER**, bought new last May, and just as good as new now. Cost \$85; will take \$60. Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickel-plated **NATIONAL CASH REGISTER**, registers 1 cent to \$15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for \$40; a big bargain at that.

No. 12

A \$250 **NATIONAL CASH REGISTER**, used only fifty-one weeks. Owner has sold his business and has no need of the register. Total adder and check thrower and has detail strip attached. Prints on both face and back of check, registers to \$99.99 at one time if necessary, keys for several clerks. Gold or bronze finish. Registers "paid outs," "charge" and "received on accounts," besides cash sales. A good machine in splendid condition. Make offer.

The Grocery Markets

Tea.

The tea market during the week has not changed. The situation is still steady to firm on all new teas, with the demand good on a fair range of prices. The foreign demand is still holding up the market in the lower grades.

Coffee.

The coffee market has weakened during the week, particularly due to the large receipts in Brazil. This has depressed futures several points and also spot. It is possibly fair to quote a decline in all grades of Rio and Santos of about $\frac{1}{4}$ cent during the week. The surplus crop is piling up in Brazil and unless the valorization plan which is talked of takes hold of it, the market will become heavier and heavier. Ordinarily this surplus would be getting to Germany and Austria. Mild coffees are sympathetically weak and in light demand. Java and Mocha unchanged and quiet.

Sugar.

The raw sugar market is becoming somewhat depressed during the week and quotations have been heard as low as 4.69, which is a decline from the highest point of about 31 points. Refined up to about the close of the week remains steady at 5.90 to 6, but late in the week all refiners declined to 5.70-5.75 for granulated. This was undoubtedly due to the large margin between raw and refined, but was somewhat unexpected, as the refiners had sold very large quantities of sugar at the higher price, considerable of which is still undelivered. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose advanced ten points during the week on account of the high grain market. Compound syrup is somewhat firmer in consequence, but the demand being so light, the market hardly feels it. Sugar syrup is firm, but in light demand. Molasses quiet.

Fish.

There has been no important change in Norway mackerel during the week. Spot Norways are a little harder to pick up at the old price, but without any quotable

change. Some new Norway summer mackerel have come into the country, but holders are asking from \$2 to \$3 per barrel above the normal, and as the fish is inferior the trade are not taking them. Irish and domestic shore mackerel are not cutting any particular figure. Cod, hake and haddock are unchanged and quiet. A few packers have named \$1.40 for future red Alaska salmon, but there has been no general naming of prices. Advances from the Coast predict a 50 per cent. pack, which, if true, will probably mean an opening price of at least \$1.50. The demand for salmon is fair. Domestic sardines are still dull at very low prices. Imported sardines all unchanged and quiet.

Canned Goods.

Tomatoes are easy. Spot tomatoes can be bought in a large way for 65 cents f. o. b., although not from all holders. Futures can be bought at 67 $\frac{1}{2}$ cents f. o. b. from the majority of holders. The trade are absolutely not interested and business is very light. If the pack comes on as quickly and as largely as is expected, even further declines may not be unexpected. Corn and peas are unchanged and quiet. There has been a good demand for new peas at the prevailing very low prices. Apples are unchanged and dull. California canned goods, both spot and future, easy and quiet. Small Eastern staple canned goods unchanged and dull.

Beans and Peas.

Domestic pea beans are perhaps a shade easier, but there has been no radical change. The demand is fair. Marrows are unchanged and in quiet demand. California limas show no change for the week. Demand moderate. Green and Scotch peas unchanged and dull.

Eggs.

The egg market is unchanged and the situation in fancy eggs is firm. The bulk of the arrivals are showing defects from the hot weather and have to be sold at reduced prices. A few fancy eggs are arriving and are selling at a premium over standard quotations. A

falling off in the production is likely in the near future, and if the market changes at all it will probably advance slightly.

Butter.

The butter market is active at unchanged prices. Receipts are about normal for the season and are showing more or less heat defects. At present the percentage of strictly fancy butter is very light and the market is fairly healthy on the present basis. There may be some small fluctuations, but no radical change is in sight.

Cheese.

The consumptive demand for cheese is very light and the export demand shows no improvement and probably will not show any for some time to come. The cheese now arriving is of good quality, but in the absence of the export demand the market is barely steady. No change seems likely.

Dried Fruits.

Prunes are working up a little, and both spot and future are a shade firmer. Whether this will be maintained depends largely upon the foreign demand. Peaches, apricots, raisins, currants and the rest of the line are unchanged and dull.

Provisions.

All cuts of smoked meats are steady and unchanged, with a moderate consumptive demand. Pure lard and compound are dull at from $\frac{1}{8}$ to $\frac{1}{4}$ cent below a week ago, and in very light demand. Barreled pork, dried beef and canned meats are all unchanged and in light request.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our people in Holland have sent us their first market report. While the catch of Holland herring during this season amounted to about 28,000 barrels, against 40,000 caught about the same time last season, and which figures would not appear so very bad, it must be taken into consideration that the figures herewith given contain about 85 per cent. of herrings which were caught in as early as May and which, of course, are not fit for export, and which were consumed locally in Holland. Our people in Holland look for a restricted catch and, naturally, higher prices for Holland herring this coming season.

In Germany there is no herring fishing at all this season, and in Scotland they are fishing only in certain spots, and very little at that.

From Norway no herrings can be had at the present time, and we shall have to await the first arrivals of the steamers which have gone to Iceland before we can count upon getting any supplies from Norway, so everything tends towards high prices for herring all through this coming season.

We certainly cannot expect any cheap prices for imported sardines. While the catch in Norway is going on steadily

and in a fairly satisfactory way, the prices for the catch are very high at the cheap grades unobtainable at the present time.

In Portugal they have no catch and no stocks and stocks here are at the point of exhaustion, and prices have been advanced all along the line for the small stocks remaining.

From France we have not heard word yet in regard to the catch of sardines, although if the season was ordinary the catch would be in full swing.

STROHMEYER & ARPE CO.

New York.

Spices.

The market is quite active with many articles in fair demand. Our market very poorly supplied, and any great export demand would have the tendency to greatly advance values.

Peppers.—Spots and futures are no higher. All grades in better demand.

White Peppers.—Are more active than black peppers at present. Singapore black in good request. Lampung will be unobtainable here until October or possibly November.

Red Peppers.—All grades are scarce and high in price, with prospect of record prices during the summer and autumn.

Cloves.—Supplies are small. Prices unchanged. Futures for arrival in winter are slightly lower.

Pimento (Allspice).—In fair demand at steady prices.

Nutmegs.—Only in fairly active demand at generally unchanged prices.

Mace.—Rather dull and unchanged all respects. Demand should increase from now on.

Cassias.—Saigon, as well as Bata grades, scarce on spot. China grades in fair supply at slightly higher prices.

Gingers.—In active demand at steady prices. Spot supply here is exceedingly small.

Green Ginger Root.—Great scarcity present. Demand very good. Prices steadily advancing.

Tapiocas.—Firmer and higher for futures.

Paprika.—Spot supplies of Spanish are small. Hungarian out of stock. Prices, while steady, are firm.

Seeds, Herbs, Etc.—Celery is in limelight this week. The advance week has been maintained and high prices are probable. Sage is likely to be very high. Coriander is now in active request. Cables from Morocco quote firmer prices. Caraway and poppy firm, but unchanged.

MCCORMICK & CO.

Baltimore, Md.

Rice.

In sympathy with other staples, the rice market has exhibited little animation. Buyers still operating on conservative lines, taking for assortment, showing small interest as to future requirements. Blue Rose, screenings, Japan sorts are strong on account of moderate supply. Honduras styles fairly well assorted and offered at attractive prices.

Advices from the South along the Atlantic coast evidence no noticeable increase in the demand up to the present, although one or two tobacco markets have opened up, the trade are expected to patiently await a revival of trade.

At New Orleans there is some demand and the trade are showing interest in Honduras sorts, which relatively the cheapest grades now being offered. The rough market is crowded with very few lots being offered, it is estimated that there is approximately 3,000 bags only remaining in warehouses at New Orleans.

In the Interior, Southwest Louisiana, Texas and Arkansas, occasional sales of clean rice are reported. As to rice

e, due to delayed new crop, it is the
eral opinion that all old rough will
out of first hands prior to any mill-
quantities of new reaching milling
nts.

D. TALMAGE'S SONS CO.
New York and New Orleans.

Standard Canned Goods.

There was little enthusiasm manifested
the canned goods market last week,
e largely, doubtless, to the most re-
it developments in Washington in re-
to our country's foreign affairs.
d yet, the volume of the sales was
ger than in the week previous, be-
cause the buying was steady in the lead-
staple lines, with indications of a
ntinuanee of the same character of
ying next week. The canners show a
llingness to carry their goods and
ait the larger demand which they feel
e is bound to come with the opening
the fall season, rather than urge
es at the present unremunerative re-
ns. The stocks in the jobbers' hands
e, evidently, much smaller than usual
this time in the season, hence the du-
cate orders within short periods. To-
y's prices in this market are tempting
ugh.

Orders for spot tomatoes for hurry-
shipment came from all sections,
om Maine on the East to Colorado
l Oklahoma on the West, and from
xas on the South up to Minnesota,
owing that this market continues to
the cheapest source of supply. While
orders were not large, it is that kind
continuous buying that wears away
stocks in the canneries at a fairly
bid rate, and encourages the packers
look for better business ahead. All
es of cans shared in the buying again
s week, with No. 2 standards leading
others by a good margin. There
s some additional buying of tomatoes
future delivery, but they are far



EXQUISITELY DELICIOUS
for cold desserts, pudding
sauces, icings, confections.

MAPLEINE

The Master Flavor,
rich and mellow.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Dayton Moneyweight Scales

S. M. TEMPLETON

1313 Arch Street, Philadelphia, Pa.
District Sales Manager

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

Pennsylvania Merchants

through the most active and effective organization of its kind in the country, are working unitedly for promotion, progress and betterment—for better homes, better communities, better business methods and consequently better business for all.

Directly in line with this aim of the merchants, the DIAMOND MATCH COMPANY have perfected the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

The linking of the Safe Home Match with the Pennsylvania Plan is of special importance to every dealer and housewife in Pennsylvania because it means *safer* homes, freer use of matches and consequently bigger sales and greater profits to every merchant. SAFE HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are better, safer and more satisfactory in every way to the consumer. You will *want* to sell more of them than any other kind because you safeguard your community by selling the best match made and at the same time make good profits for yourself.

*Safe Home Matches burn evenly and are non-poisonous.
The heads don't fly off, they never light till you want
them to and they are packed in big, safe boxes to*

Retail at 5 Cents

MADE ONLY BY

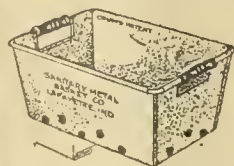
THE DIAMOND MATCH COMPANY : : NEW YORK



SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that does not spark, sputter or break and you can strike it ANYWHERE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are economical because they save space; durable, will outlast three of the old kind; modern, brings delivery system up to date; cleanly, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK

The Grand Prize

AT THE

Panama-Pacific Exposition

San Francisco
1915



Registered,
U. S. Pat. Off.

Walter Baker & Co. Ltd.

for the superiority and
excellence of their

Cocoa and Chocolate Preparations

55 Highest Awards at the Leading Fairs and
Expositions in Europe and America.

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

from being active. Tomatoes purchased at to-day's prices look safe for the jobber.

String beans and white wax beans are on the bargain counter, hence the continued liberal buying of them in anticipation of some improvement in the prices next fall, if not sooner. During last week more carload orders were received than in any previous week, but even at that, the volume was not very great. The high quality medium priced cut beans, both green and wax, are attracting increased orders at these cheap prices. Outside of some further orders for corn and sweet potatoes there were only the usual daily small orders received this week for the other lines of vegetables.

In canned fruits there was a fair demand for the new pack of blackberries which are also on the bargain counter, and they are well worth prompt attention. The quality of them is better than usual because the weather conditions have been favorable for the crop. Strawberries are active in small lots, both the water and syruped fruit, but the other berries, as well as cherries, are dull. In fact, there was very little business done here this week in all lines of canned fruits except blackberries and strawberries. The unfavorable reports still continue about the blight damaging the pear crop very much, which is corroborated by the statements in the Maryland and the U. S. Governments' reports just published. The latest reports about the peach crop are very favorable throughout this section.

Cove oysters are firm as to prices, with a very light demand.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Express Companies Allowed to Charge More Money.

The Interstate Commerce Commission has decided that the revenue of the principal express companies of the United States are inadequate and modified its former orders to provide additional income. The present express rates are composed of three factors: an allowance of 20 cents for collection and delivery of each shipment, which does not vary with weight or distance; a rail terminal allowance of 25 cents a hundred pounds, which varies with the weight but not with the distance, and the rail transportation rate a hundred pounds, which varies with the weight, the distance and the zone. In accordance with the petition of the companies, the commission modified its order to permit transportation of the first and second factors. The effect is to increase the collection and delivery allowance 5 cents for each shipment and to reduce the rail terminal allowance at the rate of 1-20 of 1 cent a pound. As the weight increases the 5-cent increase is gradually reduced, so that on shipments of more than 100 pounds the readjustment will not make any change. By these means the express companies are expected to increase their gross revenues about 3.86 per cent.

CONSULT US REGARDING LICENSE, PRICES, ETC.



WRITE NEAREST BRANCH

120-122 First Avenue PITTSBURGH, PA. 117 Callowhill Street PHILADELPHIA, PA. Michigan & Perry Sts. BUFFALO, N. Y.

One Manufacturer Had to Stop All Advertising Because Price-Cutting Kills Its Effect

Cheyney Bros. Says Department Stores Take Advantage of Recent Supreme Court Decisions to Cut Their Goods Below Actual Cost.

When the subject of price-cutting comes up, debate always wages warm over what result price-cutting really has on the business of the manufacturer whose article is cut. Some say indiscriminate price-cutting will speedily destroy the business of any trade-marked specialty, while others contend that while it does destroy part of it, it gets enough new business to more than make up the loss.

The following statement from a manufacturer who has gone and is still going through it, will be of interest. The statement is by Cheyney Bros., manufacturers of silks which are widely advertised:—

We are at the present time discontinuing our magazine consumer advertising, and most other forms of consumer work, because of the serious evil to our business of price cutting, which has become such a serious matter during the past year that we believe we have received no benefit whatever from

our considerable expenditure for advertising. In fact, we are inclined to believe that during the last year our advertising has meant to us a direct loss.

Immediately following the decisions of the Supreme Court in relation to price maintenance, particularly that of the Sanatogen case (these decisions held that the manufacturer could not fix the resale selling price.—Ed.), we experienced difficulty with price cutting by department stores. The evil very rapidly grew, particularly in the Middle West, where during the last year as many as six department stores have sold our goods for less than they paid for them, for the purpose of appropriating our advertising for the benefit of their merchandising. The evil is so great and of such increasing magnitude that we think all people who are purchasing advertising must of necessity give the matter serious consideration. It is our intention to do whatever the law will allow us to do to maintain the integrity of our name and protect our customers against this form of piracy. When price cutting reaches the point where goods are sold by merchants for less than they pay for them, we do not see how it is possible for anybody to offer to defend the practice of price cutting.



Barron Sanitary Coolers for Stores

Offices, factories, schools, colleges, theatres—soon pay for themselves in saving of sanitary drinking cups—Cylinders only, furnished in any size required, for summer amusement places, parks, country clubs, etc.

FED BY CITY WATER COOLER ALWAYS FULL
Inlet pipe enters at an angle—water flowing through it agitates all the water in cooler, and keeps it fresh and invigorating.

WATER IS ALWAYS COOL

Because while passing through the cooler it is exposed to cooling surface of 769 sq. in. up, according to size of cooler. **Ice Bills Cut in Two—Ice does**

not come in contact with water—any ice may be used. Dirt cannot accumulate in cylinder. An almost continuous line of people may be supplied with cool water all day long.

Free Booklet Mailed to any Address

FEARLESS DISHWASHER CO., Inc.

100 COLVIN ST., ROCHESTER ST., N. Y.

In business 13 years



The most Profitable to Sell

THERE never has been a better baking powder than *Rumford*. No matter what price is charged or what claims are made, no more wholesome or perfect leavener has or can be made. *Rumford is free from Alum.*

Furthermore, in selling Rumford you are sure of a contented customer as well as a good profit. *It will pay you to Push*

RUMFORD THE WHOLESOME BAKING POWDER

RUMFORD CHEMICAL WORKS, Providence, R. I.

NEW LARGE

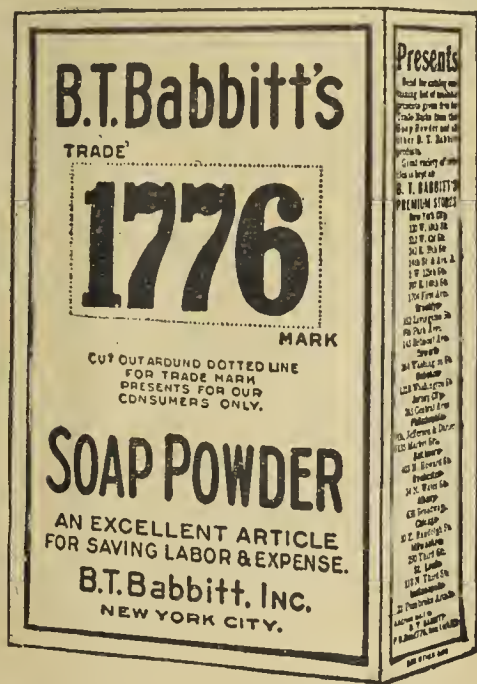
Pound Package

ONLY 5 CENTS

To the Consumer

the New Package of

Babbitt's
1776 Soap
Powder



Its every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneyworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.
NEW YORK CITY



The
Sperry

SYSTEM



TO the retailer *S.H.* Green Stamps guarantee that his store will be selected and preferred by the great army of wise shoppers who have been saving these stamps for the past eighteen years, and have profited generously by the practice.

WHY lose any part of the trade of your regular customers when you can make it to their best advantage to do all their buying in your store?

OUR organization is now operating nearly 600 Premium Stores throughout the United States. In them your customers may select from over 4,000 items in standard merchandise.

S.H. premiums are of the same quality of goods your best trade would select to buy and cost them nothing save the practice of always trading with you and other progressive dealers who give *S.H.* stamps.

Hamilton COUPONS

THESE coupons are an important part of the *Sperry* System. They are found in the package of well-known popular brands and are placed there by the manufacturer.

IT is well worth your while, in fact it means certain profit, to handle the full line of Hamilton goods. They are nationally advertised and are therefore advertised for you.

OVER 10,000,000 persistent buyers are looking for **Hamilton** Coupons. First, because they are exchangeable at any *S.H.* Premium Store for valuable premiums and they are also exchangeable for *S.H.* Green Stamps. The **Hamilton** Coupon marked 1, exchanges for 2 *S.H.* Stamps and other Hamilton denominations on the same basis.

A POSTAL card will bring you a list of goods with which **Hamilton** Coupons are packed, literature for distribution and display material for featuring the Hamilton goods you carry.

Write for a copy of the new National Monthly—*"The Sperry Magazine"*—Out Now!

The Sperry & Hutchinson Co.
The Hamilton Corporation

GEO. B. CALDWELL, Pres.

2 W. 45th St., New York City





Let Your Clerks Read This.

I have a cute little way about me whenever one of my customers tells me business is bum, of looking out at his clerks standing there in his store, and saying to myself, "You hairpins could fix up the bum business as easy as could be, if you'd only get out and get under."

Sometimes I've actually told 'em that, face to face. Did it do any good? Well, sometimes. I do give myself the credit of waking up one fellow so hard that he got to be the best retail salesman I ever knew. He could sell shoe buttons to an eel, that fellow could. He used to work for a customer of mine, and I woke him up so that he went to New York and got a job. Has a stand now in one of the hotels over there. His old boss has never quite forgiven me for that. He'd rather have had him half woke up than not had him at all. So would I.

The other day I was waiting in a store where there were six clerks. They were about like what you see in the average store, no better and no worse. "There you are," I said to myself, "every blamed one of you could sell \$2 worth more goods a day if you wanted to. You've got it in you to increase your boss's business maybe \$12 or \$15 a day or \$3,000 or \$4,000 a year, without a blamed cent more expense. Why in thunder can't you people do that without having to be told?"

Of course I didn't get any answer, and I don't believe I'd have got any if I'd talked out loud.

I asked a good customer the other day how many people came in his store a day. "I know it runs different," I said, "but what's the average?"

"Oh, I suppose it'll run seventy-five," he said.

"All right," I said, "why don't you put it up to your clerks to sell each one of that seventy-five an average of *one nickel* more goods than they come in expecting to buy.

Just one nickel. It wouldn't work with the one that only has a nickel, but on the other hand you could sell some people more than a nickel extra. If you averaged a nickel more to each you'd increase your weekly business pretty near \$25 a week, without it costing an extra cent of expense. D'ye get that?"

"Sounds all right," he said.

"It is all right. What kind of a clerk is it that couldn't make a man or a woman spend one extra nickel if he set out to do it? A clerk that couldn't do that wouldn't be worth his salt. Of course you'd have to have some stuff to sell. It wouldn't work at all to say "won't you try an eighth of a pound of something or other, only 5 cents"; there wouldn't be a blamed thing to that. It wouldn't go at all. Have some special stunt that goes out for a nickel, and all you got to do in most cases is to ask people to buy it. Believe me, people loosen up a heap more in your stores than they do in hardware stores or places like that."

"I don't want my customers importuned to buy all the time," he said.

"Importuned! To spend a nickel? You listen here. The clerk that would have to importune a customer to spend a nickel ain't a clerk at all. He's a sausage and ought to be fried."

"It wouldn't work. I know my clerks."

"Then you've got the wrong clerks," I said. "What do you pay 'em?"

"Oh, \$10, \$12, \$14 a week."

"Well, if all they do is dish out stuff that people come in here and ask for, and tie it up, you're paying 'em too much. I say that kind of work ain't worth over \$3 a week. Why any child could do it—I believe you could train a hand organ monk to do it. You could even let a customer do it herself. What's

to prevent your having everything packed up in boxes, with a sign on saying what they are and how much. The customer comes in, swipes a box, pays the cashier, goes out and saves ten minutes. All you'd need would be a cashier and somebody to stick around and watch things."

"Your wheels seem unusually active to-day," he said. "Did you take a few before you came in here. I don't smell anything, but these wild schemes of yours—"

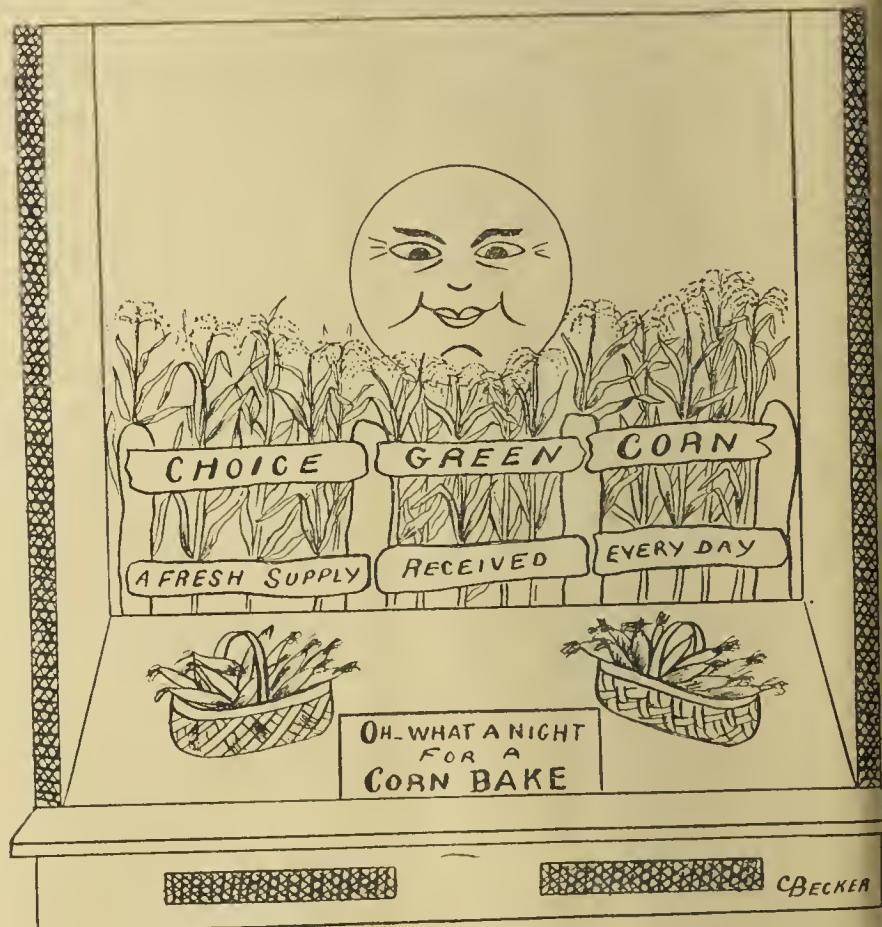
"They ain't wild!" I said. "What I'm trying to show you is that clerks ain't intended just to tie up. If that's all they're good for almost any old wages are enough to give 'em, for that work ain't worth much, believe me. Clerks is to sell goods, but blamed few of 'em do it."

"All he said was this:—"

"I know they are, but I can't fix that kind. If you can, bring them in here and I'll employ them all."

Say, it ain't quite as hopeless that, is it? I dunno, though, sometimes I see things that make me think it's pretty near it. I was in a good Philadelphia store on the Sunday before the Fourth—just

Weekly Window Display Suggestions



Fresh Corn Display.

First cover the bottom of the window with light brown crepe paper and the whole background with dark blue crepe paper. Make a sign card like illustration and put it in the front of the window. Now fill two large market baskets with ears of corn and place one on each side. Now make a rough fence of whitewashed boards and letter with paint like the illustration. Fasten cornstalks to the fence with little wire nails. To make the moon, take a wire barrel hoop and cover with pale yellow tissue paper. Then make an outline of a face with a pencil, painting it afterward with a camel's hair brush. Do not have the blue background back of the moon and suspend moon from the ceiling with invisible wire. An electric light or large candle can be placed back of the moon for night display.

ing around and waiting to get
ord with the boss. Things were
g. The store was fair full and
were selling lots of stuff.

Well, I stood where I was right
earing of four clerks, two on
side and two on the other. I
ed there for about twenty min-
and during that time I sup-
they waited on—oh, I don't
w, as many as they could tend
Not one of 'em, in twenty min-
made the measliest little sug-
on to any customer about buy-
anything but what she ordered.
one! It was what d'ye want,
here 'tis.

here wasn't anything new about
to me, for I've seen it happen
often it's an old tale. It just
s to show that I'm giving you
ight goods. Here's the whole
g, put into choice and polite
: The clerk that ain't good for
hing outside of dishing out and
g up, is getting more than he's
th if he gets \$4 a week. If he's
l for what he ought to be good
he's got it in him to sell darned
everybody who comes in more
ls than she expected to buy.

THE STROLLER.

It Says Corn Products Co. Need Not Reveal Syrup Formula.

he Corn Products Co. has won its
with the Kansas Pure Food De-
ment over the right of the company
ll "Mary Jane" corn syrup without
ing on the label the per cent. of
um and the per cent. of glucose
orn syrup contained in the syrup.
Corn Products Co. refused to print
percentages because it claimed
it would be exposing a valuable
ula or trade secret. The pure food
ers did not contend that there was
unhealthful ingredients in the
ry Jane" syrup. It was contended,
ever, that the ordinary consumer
entitled to know the exact per cent.
lucose contained in the syrup. The
on the "Mary Jane" syrup reads
ollows: "'Mary Jane'; a table syrup
ared from corn syrup, molasses and
country sorghum. Contains sul-
dioxide." The court held that this
conforms to the law, and said:—

In my judgment, whenever it is
ecessary to prevent adulteration
d misbranding, the board may
quire a statement of percentage
ingredients, provided such re-
irement does not violate the State
w, or the act of Congress where
terstate commerce is concerned.
it as to the article manufactured
plaintiff, it is in the first place
ry doubtful whether there can be
id to be any adulteration or mis-
branding at all, within the meaning
the limitations prescribed by Reg-
ation 6. It does not appear from
e amended petition or anything
e submitted to the court thus far
at the "Mary Jane" syrup is not
st what the label states it to be.

No Advance in Prices on

LIPTON'S TEA

*No advance to the Jobber--the Grocer
--or the Consumer*

And Quality the same, of course

Other teas are selling at advanced prices be-
cause of the war. But users of Lipton's Tea
can still get their favorite blend at the same price
as before the war. And now is a good time for

you to introduce Lipton's
Tea to those of your cus-
tomers who do not yet
know the perfection of
blend and exceptional
drinking qualities of
Lipton's Tea.

We shall maintain our regu-
lar prices on Lipton's Tea just
as long as our great resources
as the world's largest tea grow-
ers make it possible for us to
do so.

**Your customers' tea tastes and price
requirements are certain to be met in
one of these ten blends of Lipton's Tea**

Color of Label	DESCRIPTION OF BLEND	Price per lb.
Yellow	Black, Extra Choicest Blend of Ceylon and India Tea	0.70
Red	Black, Delicious Blend of Ceylon and India Tea	0.60
Pink	Black, Magnificent Blend of Ceylon and India Tea	0.50
Olive	Black and Green Mixed, Extra Choicest Blend	0.70
Gray	Black and Green Mixed, A Delicious Blend	0.60
Green	English Breakfast, Extra Choicest Blend	0.70
Blue	English Breakfast, A De- licious Blend	0.60
Salmon	Formosa Oolong, Extra Choicest Blend with Finest Ceylon and India Tea	0.70
Green	Formosa Oolong, Delicious Blend with Finest Ceylon and India Tea	0.60
Purple	Green, Extra Choicest Blend of Ceylon Green Tea	0.70

Thomas Lipton
TEA and COFFEE PLANTER, CEYLON.

NEW YORK LONDON INDIA CEYLON CHICAGO TORONTO



322.—A Legal Phase of the Mail Order Problem.

The following letter comes to me from a Western retail dealer in automobile supplies. Every other retailer in any line, even including burial caskets, is facing the same problem to-day:—

From our experience as a retail dealer we believe the most difficult obstacle to-day is the cut-throat mail order house. We feel that legitimate garage men and dealers should perfect some organization whereby a list of products made and distributed through legitimate jobbers only could be supplied each member. Manufacturers selling mail order houses should have no representation on this list, and members of the organization should pledge themselves to patronize only jobbers carrying lines not sold to the retail trade direct, or through the mail order house.

Our experience has been that we can readily sell an article at a legitimate profit, provided the consumer has not received some cut-price inducement. Substitution of accessories is easy and sales can readily be made from a standpoint of quality.

A great many trade problems would be solved if something like this was possible, but possibly other problems more serious would follow this method of solution. At least that is the theory of the law.

The plan which is above suggested is substantially identical with that which up to a few months ago was used by the organized retail lumber men. Readers hereof will remember that the Government got after the lumber retailers on the ground that they were seeking to monopolize the business and restrain competition. If I remember rightly they agreed to stop what they were doing, and allowed an injunction to be issued against themselves.

The lumber plan was this: There are first lumber manufacturers, who prepare lumber for sale. Then there are retailers, who have yards from which they sell to consumers of lumber, meaning such people as builders. The retailers thought that the manufacturers should sell only to them, and that only they,

the retailers, should sell consumers. The manufacturers, however, thought they had a right to sell anybody who could buy the quantity, and they sold consumers too. The retailers' association got a list of the manufacturers who sold consumers and circulated it generally among the retail trade, the purpose being to induce the retailers to boycott all manufacturers except those who would agree to sell them exclusively. I believe there was a pledge to do this and a penalty for not doing it.

My friend, the dealer in auto supplies, if I understand his letter, would first organize the retail trade, and would then prepare an "honor list" of articles the manufacturers of which do not sell them to mail-order houses. These the members of his organization would pledge themselves to sell exclusively, thus declaring by implication, at least, a boycott on all other articles.

It is as clear as anything can be that this could not legally be done, and that any attempt to do it, on the part of an organization, would speedily bring the United States Government down upon its head, if the question was ever raised.

There are some features of the mail-order problem which, being questions of expediency rather than law, I shall not discuss very much. I do feel like saying this: that if a manufacturer is selling a mail-order house (a retailer) direct, and refusing to sell a regular retailer direct, even though that retailer buys the same quantity, he is guilty of gross discrimination and deserves sharp discipline. But if the manufacturer sells the mail-order house, though a retailer, because it buys the quantity, being at the same time willing to sell at the same price, any other retailer who will buy the quantity, no reasonable complaint can be made unless you

contend that no manufacturer should sell any retailer on any terms. If a manufacturer will sell any retailer who buys the quantity, it would seem more logical for retailers to buy co-operatively, so as to make up the quantity, than to try and induce a manufacturer to refuse to sell the mail-order house at all.

I do discuss this to this slight extent because the logic of the regular retailer's position would always have some bearing upon the feeling of the court in passing on a given plan of defense.

If a given manufacturer is treating the regular retail trade unfairly in any way, there is practically only one thing that can be done concertedly, in my judgment. Of course any number of retailers can take individual note of the manufactur-

er's unfair practices, and act on them as they see fit—by boycotting the given goods, if they like—and they will be wholly within their legal rights. Or an association would also be within its legal rights if it placed before its members, or before the trade at large, the names of the manufacturers who it was alleged treated retailers unfairly. The facts setting forth what the alleged unfairness consisted of could also be set forth, but of course particular care should be taken to state what was known to be the actual truth and no more. Any such communication ought to stop about there. There could not legally be any pressure either there or anywhere else to compel retailers, perhaps against their will, to join in any movement to boycott the goods of the manufacturer in question. The facts could be stated, and the whole matter then be left open to the retailer's common sense. If he chose to throw the goods out all right—he could legally do it. If he chose to go on selling them, all right again—he must not be interfered with. There would be nothing illegal in arguments, by an association to its members, or to the general trade, as to why a given manufacturer's methods were unfair, but when everything is said that can be said, the retailer must be left alone to do as he likes. Any

Three More

Frederick, Md., July 26, 1915.

Modern Merchant and Grocery World,
Phila., Pa.

Gentlemen:—Enclosed find check for three dollars for which please send me the World for another year.

I am a subscriber to a bunch of grocery papers, but when it comes to real value the Grocery World has them all beat hollow.

With wishes for continued success, I am

Cordially yours, F. V. STAUB.

* * *

Leola, Pa., July 26, 1915.

Grocery World Publication Co.

Enclosed find check for renewal of Grocery World for two years. It surely is some paper, and your Mr. Stroller is all O. K.

Yours respectfully, P. H. MECKLEY.

* * *

East Stroudsburg, Pa., July 21, 1915.

Grocery World,

927 Arch St., Philadelphia, Pa.

Gentlemen:—Enclosed find check in payment for two years' subscription to the Grocery World.

We have found your paper a good investment and any merchant that cannot get his money's worth out of it must be a wonder in the business world.

Yours truly,

A. W. LODER & SONS.

urt whatever to coerce him, or to
lge him, or to bind him, to join
boycott, would be dangerous
er the present state of the law.

(Copyright, August, 1915, by
Elton J. Buckley.)

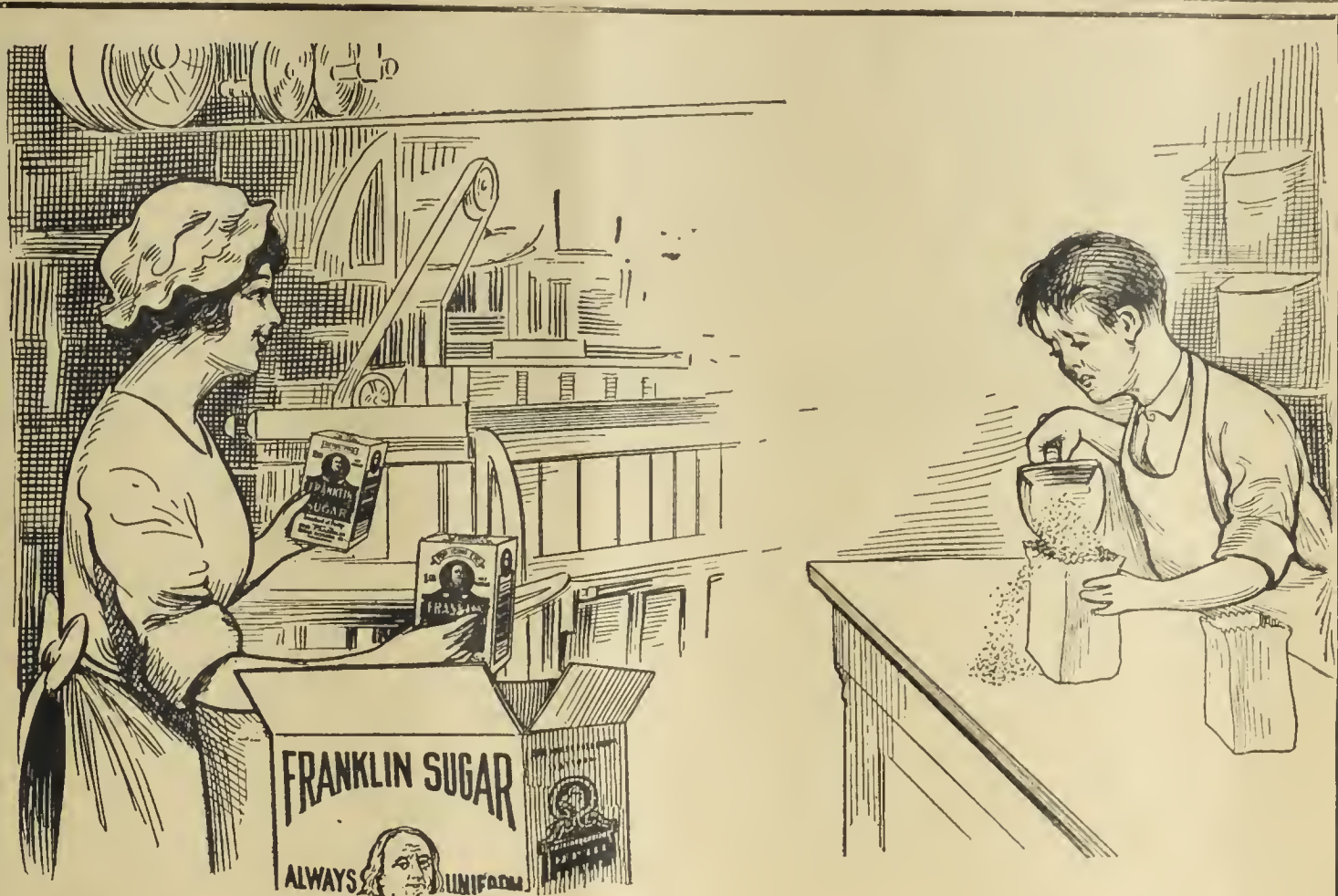
Question: J. M. Peters, Parry-
Pa.—M. Owns a property in
ryville, on which I have first
tgage. On record three years.
s property had a plank pave-
t: Councils passed ordinance
new ones, they to name ma-
al, width, etc. The burgess and
d a spill when it came to make
particular one. He insisted I
to make it 6 feet wide, solid
ent gutter, curb and pavement.
anted a foot left on each side to
grass in. We could not agree
told him to do as he pleased.
has now made it to suit himself.
cannot pay for it, and I told him
ould not. They have now filed
echanic's or municipal lien and
me notice to pay same in thirty
or they will sell property. Can
collect that money ahead of
first mortgage?

Answer.—They can. Municipal
of this sort are first liens as
st mortgages. Nobody should
a mortgage without carefully
assing the situation to see if the
erty is likely to be taxed for
icipal improvements. If you
rove that your local officials
ed their authority, you should
a defense to the lien and take
matter into court.

FE.—Requests for information in
department should tersely set out
all the facts bearing on the case,
all questions should be carefully
ed to avoid misconstruction. Write
e side of the sheet only. Letters
d be received at this office not
than Tuesday of each week, to en-
an answer in the Monday's issue
ving. The signature and address
e writer must accompany all in-
s, and will be published un-
ere is a request not to do so. All
ies received will be answered
ut charge. Address all communi-
is to Legal Editor "Modern Mer-
and Grocery World."

Big Cereal Companies at Odds.

ere is a lawsuit in prospect be-
the Kellogg Toasted Corn Flake
ad the Postum Cereal Co., both of
Creek, regarding the right to the
which was granted on "Instant
m." Depositions are being taken
inary to an interference action
e the Commission of Patents at
ington to come on later. The
gg Co. is said to claim to have
ated a product substantially iden-
with the "Instant Postum" and to
had it on the market when the
sm Co. secured its patent and an-
ed its new soluble product. The
is said to be as to which of the
ufacturers was entitled to the pat-
and the proceedings are said to
se long and hot litigation.



Sell FRANKLIN CARTON SUGAR Instead of Bothering with Bags

One of our machines can fill 127 CARTONS with FRANKLIN CARTON SUGAR in the time it takes to fill, fold and tie a paper bag. There are 127 more sensible things to do in a grocery store than put up sugar; it's not only a foolish waste of time, even if the boy does it, but besides the cost of the labor you must also take the cost of the bags and the twine and the loss from overweight out of the slender margin of profit.

FRANKLIN CARTON SUGAR is ready to sell when you get it; it's as handy as cans of tomatoes or bottles of pickles. It's a tight, neat, clean, convenient, sanitary package that will please your customers as much as yourself. The CARTON does not burst on the way to a customer's home and let the sugar get over everything in the basket or box, it does not burst or fall over and spill when customers handle it. Women like its cleanliness; they like the sparkling white purity of the sugar. Once you start them buying it, they will always buy it.

You can buy FRANKLIN CARTON SUGAR in the
original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

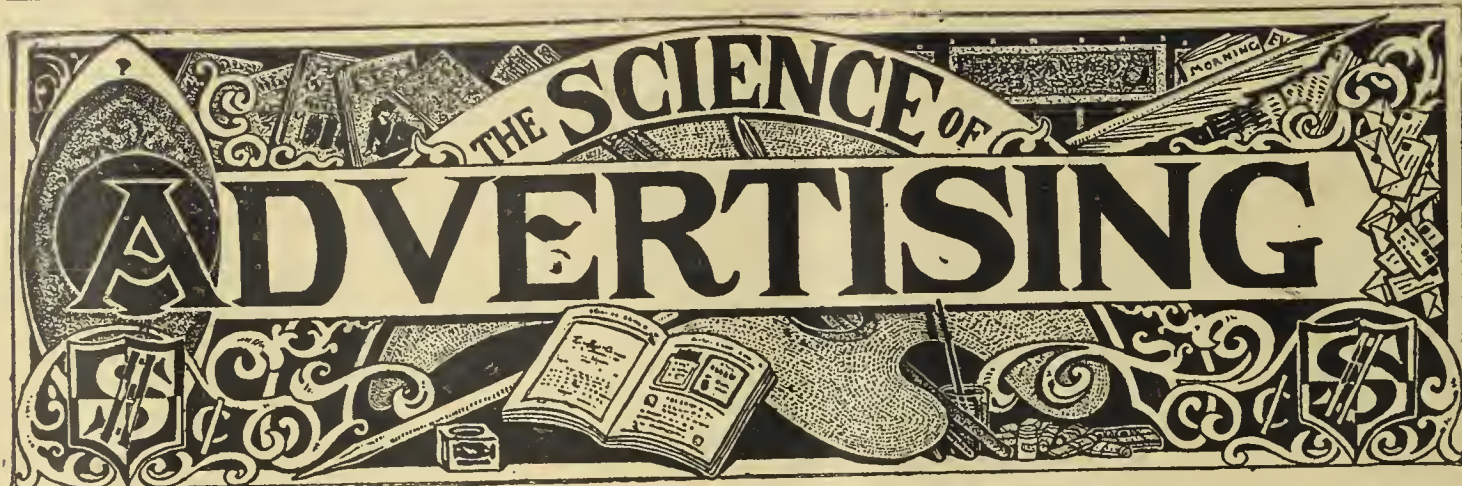
"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the finest sugar you can possibly buy—FRANKLIN CARTON SUGAR. In the first place, it's absolutely clean, pure sugar and, in the second place, the sanitary CARTON keeps it clean, to the last grain."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



Newberry, Pa., July 12, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed find circular for criticism. This circular was distributed from house to house a few days before our demonstration day.

Would be pleased to have your criticism and point out the defects. Thanking you in advance for same,
Yours truly,

MORRIS GROCERY CO.

The circular inclosed measured 9 x 12 inches, and was printed on very poor paper. I don't know why, because the letterhead which

the Morris Co. write their letter on is on unusually good paper and is well printed. I suppose they did what a great many merchants do—they selected the paper for their letterheads themselves and let the printer select the paper for their circular. If that is true, they ought to select the next circular paper themselves, for this doesn't do them justice. Here is the reduced reproduction of the circular:—

up experience for future reference. For its purpose, I think the circular is all right, speaking now of the matter on it. I have always thought the demonstration day scheme a good one. If properly advertised it can always be depended on to get people in the store, and if you know how to handle them once they are in the thing can be depended on

to pay for itself many times over. In advertising a thing like this, believe it is always a good thing to send invitations through the mail—a tasty, appealing printed card, addressed and sent under a 2-cent stamp to a selected list. Beware of the 1-cent stamp in mailing advertising—it is a heavy handicap. I was after a crowd at a demonstration like this I should never depend alone on circulars—they would always get something, but if I wanted a real crowd, I should use the invitations too.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

WATCH FOR THE BOYS

on the
STREET



Saturday
March 20

Buy biscuit baked by
NATIONAL
BISCUIT
COMPANY

Always look for that Name



Demonstration Day
NATIONAL BISCUIT CO.
H. J. HEINZ COMPANY
READING STEAM PRETZEL CO.
Music by a full Orchestra, in the Eve.
Morris Grocery Co.

Very evidently this circular, though sent in only last week, was used several months ago. By this time, therefore, the Morris Co. know how their Demonstration Day

succeeded. I wish they would tell us—I always like to follow advertising up, when I can, and see how it has worked. Of course that is the only really useful way of laying

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

The Boss's Orders.—When the boss gives you orders to do a certain thing, *do that thing*. It is not up to you to question the expediency of it. He is responsible for that. Go ahead and carry out his orders and do it without asking any questions or bothering the man with how you should do this or that in order to get to a certain point or accomplish a certain thing.

The other day a young man was told to clean the front windows. He asked the manager where he could find a ladder, then he came around to say he had no water pail. That fellow did not show the gumption of a five-year-old kid. Humble and all as this work was, the same principle applies to higher work. Never go back to the man who gives the orders for detail information. Get it from somebody else, if you want to make good and stand good. The late Elbert Hubbard wrote a little pamphlet entitled "Carrying a Letter to Garcia." The writer well remembers the splendid inspiration that that "letter carrying" brought to him and we believe it can still be bought for 10 cents. If you would like to know the real importance of doing a thing yourself, buy that booklet. If you find any difficulty in getting it, let me know.

To Solicitor.—Do you fellows go prepared to take orders every morning? To go "prepared" is to have a new written list back of your order book. The old-fashioned chap reads off—soap, starch, blue, baking powder, tea, coffee and flour. The new order clerk goes,

or should go, to the head butcher, the head grocery clerk, the manager of the vegetable department and the butter department and says: "Got your list ready?" These men know what their department need pushing and, of course, what represents the most profitable and mark you, these things are always seasonable things, things that are demanded up to the minute.

We will relate an actual occurrence that illustrates the importance of preparation. It was quite a fashionable boarding house at a very popular sort. The little woman was "very busy" and didn't want a thing to-day. A young man sat down, pencil and book in hand, and went to it. He had special on fore quarters and half quarter lamb—real spring lamb. He had a 10-pound price on creamery butter and a tub price on pure lard. He talked potatoes by the barrel and cabbage by the dozen. He had a price gallon olive oil at \$2.50. An odd box of soap he wanted to dispose of for \$3.45 a box and an unadvertised box of cornflakes at 95 cents a dozen. Then, with the exception of the half quarter lamb, every item mentioned here *was sold* and quite a few more.

Naturally you will say this fellow must be a good talker. He is. How did he acquire his gift of preparation? By listening to the butcher, the vegetable man, the grocery salesman, the butter buyer—and his ever current list.

Oh, it's a fine game is the solicitor's game, if you go about it right.

D'ye Know, You Haven't Got So Much Time on the \$175 Window Dressing Contest?

It closes September 1st next, which is only five weeks off. Realize that?

Do you understand that we are going to give away **One Hundred and Seventy-five Dollars** in prizes for the best window displays of Lipton's Tea? There are two strong reasons why you should make a **Lipton Tea** display now—1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the \$175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me \$350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. GINGRICH,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

JOHN ALTMAN & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for \$12. My object of selling is due to having to replace with larger tank.

W. E. ROBERTS,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for \$65.

SAMUEL M. GELGOOD,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me \$40 when new, will sell for \$7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. CRAWFORD,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

5 cases Banquet Pepper, in sifting glass bottle, 70 cents dozen.

10 boxes Huyler's $\frac{1}{2}$ Cocoa, 25 cents lb.

15 boxes Rona Cocoa, $\frac{1}{2}$, 30 cents lb.

10 boxes Rona Cocoa, $\frac{1}{4}$, 30 cents lb.

3 doz. Wood Lemon Squeezers, 25 cents doz.

10 boxes 50s Swift Pride Cleanser, \$1.50 box.

15 boxes Brubaker's Pudding, 65 cents doz.

15 boxes Jellycon, assorted flavor, 45 cents doz.

1 case 50 Window Klene, \$1.50 box.

8 Boxes 4-oz. Favorite Lye, \$1.60 box.

3 doz. All Steel Washboards, \$2.75 doz.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost \$15, will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Belt Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register with clerks' keys and tape on the side and registers up to \$10; in good order. I paid \$225 for same and will sell for \$50.

JAMES OPENSRAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second-hand to me, has a carborundum grinder attached and will do fair work. Fifteen dollars is what we ask for it.

D. W. DEWEES,
51 Logan Ave., Sharon, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new built for me eight months ago by an A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell to quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, am using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and

in good condition. Has 11 feed ad-
ments and will slice ham, bacon,
beef, etc. Reason for selling, I
replacing same with larger machine.
E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a
Roaster in perfect condition, used
than a year, fitted with electric
or and cost originally \$350. Will
\$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

We have a National Cash Register for
in use only nine weeks. Cost \$250,
sell for \$110, f. o. b. Pottsville, Pa.
FRANK KAISER,
Pottsville, Pa.

Important Notice to those Advertis-
in the Exchange Department.

the goods advertised do not move
four weeks, will the owner kindly
us, so that the offer may be dis-
continued? We desire to keep the de-
ment as clean and fresh as possible,
if goods don't move in four weeks,
will probably not move at all.

THE VALUE OF BRIGHT STORES

The difficulty of mak-
ing a sale—whether it
be dry goods or vege-
tables, jewelry or shoes
is increased tenfold in
a poorly lighted store.
Other things being
equal, the Electrically
lighted shop will do
more business than the
store which uses other
illuminants. "Indoor
Daylight" can only be
obtained by the use of
Mazda Electric lamps.

Philadelphia Electric Co.

Tenth and Chestnut Streets

PATENTS

Trade-marks procured promptly
and properly in all countries

& Davis, Washington, D. C.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RE-
SULTS.—Ever throw an ad. pencil
away? As low as \$1.08 per gross in
lots. Stamp brings samples. Grabill &
Co., Lancaster, Pa. 52

WANTED

WANTED.—A Toledo Computing
Scale to weigh 10 pounds or more;
must be in first-class condition and
cheap. F. L. Crissman, East Palestine,
Ohio. 10

WANTED.—Second-hand National
Cash Register, No. 442, in good con-
dition. Also a good second-hand U.
S. Slicing Machine. F. L. F., care
"Modern Merchant and Grocery
World." 7

WANTED.—A good second-hand 15 or
16-foot Sherer grocery display counter.
Give style or number of counter, num-
ber of drawers, etc. Also state condi-
tion of counter and name lowest cash
price. Address Box 500, Swengel, Pa. 5

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest
cash price; also original cost. Address
"Quick," care "Modern Merchant and
Grocery World" office.

HELP WANTED

WANTED.—High-grade men to call on
grocery trade in connection with Star
Egg Carriers and Trays. Nationally ad-
vertised and used by more than 59 per
cent. of the grocers in the country.
Exceptional opportunity for high-grade
men with real selling ability. For par-
ticulars write Star Egg Carrier and
Tray Mfg. Co., Rochester, N. Y. 1f

WANTED.—Grocers' tea and coffee
salesman to handle my line of store
fixtures on commission. H. F. Heacock,
51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—General store, stock and
fixtures, gas and electric light, stock at
appraisement; stock and property about
\$14,000, clear of incumbrance. Wish to
retire. Established 34 years. I. Kep-
ler, North Wales, Pa. 10

FOR SALE.—Lancaster, Pa., gro-
cery store and dwelling. Elegant loca-
tion. Clean stock. All new fix-
tures. High class cash trade. Modern
nine-room house. All improvements.
A rare chance. Address Lancaster,
care "Modern Merchant and Grocery
World." 5

FOR RENT.—Thirty-five-year estab-
lished grocery business. Apply to 846
E. Chelton avenue, Germantown, Phila-
delphia. 5

FOR SALE.—Cheap, for a quick buyer,
stock and fixtures of a grocery and deli-
catessen store. Stock clean and good.
Fixtures high class. Address 5069 Fun-
ston St., West Philadelphia. 9

FOR SALE.—Stock and fixtures of an
old-established corner grocery and meat
store, near Kensington Ave., above
Cambria St. Will sell for a very low
figure, \$650, if sold at once. Apply
K. B. W., care Grocery World Publica-
tion Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash
business, in a suburban town of Harris-
burg, Pa. Fixtures at a set price and
stock at inventory. Other business takes
my time. Any one meaning business
will do well by investigating. Address
S. A. C., care Grocery World Publica-
tion Co., 927 Arch St., Philadelphia.

FOR RENT.—Store, suitable for gro-
cery; 1,500 population; one other store
doing about \$40,000 yearly; fine oppor-
tunity for profitable cash business;
\$17.50 per month. Address P. E., care
Grocery World Publication Co., 927
Arch St., Philadelphia. 29

FOR SALE.—Grocery, fresh meat and
provision store, with best location in
West Philadelphia. Carries stock of
about \$600. Will sell stock and fixtures
at inventory. Fixtures hardwood, latest
design. Address W. J. 2, care Grocery
World Publication Co., 927 Arch St.,
Philadelphia. 8

FOR SALE.—Stock and fixtures of an
old corner grocery and provision store.
To a quick buyer will sell for a very
low figure, \$475. Would do well with
fresh meats and delicatessen. Address
N. E. corner Jasper and Cambria Sts.,
Philadelphia. 11

HOUSES.

FOR RENT.—North Wildwood, six-
room cottage, with attic, fully furnished,
electric light, gas and coal range, boat-
ing, crabbing and fishing at the door,
for the month of August and two weeks
in September. Phone Dickinson 1013,
or address 1605 Morris St., Philadel-
phia. 5

MISCELLANEOUS.

FOR SALE.—A set of almost new
delivery harness; cost \$35, will sell for
\$25; they are hand made; also a hand
made rubber tire buggy for sale; first
tires are not worn hard; will sell for
\$60. A. E. Flagler, Quakertown,
Pa. 10

FOR SALE.—Huckleberries, 9 cents
a quart; summer apples, \$1.75 a bar-
rel, f. o. b. cars here, cash to accom-
pany order or A-1 reference. W. B.
Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—A lot of fresh Pratt's
Poultry and Animal Powder for sale.
Will deliver at 10 per cent. less than
cost. Address L. G. Welch, Bridgeville,
Del. 5

FOR SALE.—At \$30, Oliver typewriter.
Not a rebuilt machine, but in good con-
dition. Cannot take less than asked.
Address H. F. Snader & Co., Adams-
town, Pa. 5

FOR SALE.—One large Humphrey five-
burner outside gas lamp, almost as good
as new; in use only a short time. Cost
new \$17, will sell same for \$8. Address
Wm. Arthurs, 184 W. Lehigh Ave.,
Philadelphia.

FOR SALE.—Light delivery wagon
and single harness. Address Owner,
460 Asbury Ave., Ocean City, N. J. 26

Read The Advertising World

for new and practical advertising ideas in various
lines of trade. Its dictionary of headlines and
ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

This Tells the Tale

Established 1845.

Knight's

EXTRACT
OF
VANILLA

MANUFACTURED BY
**KNIGHT
COOKING EXTRACT CO.**
211 ARCH STREET
PHILADELPHIA,
PA.

None Genuine without this Signature
Charles D. Knight
PRICE 25 CENTS.

ICE CREAMS, PUDDINGS, PIES, CUSTARDS, CAKES,
JELLIES, BLANC MANGE, SAUCES, GRAVIES, ETC.

A product which has been on
the market fifty-eight years is
a product which has stood the
hardest of all tests—the test of
time. "Knight's Cooking Extracts"
is a phrase familiar to man,
woman and child, from the
Atlantic to the Pacific and
from the Lakes to the Gulf.
It is easy to tell why; no
housewife ever had a bottle
go back on her and no house-
wife ever will. Good extracts
must be on your shelves.
Grocers, if you sell Knight's
Extracts we need say nothing
more to you; if you don't, we
want one order from you—we
are sure of more. You are
certain of their absolute purity
and a good profit.

KNIGHT Cooking Extract Co.

No. 211 Arch Street

PHILADELPHIA, PA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. AUGUST 2, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	24		
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Salt Soda.....	24		
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	24		
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	24		
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14	Seeds.....	24		
Blacking--Shoe.....	2	Evaporated Milk.....	9	Oysters.....	16	Soda--Bi-Carb.....	24		
Bluing--Dry.....	3	Eggs.....	12	Oils.....	19	Soft Drinks.....	24		
Bluing--Liquid.....	3	Fancy Groceries.....	13	Olives.....	19	Soap Powder.....	24		
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	24		
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	24		
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	24		
Butter.....	4	Floor Polish.....	24	Peanut Butter.....	19	Syrup and Molasses.....	24		
Cakes and Crackers.....	10	Green Coffee.....	3	Pickled Meats and Fish.....	19	Smoking Tobacco.....	24		
Candles.....	5	Gelatine and Prepared Desserts.....	15	Pickles.....	11	Table and Cooking Oil.....	19		
Canned Goods.....	5	Horseradish.....	14	Popping Corn.....	15	Tapioca.....	14		
Canned Meats.....	4	Hominy.....	17	Provisions.....	20	Tea.....	24		
Catsup.....	4	Honey.....	27	Preserves, Jellies, Jams and Marmalades.....	17	Toilet Soaps.....	24		
Cereal Specialties.....	14	Ink.....	4	Prunes.....	20	Tobacco--Plug.....	24		
Cheese.....	23	Jars and Jar Rubbers.....	4	Roasted Coffee in Bulk.....	3	Vinegar.....	24		
Chewing Gum.....	8	Ketchup.....	18	Rice.....	23	Wood and Willow Ware.....	24		
Chocolate and Cocoa.....	23	Lamp Goods.....	14	Refined Molasses and Syrups.....	27	Yeast Cakes.....	24		
Cider.....	16	Lentils.....	19	Rope, Tie Yarn, etc.....	17				
Clams.....	24	Lye and Potash.....	18	Raisins.....	17				
Cleansers and Polishing Compounds.....	17	Lard and Compounds.....	21	Sugar.....	1				
Cocanut.....	13	Live Poultry.....	25	Shoe Dressing.....	2				
Cornmeal.....	26	Laundry Soaps.....	25	Sardines.....	6				
Cornstarch.....	9	Laundry Crystals.....	26	Saratoga Chips.....	7				
Condensed Milk.....	12	Laundry Starch.....	12	Soups.....	15				
Cottolene.....	3	Macaroni.....	22	Smoked Fish, Codfish and Mackerel.....	12				
Coffee Essence and Chicory.....	10	Mapleine.....	18	Sauer Kraut.....	23				
Delikatessen.....	17	Matches.....	18	Salt.....					
Dried Fruits.....	21	Mince Meat.....							
Dried Meats.....									

ADVANCES.

Mackerel.....

DECLINES.

Cheese.....
Flour.....
Compound Lard.....

SUGAR.

	Barrels.
Cut Loaf.....	7.15
Eagle Tablets.....	7.65
Crystal Dominoes, 24 5-lb. pkgs.....	8.75
" " 60 2-lb. pkgs.....	9.25
Patent Cubes.....	6.50
Confectioners' Lorenge.....	6.40
Powdered.....	6.35
Fruit Powdered.....	6.25
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.55
Granulated, fine or standard, McCahan.....	6.25
" " Franklin.....	6.30
" " extra fine, bbls.....	6.25
" " 2-lb. bags.....	6.55
" " 5-lb. bags.....	6.45
" " 10-lb. bags.....	6.40
" " 25-lb. bags.....	6.40
" " 100-lb. bags.....	6.25
" " coarse.....	6.35
Confectioners' Crystal A.....	6.25
A Confectioners'.....	6.15
A No. 1.....	6.00
A No. 2.....	5.95
Franklin B.....	5.80
Extra C.....	5.55
C.....	5.40

TEA.

	Per lb.
Formosa--	
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choice, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
Oolong, black--	
Extra choice, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.25 -.27
Finest, 1/2 and 1/4 chests.....	.22 -.24
Superior, 1/2 and 1/4 chests.....	.20 -.22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.23 -.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/4 chests.....	.35 -.40
Firsts, 1/4 chests.....	.28 -.30
Extra seconds, 1/4 chests.....	.23 -.25
Seconds, new, 1/4 chests.....	.22
Imperial, green--	
Firsts, 1/4 chests.....	.38
Seconds, 1/4 chests.....	.25 -.30
Japan, green--	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/4 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green--	
Firsts, 1/4 chests.....	.35 -.40
Hyson, green--	
Extra firsts, 1/4 chests.....	.35 -.40
Firsts, 1/4 chests.....	.28 -.32
Seconds, 1/4 chests.....	.25 -.27
Assam, black--	
Choice, 1/4 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
1 lb. 1/2 lb. 1/4 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/4-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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	1 lbs.	1/2 lbs.	1/4 lbs.
Lipton's Tea, 50-lb. cases--	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42 1/2
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.10
" " 10c., 3 doz.....	.85
Banner Dry Ammonia.....	1 doz. .95 1/2
White Foam Household, 10 oz., 3 doz.....	.90
" " 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. .75
Mica, 1/4 gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder--	
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	1.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder--	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	6.50
Davis' O. K.--	
1/2 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., 1/2 doz.....	7.20
Leatie's--	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/2 lb., 4 doz.....	1.30
1/2 lb., 3 doz.....	2.40
1 lb., 2 doz.....	4.65

BLACKING--Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
" " No. 2, 1/4 gross.....	3.00
" " No. 3, 1/4 gross.....	3.30
" " No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's--	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

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Black Shine, No. 2.....	.45
" " No. 3.....	.75
Tan Shine, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.13 1/2
Carcacas, fancy, washed.....	.16 3/4
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.12 3/4
Santos, fancy.....	.11 1/2
Rio, Golden, fancy.....	.11 1/2
Rio, prime.....	.09 1/2

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 3/4
Carcacas, extra fancy, washed.....	.20 1/4
Maracaibo, extra fancy.....	.16 1/2
Santos, Peaberry, extra fancy.....	.15 1/2
Santos, extra fancy.....	.15 3/4
Rio, Golden, extra fancy.....	.13 1/4
Rio, prime.....	.11 1/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arloza.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" " imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	" 2.15

BLUING--Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
" " No. 3, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	6.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " " No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 6.15

BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	3.90
French Laundry, large, 1/2 gross bbls.....	6.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.50
" " 16 oz., 1 doz.....	9.90

BUTTER.

	Per lb.
Tub Butter--	
Creamery specials.....	.30
" " extra, 60-lb. tubs.....	.29
" " first, ".....	.28
" " second, ".....	.27
" " third, ".....	.26
" " dairy, extra, bakers' use, 30-60 lbs.....	.23-.25
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.28-.31

Print Butter--	
Prize.....	.27
Gurnee, lbs. and 1/4 lbs.....	.35
Awltru.....	.31
Millen Farm, lbs. and 1/4 lbs.....	.31
Honebe.....	.31
Star or S. D., 1 lb., 20-50 lb. boxes.....	.31
B. B., E. D., 20-50 lb. boxes.....	.31
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.31
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.28-.32
Sheaf.....	.31
White Rock.....	.31

CANDLES.

	Per box
P. & G., 8s, 30 lbs.....	
" " 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box 1.10

JARS AND JAR RUBBERS.

	Per gross
Mason's--	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers--	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	per gross
Acme, wide, 1 doz. cartons, 5 gross boxes.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes.....	per gross
Lighting, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
5-lb. lots 1 cent per lb. less.....	
Jar Tops--	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls, 24 doz.....	per doz.

CATSUP.

	Per gross
Snider's--	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's--	
Tomato, 1/2 pint, 2 doz.....	
Tobacco, 1/2 pint, 2 doz.....	
Beech-Nut--	
Pints.....	
1/2 pints.....	

KETCHUP.

	Per gross
Curtis's "Blue Label," Tomato--	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Red Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	1.90
Knickerbocker's, No. 2	1.40
Van Camp's, No. 2	1.40
Druckshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
Tomatoes—	
Standard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" No. 3	.80
na Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
ing Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
rn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.30
Fancy, Maine, No. 2	1.30
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
as—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.80
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.80
Sifted, Indiana, No. 2	1.10
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
ets—	
Standard, New York, No. 2	
" No. 3	1.25
" New Jersey, No. 2	
" No. 3	1.10
ccotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.15
garagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
mpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
inach—	
Standard, Maryland, No. 3	1.00
ur Krout—	
Standard, New York, No. 3	.85
" Maryland, No. 3	.80

California Canned Fruit.

pricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
utlett Pears—	
Extra, No. 3	
" No. 2½	2.50
Extra Standard, No. 2½	2.30
Standard, No. 2½	2.15
hite Cherries—	
Extra, No. 3	
" No. 2½	2.90
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
aches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
aches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
aches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

pples—	
New York State, No. 3	.90
" No. 10	2.75
ackberries—	
In syrup, No. 2	1.35
In water, No. 2	
berries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
aches—	
Table, No. 3	1.35
Seconds, No. 3	1.15
Pie, No. 3	.85
cars—	
Bartlett, Extra Standard, No. 2½	2.00
Kellogg, syrup, No. 3	
" water, No. 3	
ums—	
Heavy syrup, No. 2½	1.25
Light syrup, No. 2½	1.00
ueberries—	
Maine, in water, No. 2	1.40
rawberries—	
Extra preserved, No. 2	1.80
Preserved, No. 2	1.60
In water, No. 2	1.20

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.95
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	4.50
" No. 1, flat, 4 doz.	4.50
" No. ½, flat, 4 doz.	2.30
Star, No. ½, flat, 4 doz.	1.40
" No. ½, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	15.00
" " high oval, 100s.	18.00
" Fresh Mackerel, 100s.	19.00
" dgl., Young Mackerel in Olive Oil, ¼s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain	
Normanna, Tomato Sauce, 100s.	11.00
" Boneless, ¼s, oval, 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	23.00
" " high oval tins, 100s.	18.00
Salmon—	
Hagood's, No. 1, tall	2.45
" No. 1, flat	2.50
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	1.00
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	11.50
" ¼s, Tomato Sauce, 100s.	11.50
" ¼s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, ¼s, skinless and boneless, 100s.	24.00
Boneless and peeled, ¼s	24.00
" D. & G., ¼s	26.50
" Ispra, ¼s	28.00
" Gondolier, ¼s, 100	18.00
" Landell, ¼s, 100	9.50
" Martell, ¼s, 100	10.50
" ¼s, 100	15.00
" Loyal, ¼s, 100	9.50
Argonauts, ¼s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100	15.00
" ¼s, tomato sauce, 100	15.00
" ¼s, olive oil, 50	13.25
" ¼s, tomato sauce, 50	13.25
Sea Queen, ¼s, olive oil, 100	11.25
Sea Pearl, ¼s, olive oil, 100	9.40
Tea Time, ¼s, olive oil, 100	7.80
"Herringlets", olive oil, 50	7.50
Bouillon "Herringlets", 50	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s	3.90
No. 2, ¼s, 100	3.60
¼s, key, 100	3.80
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" " " ¼s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	3.60
¼s, 48	3.90
Continental, ¼s, key, 48	3.25
Irma, fancy, ¼s, 50	3.80
Gold Label, ¼s, 50	4.50
" ¼s, 100	7.00
Underwood's, ¼s, 50	4.50
Pickert's, Crown brand, ¼s, 48	4.00
" Columbias, ¼s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.60
No. 2, 1 doz.	4.80
Hash, No. ½, 2 doz.	1.05
" No. 1, 2 doz.	2.30
" No. 2, 1 or 2 doz.	3.75
" No. 6, ½ or 1 doz.	13.25
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.95
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	4.00

Sliced Beef.

Armour's—	
Glass, small	1.85
" large	3.35
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Holly brand	
Erie brand	

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.60
No. 2, 2 doz.	4.80
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.60
Kingman's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	7.75
" No. 2, 1 doz.	8.50
" No. 2½, 1 doz.	11.55
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.	2.50
Chicken Liver, 5 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.47½
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ½ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ½ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ¼, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ¼, 2 doz.	
" No. 1, 1 or 2 doz.	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 15, 10½ oz., 4 doz.	Per case
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.	case 3.60
Curtice Brothers' Blue Label—	

	Quarts.	Pints.	½-Pints.
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25
Ritter's, Tomato			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes	.34
¼-lb. tins, 6-lb. boxes	.31
½-lb. tins, 6-lb. boxes	.30
1-lb. tins, 6-lb. boxes	.29
5-lb. canisters	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.29
½ lb., 6 and 12-lb. boxes	.28
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size, 6 lb.	1.50
Capitol, sweet, ½s, 6 lb.	.19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.	.29
" ½ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

W. H. Baker's—	
Best Cocoa, ¼-lb. size	.33½
" ½-lb. size	.33½
Premium Chocolate, ¼s, 12 lbs.	.29
" ½s, 12 lbs.	.29
Best Sweet Chocolate, ¼s, 6 lbs.	.20
" ½s, 6 lbs.	.20
Vanilla Chocolate, ¼s, 6 lbs.	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ¼-lb. glass jars	.40
Cocoa, ½-lb. tins	.29
" ¼-lb. tins	.30
" ½-lb. tins	.33
" 6 5-lb. cans	.30
Baking Chocolate, ¼s	.29
" ½s	.29
Swiss Milk Chocolate, 48 sc. cakes	1.50

Swiss Milk Chocolate, 40 5c. cakes.....		1.50
Hershey's—		Per box
Milk, 24s.....		.85
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.		.27
" " ¼ lb. size, 6 or 12 lb. bxs.		.28
" " ½ lb. size, 6 or 12 lb. bxs.		.29
Blooker's Cocoa—		Per doz.
Grand brand. ½-lb. tins, 2 doz.....		1.88
" ½-lb. tins, 2 doz.....		3.50
" 1-lb. tins, 1 doz.....		6.50
" 5-lb. tins, 1 doz.....per lb.		.52
" 10-lb. bags.....		.50
Daalder's brand, ½-lb. tins, 12-lb. box		.40
" ½-lb. tins, 12-lb. box		.39
" 1-lb. tins, 12-lb. box		.38
" 2-lb. tins, 12-lb. box		.37
" 5-lb. tins, 60-lb. box		.36
" 10-lb. bags, 100-lb. box.....		.35

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	.90
2-oz. oval cans, 4 doz. in box.....	Per can.	.07 1/2
5-oz. oval cans, 3 doz. in box.....	Per can.	.18 1/2
1/2-lb. round cans.....	Per can.	.29
1-lb. round cans.....	Per can.	.57
60 lbs. in case.....	Per can.	.50
5-lb. round cans.....	Per can.	2.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	.28
Sweet Vanilla, 4 cakes to lb.....	Per	.28
" 8 cakes to lb.....	Per	.45
Milk Chocolate, 6 cakes to lb.....	Per	.45
" 12 cakes to lb.....	Per	.45
Milk Chocolate Towers, 5-lb boxes, 20 boxes in case.....	Per	.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per	.56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	Per lb.	.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	Per	.50
1 lb. boxes, 30 boxes in case.....	Per	.55
1/2 lb. boxes, 60 boxes in case.....	Per	.55
1/2 lb. boxes, 90 boxes in case.....	Per	.56
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....	Per tin	.36
" 6-lb. boxes, 1/4-lb. tins.....	Per tin	.18
Stollwerck's Gold Brand Cooking Chocolate—		
No. 300, unsweetened, 1/2-lb. packages.....	Per lb.	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	Per lb.	.28
Stollwerck's Gold Brand Plain Eating Chocolate—		
No. 1, large, 25 cent size, 6 tablets in box.....	Per box	1.10
No. 3, small, 10 cent size, 24 tablets in box.....	Per box	1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, large, 25 cent size, 6 tablets in box.....	Per box	1.10
No. 54, small, 10 cent size, 24 tablets in box.....	Per box	1.80
Stollwerck's Cocoa—		
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb.	.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb.	.39

PAPER.

Continental Paper Bags—		Republic (White) S. O. S.	
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.		Republic (White) S. O. S.	
1/4 lb.....	34 1/2	1/4 lb.....	.25
1/2 ".....	41 1/2	1/2 ".....	.30
1 ".....	55 1/2	1 ".....	.40
2 ".....	72 1/2	2 ".....	.52 1/2
3 ".....	86 1/2	3 ".....	.62 1/2
4 ".....	1.07 1/2	4 ".....	.77 1/2
5 ".....	1.24 1/2	5 ".....	.89 1/2
6 ".....	1.52 1/2	6 ".....	1.09 1/2
8 ".....	1.76 1/2	8 ".....	1.27
10 ".....	2.01	10 ".....	1.44 1/2
12 ".....	2.35 1/2	12 ".....	1.69 1/2
14 ".....	2.98	14 ".....	2.14 1/2
16 ".....	3.18 1/2	16 ".....	2.29 1/2
20 ".....	3.56 1/2	20 ".....	2.57
25 ".....	3.95	25 ".....	2.84
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.		Per ream	
15x20, 5 reams in bundle.....		.48	
20x30, ".....		.90	
24x36, ".....		1.20	
Butter, Parchment—		Per pkg.	
8x11, 1000 sheets.....		.60	
9x12, ".....		.70	
18x24, 50-lb. bundles of about 1200 sheets,		per lb. .10	
Toilet—		Per case	
Extra quality, 100 rolls.....		5.75	
Good " 200 ".....		4.95	
Butter, Wax—		Per pkg.	
9x12, about 480 sheets.....		.14 1/2	
White Tea—		Per bundle	
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....		.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70	
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.	15M	.35	.26
1/2 "	10M	.43	.31
1 "	8M	.56	.41
2 "	6M	.74	.54
3 "	5M	.89	.63
4 "	4M	1.10	.79
5 "	3M	1.27	.92
6 "	3M	1.56	1.13
8 "	2M	1.81	1.20
10 "	2M	2.06	1.48
12 "	2M	2.40	1.73
14 "	1M	3.05	2.20
16 "	1M	3.26	2.35
20 "	1M	3.64	2.62
25 "	1M	4.18	2.71
Flour Sacks, satchel bottom—			
Majestic		Plain	
Ex. Heavy		per 100	
12 1/2 lbs., 1 bbl.....		.42	
24 1/2 lbs., 1/2 bbl.....		.70	
49 lbs., 1/4 bbl.....		1.40	
No. 2, Manilla light weight—			
12 in. rolls.....		Per lb. .02 3/4	
15 ".....		.02 1/2	
18 ".....		.02 3/4	
20 ".....		.02 3/4	
24 ".....		.02 3/4	

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Silk Fibre, No. 1—		
9 in. rolls.....	Per case	.02 3/4
12 ".....	Per case	.02 3/4
15 ".....	Per case	.02 3/4
18 ".....	Per case	.02 3/4
20 ".....	Per case	.02 3/4
24 ".....	Per case	.02 3/4
30 ".....	Per case	.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	Per case	10.00
10 roll lots.....	Per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....	Per case	3.15
Challenge, 4 doz.....	Per case	4.35
Magnolia.....	Per case	4.85
Dime.....	Per case	5.75
Baby, 1 doz., glass.....	Per case	2.00
Peninsular.....	Per case	4.40
Star, 4 doz.....	Per case	4.85
Anchor, skimmed.....	Per case	3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	Per case	3.25
" " small, 6 doz.....	Per case	2.25
" " family size.....	Per case	2.55
" " hotel size.....	Per case	3.25
" " confectioners' size.....	Per case	3.50
Silver Cow, small, 6 doz.....	Per case	2.25
St. Charles, small, 4 doz.....	Per case	1.65
" " tall.....	Per case	3.25
" " hotel size.....	Per case	3.25
" " confectioners' size.....	Per case	3.50
Pearl, tall.....	Per case	3.25
" " small, 4 doz.....	Per case	1.65

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....	Per case	4.60
Queen.....	Per case	4.60
Premium.....	Per case	4.15
Blue Ribbon.....	Per case	4.15
Gold (Baby).....	Per case	2.35
Gold (Tall).....	Per case	3.35
St. Elmo.....	Per case	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—		
Assorted Jumbles.....	Boxes	.10
Cocoanut Ripple.....	Boxes	.11
Crystal Cookies.....	Boxes	.12
Fruit Cookies.....	Boxes	.10
Graham Wafers.....	Boxes	.11
Grandma Cookies.....	Boxes	.10
Honey Jumbles, XX.....	Boxes	.10
Iced Honey Jumbles.....	Boxes	.12
Lemon Bar.....	Boxes	.10
Lunch Biscuit.....	Boxes	.10
Marshmallow Mayblossoms.....	Boxes	.12
Newtons.....	Boxes	.11
Saltines.....	Boxes	.13
Spiced Wafers.....	Boxes	.10
Sugar Cookies.....	Boxes	.12
Sweethearts.....	Boxes	.12
Water Crackers.....	Boxes	.09
7-lb. tin pails—		
Arrowroot Biscuit.....	Boxes	.16
Assorted Bon Bons.....	Boxes	.17
" Teas.....	Boxes	.17
" Slices.....	Boxes	.16
Butters.....	Boxes	.17
Chocolate Bon Bons.....	Boxes	.17
" Butters.....	Boxes	.16
Cocoanut Macaroon.....	Boxes	.16
Fancy Jumbles.....	Boxes	.16
Fruit Sundae.....	Boxes	.16
Lemon Sundae.....	Boxes	.16
Sweet Marie.....	Boxes	.16
Package goods—	Per doz.	
Animals.....	Per doz.	.45
Cracker Meal, large.....	Per doz.	.90
" small.....	Per doz.	.45
Gingerettes.....	Per doz.	.90
Gold Medal Soda, small.....	Per doz.	.45
" large.....	Per doz.	.90
Graham Wafers.....	Per doz.	1.25
Lunch-on-Thins.....	Per doz.	.90
Milk Lunch.....	Per doz.	.90
Ginger Snaps.....	Per doz.	.45
Pink Tea.....	Per doz.	.90
Saltona Biscuit.....	Per doz.	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	Per doz.	1.15
" " with horseradish.....	Per doz.	1.15
" " large, 1 doz.....	Per doz.	1.75
" " with horseradish.....	Per doz.	1.75
Wein Senf, bbls.....	Per gal.	
" 1-gal. stone jars.....	Per jar	.75
" 5-gal. kegs.....	Per keg	2.50

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Prepared Mustard, bbls.....	Per gal.	
" 15-gal. kegs.....	Per gal.	
" 10-gal. kegs.....	Per gal.	
" 5-gal. kegs.....	Per gal.	.35-.50
" 2-gal. pails.....	Per pail	.90
" 1-gal. pails.....	Per pail	.50
Prepared Special, with spoon, 2 doz.....	Per doz.	.95
" sifting top, 2 doz.....	Per doz.	.46
" with horseradish, 2 doz.....	Per doz.	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	Per doz.	
" " loaf.....	Per doz.	
Sap Sago, 3 to lb.....	Per lb.	
" " less than cask.....	Per lb.	
Roquefort.....	Per lb.	
" " less than cask.....	Per lb.	
Parmesan, about 30 lbs.....	Per lb.	
" " less than loaf.....	Per lb.	
Edam, 12 in case.....	Per case	
" " single.....	Per lb.	
" " in tin.....	Per case	
" 1-lb. tins.....	Per case	
Camembert, domestic, wood boxes.....	Per doz.	2.75
" Autocrat brand, large.....	Per doz.	
" " medium.....	Per doz.	
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	Per doz.	1.75
Parmesan, grated, ready for use, small bottles, per doz.....	Per doz.	2.50
Olmutzer Hand, 100 in box.....	Per doz.	
Edelweiss, Romatour and Bier-Kase.....	Per doz.	
American Swiss, No. 1.....	Per lb.	.22
" " less than loaf.....	Per lb.	.23
" " square loaves, No. 1, about 25 lbs. each.....	Per lb.	.21
Limburger, No. 1.....	Per box and 1/2 box	.18
" " less than 1/2 box.....	Per box	.20
Pinxter, from Holland, in tins.....	Per doz.	2.60
Muenster.....	Per lb.	.22
Brick, No. 1.....	Per lb.	.18-.20
English Dairy.....	Per lb.	.22 1/2
Pineapple, picnic size, 6 in box.....	Per box	3.00
" gem size, 6 in box.....	Per box	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....	Per doz.	4.50
Lunch size, 2 doz.....	Per doz.	2.40
Picnic size, 2 doz.....	Per doz.	1.35
Trial size.....	Per doz.	1.00
MacLaren Imperial, club size.....	Per doz.	1.00
" " No. 1 size.....	Per doz.	2.40
" " Roquefort, large size.....	Per doz.	2.95
" " small size.....	Per doz.	1.45
Fromage de Brie, M. C. C., 1 in box.....	Per doz.	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	Per doz.	1.55
Neufchatel, Cow brand, 25 in box.....	Per doz.	.95
Star Cream or Phila., 12 in box.....	Per doz.	1.90
Miniature Cream or Phila., 12 in box.....	Per doz.	.95
Hand, 8 doz.....	Per doz.	1.35
" 4 doz.....	Per doz.	.70
" Thuringer, 4 doz.....	Per doz.	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	Per lb.	
Weiner Wurstel, 16 in tin.....	Per doz.	
" 8 in tin.....	Per doz.	
Imported Cervelat Sausage, Rolf's.....	Per lb.	
Imported Frankfurters.....	Per doz.	
Goose Breast, imported, marked weight, per lb.....	Per lb.	
Pate de fois Gras, small.....	Per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....	Per doz.	.27
" (H.).....	Per doz.	.26
" Peutonic.....	Per doz.	.24
" Gothaer.....	Per doz.	.32
Salami (C. W.).....	Per doz.	.27
" (H.).....	Per doz.	.26
" (G. A. P.).....	Per doz.	.27
Landjager, short.....	Per lb.	.35
" long.....	Per lb.	
Mortadella, dry.....	Per lb.	
Knackwurst, 25 in box.....	Per box	4.75
" " per doz.....	Per doz.	2.40
Tongue Sausage.....	Per lb.	.18
Smoked Braunschweiger Liver Sausage.....	Per lb.	.18
Lachs Ham.....	Per lb.	.37
Petit Delicatess Frankfurters, plain.....	Per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	Per doz.	1.00
Lebanon Beef Bologna.....	Per lb.	.20-.22
Paprika Speck.....	Per lb.	.18
Mettwurst, half round.....	Per lb.	.25
Liver Sausage (special), truffle, goose or sardellen.....	Per lb.	.18
Smoked Thuringer Blutwurst.....	Per lb.	
" Pfefferwurst.....	Per lb.	

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....	Per doz.	5.75
" " 10-oz. jars.....	Per doz.	2.50
" " tumbler.....	Per doz.	1.50
Calves' Head, round tins.....	Per doz.	1.65
Tripe, 5-gal. kegs.....	Per doz.	2.00
Pigs' Feet, 10-lb. pails.....	Per pail	1.05
" 5-gal. kegs.....	Per keg	2.25
Russian Sardines.....	Per pail	.75
" 5-lb. pails.....	Per pail	.65
" 10-lb. pails.....	Per pail	1.25
Beef Salad, in glass.....	Per doz.	1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	Per keg	.85
Milkers, Y. M.....	Per keg	.95
Mixed, standard, bbls.....	Per bbl.	6.50
" 1/2 bbls.....	Per bbl.	7.50
Scotland—		
Mixed, large, fulls, bbls.....	Per bbl.	16.50
" 1/2 bbls.....	Per bbl.	8.75
Milkers, " bbls.....	Per bbl.	
" 1/2 bbls.....	Per bbl.	
Marinade Herring, imported, about 40 in pail.....	Per pail	1.25
Roll Herring, imported, about 25 in pail.....	Per pail	1.00

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Spiced Herring, Imported, about 40 in pail.....	Per pail	1.00
Norway Stockfish, dry.....	Per lb.	.15
Matjes Herring.....	Per piece	.04

Bismarck Herring.

Round tins, with key, pint.....	Per tin
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FANCY GROCERIES.

ond Staple Paste, 5-lb. cans.....per lb.	.35
hovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
ers, Nonpareil, 1/2-gal. kegs.....	1.50
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
ries in Maraschino, glass, 1 doz.....	7.00
n Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.	2.20
de Powder, pints.....	3.60
" " 4 oz.	2.40
" " 2 oz.	1.40
ch Peas, extra fins.....per case	
" " fins.....	
" " moyens.....	
Cann's Irish Oatmeal—	
1-lb. cans.....per doz.	
1-lb. cans.....per tin	
1-lb. cans.....	
ley & Palmer's Petit Beurre Biscuit.....lb.	.22
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.32
Packed 7 and 5 lbs. in a can.	
Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
stone jars, 4 doz.....	1.75
odore Marquett Mushrooms—	
1st choice.....per case	24.00
oice, 100 tins.....	22.00
tra, 100 tins.....	26.00
otel, 100 tins.....	20.00
Hes, 1/2.....per tin	.25
" " 1/2.....	.40
" " 1/2.....	.75
" " 1/2.....	1.50
mps, pickled, small size.....	1.30
" " Dunbar's, 2 doz.....per doz.	2.80
in Cordial, Bishop's, 1 doz.....	6.50
talized Ginger, 1-lb. tins.....	4.00
" " 1/2-lb. tins.....	2.25
ilce, Rose's.....	4.50
ir Rose Water.....	2.25
each Water.....	2.25
d Olives.....	5.25
Franco-American Food Co.—	Per doz
oths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BUILLON CUBES AND LIQUIDS.

o Bouillon Cubes—	
1 tin, 100 cubes.....	1.70
" " 50 cubes.....	.90
1 doz. tins, 12 cubes each.....	2.75
on Clam Bouillon—	
oz. bottles, 1 doz.....	2.00
oz. bottles, 1 doz.....	3.75
g's Oxo Cubes—	
1 doz. 100 size.....per doz.	.85
1 doz. 250 size.....	2.00
1 doz. 100 cubes.....per 100	1.65
ur's Beef, Clam and Chicken Cubes—	
all boxes, 12 cubes, 1 doz.....	2.50
edium boxes, 50 cubes.....per tin	.90
ge boxes, 100 cubes.....	1.70
ur's Concentrated Bouillon—	
1 doz. 1 doz.....	3.50
" " 4, 1 doz.....	6.75
" " 8, 1 doz.....	13.00
" " 16, 1 doz.....	25.00
ur's Tomato Bouillon—	
1 doz. 1 doz.....	2.50
" " 12, 1 doz.....	6.50
" " 5.....per bottle	3.00
cy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

ur's Solid Extract of Beef—	Per doz.
1 doz. 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1 doz.....	29.75
ur's Fluid Beef Extract—	
1 doz. 1 doz.....	5.00
" " 8, 1 doz.....	9.00
" " 16, 1 doz.....	17.00

FLOUR.

ota.....	Per bbl.
1 Midas.....	7.75
1 Medal.....	8.25
1 Burne.....	7.85
1 ap.....	7.75
1 ur's Best.....	8.25
1 mer Idem.....	7.75
1 of the West.....	5.95
1 am.....	6.65
1 l. Voil.....	6.55
1 ur.....	7.75
1 r.....	7.35
1 r.....	6.85
1 r.....	7.95
1 r.....	7.50
1 r.....	7.50

Prepared Flours.

ella Prepared Doughnut, Cake, Ginger-	Per case
read and Tea Biscuit Flour—	
1 doz. 14-oz.....	1.44
1 doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

ur's Buckwheat, medium, 12s.....	1.50
Flap Jack Flour, 18s.....	1.42 1/2
Jerry Buckwheat, 36 2s.....	2.75
Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" " Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 3/4
New York State Marrows, new, bags about	
2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....	3.25
Red Kidney, fancy, new, grain bags about	
2 1/2 bushel.....	3.95
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags.....	
Less quantity.....	

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....	
Less quantity.....	
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags.....	2.20
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case).....	
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats—	
Avena, 180 lbs.....per bbl.	7.25
" " 90 lbs.....per keg	3.75
" " 90 lbs.....per sack	3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/2
Flake.....	.06 1/2
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	Per case
" " 18 pkgs., small.....	2.25
Egg-O-See, 36 pkgs.....	1.45
E-C Corn Flakes, 36 pkgs.....	1.75
Maple-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Maple-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	3.85
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" " family, 10s.....	1.80
Quaker F. S. Hominy, pearl or grau., 24s.....	1.80
" " 10s.....	1.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" " Cornmeal, large, yellow, square,	
10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, no china, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	4.30
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	

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Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.40
Schumacker XXX Graham, 10 10s-20 5s.....	3.55
Scotch Brand Pearl Barley, 24s.....	1.80
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofers Bread Crumbs, 1 b.....	.06
" " Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmers Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmers Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmers Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L," 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.12
Cubes or Elbows, 24 1s.....	
Spaghett, 25 1s.....	.12
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....	.12

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghetti a la Milanaise, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofers—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....	.08 1/2
" " 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	33.00	17.10	8.75	1.90	
Ex. Norway, No. 2.....230-260	27.00	14.10	7.25	1.60	
Ex. Norway, No. 3.....320-360	24.00	12.60	6.50	1.45	
Ex. Norway, No. 4.....400-450	21.00	11.10	5.75	1.30	
Ex. Norway, No. 5.....550-650	15.00	8.10	4.25	1.00	
Fcy. Bloaters, XXX 90-110	27.00	14.10	7.25	1.60	
Fcy. Shore, No. 1.....150-170	23.00	12.10	6.25	1.45	
Fcy. Shore, No. 2.....250-260					
Fcy. Shore, No. 3.....300-350					
Extra Irish, No. 2.....300-350	18.00	9.85	5.13	1.18	
Medium Irish, No. 2.....350-450	18.00	9.60	5.00	1.15	
Irish, No. 4.....400-450	17.50	9.35	4.88	1.12	
Large Cape Shore.....100-120	12.50	6.85	3.63	.88	
Med. Cape Shore.....180-200	13.50	7.35	3.88	.93	

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Herring.

200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.				
Lab. Splits.....				
Herring, large No. 2.				
Lab. Splits.....				
Shore, round, large.....	7.50	4.35		
" " medium.....				
Ocean Fish.....	5.50	3.35		.50
Salmon, red, fancy				
No. 1.....	18.00	9.60		
had, Mess, No. 1.....				
No. 2.....				

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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Dressed Boneless Fish.

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
25 lbs.	.08 1/2
48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palamos, choice	.09 1/2
“ crown slabs	.08 1/2
“ standard	.09 1/4
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
“ fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 3/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
“ 6 crown, 14 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10 1/4
50-60	.08 3/4
60-70	.08
California—	
40-50, 25-lb. boxes	.10 3/4
50-60	.09
60-70	.08
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	3.30
Extra Desserts, 20 pkgs.	3.00
Connoisseur, 20 pkgs.	Per lb.
California Seedless—	.08 3/4
Thompson, 50 lbs.	.07 1/2
Sultana, fancy, 50 lbs.	.08 1/4
California, Loose—	.08 1/4
Muscatsels, 4 crown, 50 lbs.	.08 1/4
“ 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	Per pkg.
Seeded—	.08 3/4
Knighthood, 36 pkgs.	.07 1/2
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 is	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/2-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/2-lb. pkgs., 15-lb. case	.29
1/4 and 1/2-lb. pkgs., 15-lb. case	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	2.20
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Millman's, No. 8 bottles, 2 doz.	.87 1/2
Schramm's, large tumbler, 2 doz.	.82 1/2
Sherbert glass, 2 doz.	.77 1/2
	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
“ black, 3 doz.	.60 1/2
“ Writing Fluid	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	per doz.
“ Green, Blue or Violet, 2 oz., 1 doz.	.40
“ Magic Black, 2 oz., 1 doz.	.40
“ Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	No. 0.	No. 1.	No. 2.
Lamp Chlmneys—			
Macbeth, Pearl Top	4.20	4.50	5.10
Sun, Crimp, Lustre brand	3.00	3.60	4.50
Electric, No. 2	per doz.		
“ slim	“	“	.75
Rochester, “	“	“	.75
“ 12 inch	“	“	1.25
Success, No. 1, 10 inch	“	“	.90
“ 12 inch	“	“	1.25
No. 0, Tubular Lantern Globes	5 doz.	2.75	
Cold Blast	5 doz.	3.25	
Jumbo Chimneys, plain	per doz.	.75	.85
“ dec., 207	“	.90	1.00
Banner Burners	No. 0.	No. 1.	No. 2.
No charge for packages	.40	.50	.70
Oil Cans—			Per doz.
1 gal., glass			2.25
1 gal., galvanized, Pearl			1.75
5 gal., Lennox, spout			5.50
5 gal., spigot			6.00
5 gal., Columba			7.00
5 gal., Banner			8.00
5 gal., Climax, pump			10.00
5 gal., Home Rule, pump			12.00
Lanterns—			
No. 0, Standard			4.00
No. 0, Dash			7.50
Cold Blast			7.50
Nu Style Lanterns			8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
“ 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
“ “ “ 5 case	3.50
Bird's Eye, “ “ 1 case	3.50
“ “ “ 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
“ “ “ 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
“ “ “ 5 case	4.25
Blue Hen, No. 2, “ “ 1 case	1.85
“ “ “ 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
“ “ “ 5 case	2.70
“ “ “ 5 gross, 1 case	4.75
“ “ “ 5 case	4.50
Globo, “ “ 3 gross, 1 case	3.00
“ “ “ 5 case	2.85
“ “ “ 5 gross, 1 case	5.00
“ “ “ 5 case	4.75
Doric, “ “ 1 gross, 1 case	1.15
“ “ “ 5 case	1.10
“ “ “ 5 gross, 1 case	5.50
“ “ “ 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
“ “ “ 5 case	1.00
“ “ “ 3 gross, 1 case	3.00
“ “ “ 5 case	2.85
Lord Baltimore, “ “ 1 gross, 1 case	1.05
“ “ “ 5 case	1.00
“ “ “ 3 gross, 1 case	3.00
“ “ “ 5 case	2.85
“ “ “ 5 gross, 1 case	5.25
“ “ “ 5 case	5.00
Search Light, Strike on Box—	
Vulcan, No. 37, gross	.50
“ “ 50 gross	.45
Home, 5 gross	.40
“ 25 gross	.40

MINCE MEAT.

None Such—	Per case
1/2 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	.09 1/4
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/2
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case
“ “ “ 6 1/2 doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
“ 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
“ 20 lbs.	.13 1/2
“ 40 lbs.	.13
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
“ 25 lbs.	.10 3/4
“ 50 lbs.	.10 1/2
Schimmel's—	
Barre s, halves and 30-lb. kits	.08
18-lb. canakins	.08 1/2

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National—	Per lb.
18-lb. canakins	.07 3/4
30-lb. pails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08 1/2
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb.
“ “ “ 3-box lots	.05 1/4
“ Banner, sifting, 25 is	.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	“

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
“ “ No. 19, 1 doz.	4.25
“ “ No. 32, 1 doz.	6.50
“ “ No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
“ “ No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails, 2-gal. pails, 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
1/2-gal. tins, 5 gal.	15.25
1/4-gal. tins, 10 gal.	27.00
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/4-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
“ 24-oz.	10.50
“ 16-oz.	7.75
“ 8-oz.	4.25
“ 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
“ “ half gallon	2.75
“ “ quart	2.80
“ “ pint	2.90
“ “ half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 “ 2 tins	2.90
1/4 “ 4 tins	3.00
1/8 “ 8 tins	3.10
1/16 “ 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
“ medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case
Fancy, 8 cans	6.90
Loubon, large, 1 doz.	per case
“ small, 2 doz.	1.57 1/2
	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 1/2-oz. jars, 1 doz.	2.35
“ 10-oz. jars, 1 doz.	1.90
“ 6 1/2-oz. jars, 2 doz.	1.35
“ 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
“ “ No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz.
Medium, 2 doz.	2.30
Small, 2 doz.	1.40
	.90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb.
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.24 1/2
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15 1/2
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13 1/2
“ medium	.12 1/2
Mixed Table Nuts, 25 lbs.	.14 1/2
Peanuts, Green—	
Jumbo	.07 1/2
Fancy, hand picked	.06 1/2
Virginia, choice	.05
Peanuts, Roasted—	Per bus.
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.25
Big Nickel	3.75

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	58.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.25
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
48 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
16 gals., 1200	7.00 7.00
32 gals., 2400	13.00 13.00
45 gals., 3600	19.00 19.00
Chow-Chow—	
16 gals.	9.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain	Per l.
“ 40 grain	.1
Distilled, 45 grain	.1
“ 40 grain	.1
Fermented, 45 grain	.1
“ 40 grain	.1
Beech-Nut, quarts	per doz.
“ pints	2.25
“ 1/2-pints	“
Cruikshank, distilled white	per gal.

PROVISIONS.

102.	Premium Brand Hams, 8-10 lbs.....	
0	“ “ 10-12 lbs.....	
0	“ “ 14-16 lbs.....	
75	“ Skinned Hams.....	
50	“ Cooked Hams.....	
gal	“ Bacon.....	
0	“ Dried Beef Insides.....	
70	“ Beef, knuckles.....	
75	Empire Brand Hams, 10-12 lbs.....	
00	“ Skinned Hams, 18-20 lbs.....	
00	“ Picnic Shoulders.....	
gal.	Hams, skinback, 18-20 lbs.....	
50	“ 14-16 lbs.....	
00	“ 8-12 lbs.....	
00	Picnics, 6-8 lbs.....	
20	Dried Beef, sets, city smoked.....	
	“ tenders and knucks.....	
	“ air dried, sets.....	
	“ “ tenders and knucks.....	20
	Brisket Pork.....	20
	Jersey Pork, butt..... per bbl.	20
	“ family.....	22
doz.	Breakfast Bacon, rib in.....	
	“ boneless.....	
90	S. P. Bellies, 14 lbs. average.....	
90	Bologna, 25-lb. boxes.....	
90	Boiled Boneless Ham.....	
35	Beef Tongues, smoked, 5-6 lbs..... per lb.	
87½	Cooked Compressed Ham, 25-lb. boxes.....	
75	Covered Hams, ¼ cent extra. Covered Shou	
00	Picnics and Bacon, ½ cent extra.	
	Voort's Baked Meatcake, 2 doz. 3¼-oz. cans...	

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DRESSED MEATS.

	Per lb.
Dressed Stock—	
Beef	.12 1/2 - .15
Calves	.11 1/2 - .14
Lamb	.08 1/2 - .13
Pork	.15 - .16
Extra Calves	.15 - .17
Country and Barnyards	.10 - .12
Country Dressed	.14 - .15
Extras	.15 - .16
Heep	.11 - .12
Extra Wethers	.13 - .14
Lamb	.16 - .17
Extra Lamb	.18 - .19
Logs	.11 1/2 - .13 1/2

BUTCHERS' SUNDRIES.

Sh Steer Tongues.....each	-.80
Sh Tongues.....each	-.60
Sh Heads, scalded.....	.50 - .75
Sh Bread, veal.....per pair	.75 - .80
Sh Beef.....per lb.	.25 - .30
Sh Livers.....per doz.	.25 - .30
Sh Kidneys.....per doz.	.10 - .12
Sh Livers.....per doz.	.10 - .12
Shails.....per doz.	1.20 - 1.25
Shails, beef.....per lb.	.05 - .06
Shails, beef.....per lb.	16.00 - 16.50
Shadrolin, beef, western.....	.22 - .24
Sh Pork, loins, city.....	.16 - .18
Sh Pork, western.....	-.16

DRESSED POULTRY.

	Per lb.
Western, young hens, 8 to 10 lbs.....	.21 - .23
Western, young hens, 15 to 17 lbs.....	.22 - .24
Old hens and toms.....	.20 - .21
Common to good.....	.15 - .18
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.35 - .38
Philadelphia, fresh killed, 3 1/2 to 4 lbs. to pair.....	.35 - .38
Philadelphia, fresh killed, 3 to 3 1/2 lbs. to pair, fancy.....	.35 - .38
Western, fancy, heavy.....	.18 - .20
Heavy Roasters, 4 to 5 lbs.....	.21 - .22
Pair to good.....	.17 - .18
Old cocks.....	.14 - .15
Primes.....	Per doz.
Prime, large, fancy.....	4.00 - 4.50
Mixed.....	3.00 - 3.50
Dark.....	1.75 - 2.00

LIVE POULTRY.

Ring Chickens, nearby, 1 1/2 to 2 lbs.26 - .30
Large Springers.....	.22 - .24
Wls.....	.17 - .18
Posters.....	.12 - .13
Cocks, young.....	.15 - .16
Old.....	.14 - .15

PRESERVES, JELLIES, JAMS AND MARMALADES.

	Per doz.
Ritter's, pure.....	.95
Fruit Jelly, apple flavor, 30 lbs. full weight, per pair.....	1.00
Schimmel's, 8-oz. tumblers.....	.80
National, 16 oz., 2 doz.....	.87 1/2
3-lb. tins, net weight.....	1.95
Reserves—	Per lb.
Schimmel's, pure, 12-oz. jars, 2 doz.....	1.60
National, 30-lb. pails.....	.09 1/2
Southwark, 30-lb. pails.....	.07
3-lb. toy pails.....	.305
ms—	
Schimmel's, pure, 12-oz. jars, 2 doz.....	1.60
Southwark, assorted, jars, 2 doz.....	.90
Range Marmalade—	
Hartley's, imported, 4 doz.....	1.90
Schimmel's, pure.....	1.50
Bech-Nut Brand Conserves—	
Per doz., in glass	
Large Medium Individual	
Strawberry.....	3.25 2.00 1.10
Red Raspberry.....	1.80 1.00
Blackberry.....	1.80
Peach.....	
Cranberry Sauce.....	2.25 1.40 .80
Concord Grape.....	2.40 1.50 .90
Plum.....	
Fig.....	2.35
Spiced Plum.....	2.25 1.40 .80
Damson Plum.....	2.25 1.40
ms—	
Red Currant.....	3.00 1.80 1.00
Black Currant.....	3.00 1.80 1.00
Quince.....	3.00 1.80 1.00
Grape.....	2.40 1.50 .90
Crab Apple.....	2.35 1.50 .90
Apple (Spitzenberg).....	2.25 1.40 .80
Guava Jelly.....	1.80 .70
Reserves—	
Pineapple (shredded).....	3.00 1.80 1.00
Cherry.....	3.50 2.10
Marmalades—	
Orange, sweet.....	2.25
Grape Fruit.....	2.25 1.40 .80
Rhubarb.....	2.25
Bitter Orange.....	2.20 1.35 .80
Large jars packed one dozen, medium two dozen	
Individual three dozen per case.	

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.....per pair	1.15
full 5-lb. slip cover tins, 1/2 doz.....per case	1.60
Schimmel's, 30-lb. pails.....per lb.	.06 1/2
3-lb. slip cover tins, 1 doz.....per doz.	2.60
2 1/2-lb. stone jars, cloth top, 1/2 doz.....per doz.	2.90
40-oz. stone crock, glass top, 1/2 doz.....per doz.	3.15
Mother Cook's, No. 14, 2 doz.....doz.	.90
Peach, 30-lb. pails.....per lb.	.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitro.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhuarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95
5 per cent. discount in gross lots assorted.			

Alum.....per lb.	.05
Borax, powdered, bulk.....	.07
lump, bulk.....	.06 1/2
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.12
Copperas.....	.02 1/2
Campbor, gum, 1-oz. blocks.....	.70
flakes, 250-lb. bbls.....	.14
less quantity.....	.15
Tar Balls, 250-lb. bbls.....	.12
less quantity.....	.14
Castoria, Fletcher's.....per doz.	2.80
Pitcher's.....	.80
Carbonate of Ammonia.....per lb.	.13
Epsom Salts, in barrels.....	.02 1/2
Glauber Salts.....	.02 1/2
Glue, ordinary.....	.11
white.....	.20
Gum Arabic.....	.50
Haarlem Oil.....per doz.	.40
Husband's Magnesla.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
M. & R., 5-lb. boxes.....per lb.	.23
lozenges, 5-lb. boxes.....	.27
4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24
root.....	.12
Putty, 25-lb. cans.....per 100 lbs.	1.57 1/2
50-lb. cans.....	1.47 1/2
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
10c. size.....	.75
Paris Green, 100-lb. kegs.....per lb.	.17
1/4-lb. pkgs., 50 lbs.....	.22 1/2
1/2-lb. pkgs., 50 lbs.....	.21 1/2
1-lb. pkgs., 50 lbs.....	.20
Rosin.....	.04 1/2
Roach Powder, BB, 4-oz. cans.....per doz.	2.00
10c. size.....	.80
Roachsalt, 10c. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.14 1/2
granulated, about 100-lb. kegs.....	.14 1/2
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50
100-lb. bags.....	.02 1/2
less quantity.....per lb.	.03
Venetian Red.....	.02
Whiting.....	.02
Goff's—	Per doz.
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
BB, 10c. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	.80
Quinine Capsules.....	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.	
qts.....	
gals.....each	
1/2 bbls.....	
bbls.....	
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....	2.25
McCord's Magic Medicine, 25c. size.....	2.00
50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.80
Borax, 20-Mule Team—	
48 1-lb. cartons.....	4.80
72 10-oz. cartons.....	4.80
96 1/4-lb. cartons.....	3.20

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Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
No. 4 size.....	2.25
Rose, No. 2 size.....	1.25
No. 4 size.....	2.75
Platichlo, No. 2 size.....	.90
No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....No. 2 size	.90
No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
No. 4 size.....	2.00
Orange, No. 2 size.....	.90
No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle—	Per doz.
Maple Flavoring, 1/2 oz.....	.90
1 oz.....	1.75
2 oz.....	3.00
Crescent Brand, bottles, 1/2 oz.....	.90
1 oz.....	1.75
2 oz.....	3.00
4 oz.....	5.25
8 oz.....	9.00
16 oz.....	16.50
quarts.....	30.00
1/2 gallons.....	5.00
gallons.....	9.50
Sauer's Flavoring Extracts—	
No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....per gross	10.80
Nos. 2 and 4, assorted cases.....	11.80
F. F. V. Vanilla.....	2.00 3.75 7.25 14.00
XXX.....	1.75 3.25 6.25 12.00
XX.....	1.50 2.75 5.25 10.00
X.....	1.00 2.00 4.00 8.00
Lemon.....	1.00 2.00 3.50 6.75
Ginger, Clove, Peppermint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange, Nutmeg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple, Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

	Per doz.
Shinn & Kirk's Liquid Rennet.....	1.50
Hansen's Junket Tablets, 3 or 1 1/2 doz.....	.80

CIDER.

Old Orchard, hbls.....per gal.	
1/2 bbls., 28 gals.....per 1/2 bbl.	
kegs, 14 gals.....per keg	

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearment, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons.....	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06 1/2
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized.....	.06 1/2
Comet, natural brown, 1-lb. cartons, sterilized.....	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized.....	.06 1/2
Sola Japan Unkoted.....	.06 1/2
D. S. & H. Craig, Inc.—	
Imperator.....	.06 1/2

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
60 5-lb. bags.....	4.00
22 14-lb. bags.....	3.75
30 10-lb. bags.....	3.75
115 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
56-lb. bags.....	.65
28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.	

SALAD DRESSING.

	Per case
Durkee's, large, 1 doz.....	4.25
small, 2 doz. 1/2 pints.....	2.50
Schimmel's, small, 2 doz.....per doz.	.90
My Wife's, large, 1 doz. pints.....	2.50
small, 2 doz. 1/2 pints.....	1.50

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60 lb. boxes.....per box	.60
Crysal Brand, 24 2 1/2-lb. pkgs., per case	.80

SAUCES.

Lea & Perrins—	Per doz.
Worcestershire, large.....	4.50
small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA—BI-CARB.

	Per lb.
Babbitt's, 1/8, 25 lbs.....	.05 1/2
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/4-lb. pkgs., 36 lbs.....	.06
1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 1/2
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/4-lb. pkgs., 36 lbs.....	.05 1/2
1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
112-lb. kegs.....	.02 1/2
Bi-Carb.....	.03

SOFT DRINKS.

Clcquot Club Co.—	Per
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer.....2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	Per case
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals, 8 hottles.....	4.50
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
pints, 2 doz.....	4.50
1/2 pints, 3 doz.....	4.50
5 per cent. discount on 5-case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual.....	.90
1 lb.....	3.00
2 lb.....	5.00
3 lb.....	7.25
Richardson & Robins—	
Individual, 2 doz.....	.85
Round conical, with key, No. 1, 1 doz.....	2.25
No. 2, 1 doz.....	4.20
Atmore's Philadelphia, seedless—	
Individual, 2 doz.....	1.90
Cans, No. 1, 1 doz.....	2.30
No. 2, 1 doz.....	4.10
No. 3, 1/2 doz.....	3.25
No. 4, 1/2 doz.....	4.35

FLOOR POLISH.

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots	50 large	3.25
Grand Pa Wonder, Beaver Sp. Co.	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G	100 12 oz.	3.05
Lotus, white	100 1dry.	5.20
"	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Olefin, Oxide, P. & G	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60 60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G	80	3.20
Sunlight, twin, Lever Bros. Co	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
" 50 10c. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Tollet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castille, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapolio, 1/4 gross	9.50
Lava	100 cakes
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	100 cakes
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. 75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz., box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	
" No. 2, 100 7-oz.	2.50
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c.	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
" 10	3.75
" 25	3.70
Fels Soap Powder can be included with dropshipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	Per doz 1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	10c. tins, 4 doz. .80
McCormick & Co., Ground—	50 lb. 6, 10, 25 lb.
Allspice	Per lb. .10 3/4
Cinnamon	.13 3/4
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.36
Ginger, African, Crystal	.11 3/4
" Cocbin	.14 3/4
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.16
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, Isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	.07 1/2
Best, 24 1-lb. pkgs.	.03 3/4
" 48 1s.	.03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	.07 1/2
Niagara, 48 1-lb. pkgs.	.05 1/4
" 24 1-lb. pkgs.	.05 3/4
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/4
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/4
" 12 6-lb. boxes	.08 1/4
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/4
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 1/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross 4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz.	" .35
1 doz.	" .80
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
1-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Corra	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

Selger's, small bottles, 2 doz.	per doz. .95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Mary Jane, 24 2 lb.	2.15
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
10c. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" 3s	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" medium, 2 doz.	1.95
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
7, " "	3.25
6, Household	2.75
7, " "	3.00
6, Monogram	3.25
7, " "	3.60
Daisy Parlor	3.30

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.75
No. 126, Ruby	2.60
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.65
No. 687, Double Leader Swing, Protector	3.55

Buckets.

Painted, 2 hoops, flat	per doz. 1.70
" 3 hoops, flat	1.80
Galvanized, 10 qt.	1.60
" 12 qt.	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.45
" 2 lb.	per 1000 1.85

Clothes Pins.

5 gross	per bo. .78
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Mops.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, August 9, 1915.

No. 6.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.
TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR
United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Full Text of the Court Decision Which Said Cream of Wheat Co. Need Not Sell Cutters

In Response to Many Requests, Decision Is Published in Full. Court Says Cream of Wheat Co. Can Sell Whoever It Likes and Federal Anti-Trust Acts Do Not Apply.

By requests of many correspondents, we have obtained and here reproduce a complete copy of the court's decision in the recent New York case in which the Great Atlantic and Pacific Tea Co. had asked for a court order compelling the Cream of Wheat Co. to sell it. The court refused the order and took occasion to say some interesting things about fixed prices, monopoly, competition, etc. We reproduce the decision verbatim:—

The business of the defendant is what is commonly called the "manufacture," and sale of the food product known as Cream of Wheat. Manufacturing is a word of such wide and loose meaning as to include the preparation by art of any finished product from raw material; but more accurately descriptive words for defendant's business are selection and cleansing of the by-product of a true manufacture, viz.: flour making.

"Middlings" are the coarse flour and fine bran separated by bolting from fine flour and coarse bran. These middlings defendant "selects," selection depending upon the grade and kind of wheat used by the miller, and then purifies or cleanses such selection. The result is cream of wheat, which is no more than purified middlings. It is not patented, and any one can make it who can get middlings, and the amount of that material annually required by the business of defendant is less than 1 per cent. of the amount thereof produced in the same period by the millers of the United States.

Obviously defendant does not, and cannot control, nor indeed does it seek to control or monopolize the production of or market for middlings. It naturally wishes to buy its raw material wherever it can procure the same easiest, best and cheapest.

Yet it has a monopoly, a perfectly lawful monopoly, in the trade name "Cream of Wheat." By the law of trade-mark and unfair competition, no one but defendant can sell under the name chosen by defendant, what any one can make and sell under another and non-infringing label. The style and dress, name and package of defendant have been extensively and successfully advertised for 18 years, until the public has grown accustomed to ask for and get something good to eat under the name "Cream of Wheat," and an identical substance under another name would have to travel the same long, hazardous and expensive path in order to get or create a market.

It is possible to assert that the (say) 1 per cent. of middlings, which when selected and purified is called Cream of Wheat, is for legal

purposes, at all events, a different commodity, a separate thing or entity from all other middlings.

The point is mere dialectic, for all that makes the difference or separates the things is a name; and the substantial truth remains that defendant's business consists in lawfully monopolizing a trade name, and impressing the public with the purity, reliability and uniformity of the very common substance it sells under that cleverly chosen name. The selection of the name was quite as important as the selection of the middlings, when business began, and after so much advertising the name or brand is by long odds the most important element in the business.

Plaintiff is the founder and proprietor of an unusually large number of stores widely scattered through the Middle and some of the Eastern States. If not grocery stores in the common acceptance of that phrase, they sell many if not most "groceries." Out of more than a thousand establishments, owned by plaintiff, a large proportion are known as "Economy Stores," which are places having but a single attendant and no telephone, giving no credit, making no deliveries and closed whenever the manager leaves for meals or sleep. The maintenance charge, or overhead expense, of such stores is plainly smaller than that of groceries managed in the usual way; and at them plaintiff seeks to compensate for lack of conveniences by cheapness of price.

Such a storekeeper as plaintiff obviously has under his own hand as many outlets or places for reaching the consumer as some jobbers or wholesalers have customers. He can buy for his own convenience, and in order to sell over his own counters, in quantities as large as does many a jobber who would refuse retail trade. In short, the plaintiff is in buying a wholesaler (on perhaps no great scale), and in selling is a very large retailer.

For purposes of this discussion, relations between plaintiff and defendant begin in 1913. In January of that year defendant published a new scheme of sales, revoking all existing plans, methods or agreements. The action was timely, if not caused by legal advice based on the price regulation cases, of which the dissent in *Henry vs. Dick Co.*, 224 U. S. 1, was the premonitory rumble, and *Victor Talking Machine Co. vs. Strauss*, 222 Fed. Rep. 524, is the last echo.

These sales resting on sales of patented articles are cited merely to emphasize my opinion that restrictions in use and limitations on sale are essentially the same thing, if title passes to the thing limited or restricted. The dissent in the *Henry* case loudly prophesied to the profession what has since become history.

By the printed scheme just mentioned, the Cream of Wheat Co. held itself out as refusing to sell

to "consumers, retailers or chain or department stores." It reserved the right to refuse to sell to anybody who failed to comply with any request made, and deemed by defendant beneficial to itself, the "trade at large" or the "interests of the consumer;" and announced, as its policy, that it would "confine our sales exclusively to wholesalers." Sales, however, once made, were absolute and the transaction closed. Sale was to imply no agreement to maintain or fix any price on a resale—nevertheless, defendant requested that retail prices be kept at the level recommended by it.

This request, taken in conjunction with the reserved right to cease selling to any one who did not comply with requests from the same source, was in effect saying plainly enough: keep up the retail price or we will stop supplying you, if we think such stopping profitable. I do not suppose that this sales scheme was a contract, or anything enforceable against defendant, but it serves to show a professed state of mind.

Notwithstanding, however, this published sales plan, defendant well knowing that plaintiff sold directly to consumer, sold Cream of Wheat to plaintiff at wholesale rates and in large quantities, upon condition that in making sales over the counter no smaller price should be charged than the small retailer had to ask in order to get a fair profit, viz.: not less than 14 cents the package.

The effect of defendant's price list was and is this: the Cream of Wheat Co. sold to wholesalers at \$4.10 per case of 36 packages, and in carload lots at \$3.95 per case. The wholesaler was "requested" to sell to the retailers at \$4.50 per case, a figure which enables the ordinary groceryman to get a moderate profit on selling at 14 cents the package. At 12 cents per package loss is almost certain, unless the goods are obtained at \$3.95 the case.

In or about January, 1915, plaintiff refused to observe this agreement or request, and openly sold Cream of Wheat at its "Economy Stores" for 12 cents per package.

It is fairly inferable from this history that the published sale plan of 1913 was incomplete or inaccurate; it should have added, "we reserve the right to sell at wholesale rates and in carload lots to anybody who will not cut the consumer's price below 14 cents." Defendant's selection, acceptance or rejection of a customer did not depend upon the wholesale or retail character of his business, but largely if not wholly upon whether he could be depended upon to maintain "requested" rates.

After some talk and writing, plaintiff remained contumacious, and refused to maintain prices, whereupon defendant refused and still refuses to sell Cream of Wheat to plaintiff at any price or in any quantity whatever.

The defendant also sent out circulars to the jobbing trade pointing out the "cut rate" practices of plaintiff, and asking the recipients to see to it "that no quantity (of Cream of Wheat) at any price shall reach directly or indirectly the (plaintiff's), to enable them to continue their present menace to the legitimate trade."

In result, the situation when suit was brought was that plaintiff could not make any money on Cream of Wheat sold at 12 cents, because it could not get carload rates: but no great success attended defendant's efforts to prevent jobbers selling to plaintiff—there were and

are too many men quite willing to let the Atlantic and Pacific Co. lose some money, as long as they make a little.

This condition of affairs still continues; and the main object of this action and of the present application is to compel defendant to fill plaintiff's orders for Cream of Wheat in carload lots at \$3.95 per case.

Of course, the bill does not put the matter so boldly, but if the law does not warrant an order productive of the result stated, this action is of little worth.

It is not worth while to consider whether the facts above shown produce a case under the Sherman Act. If they do, the matter is not much advanced, because under that statute the plaintiff could not bring this action in equity; and if they do not, plaintiff just as firmly asserts its right to relief under the Clayton Act. I shall therefore follow counsel (none of whom has discussed the applicability of the Sherman law) and say no more about it.

It is urged that defendant's professed and published scheme of sales, plus its practice thereunder, create an actual monopoly of, and do lessen competition in, Cream of Wheat; that this result is in itself unlawful; and is produced by means which are specifically prohibited by Section 2 of the Clayton Act, viz.: price discriminations not justified by any of the exceptions of that section. As the next and final step in justification of its procedure, plaintiff asserts itself to be threatened with loss or damage, through the above stated violations of Section 2, and therefore seeks an injunction under Section 16.

The text of these sections is given, and I shall hereafter assume (but not find) that if defendant has violated Section 2, plaintiff has good right to use Section 16.

Section 2. It shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly to discriminate in price between different purchasers of commodities, which commodities are sold for use, consumption or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination may be to substantially lessen competition or tend to create a monopoly in any line of commerce. Provided, That nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition. And provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

Sec. 16. Any person, firm, corporation or association shall be en-

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Keystone, Race 746

itled to sue for and have injunctive relief, in any court of the United States, having jurisdiction over the parties, against threatened loss or damage by a violation of the anti-trust laws, including Section 2, 7 and 8 of this act, when and under the same conditions and principles as injunctive relief against threatened conduct that will cause loss or damage is granted by courts of equity, under the rules governing such proceedings, and upon the execution of a proper bond against damages for an injunction improvidently granted and a showing that the danger of irreparable loss or damage is immediate, a preliminary injunction may issue. Provided, that nothing herein contained shall be construed to entitle any person, firm, corporation or association, except the United States, to bring suit in equity for injunctive relief against any common carrier, subject to the provisions of the act to regulate commerce, approved February 4, 1887, in respect of any matter subject to the regulation, supervision or other jurisdiction of the Interstate Commerce Commission.

It will show my interpretation of Section 2, and emphasize any errors of construction, to pick out, sometimes paraphrase, and arrange in order the words of that section deemed applicable to the case in hand, thus: "it is unlawful for a person engaged in commerce (commerce can only mean [as the context shows] interstate or foreign commerce), and in the course of commerce, to discriminate in price between purchasers of commodities that is, 'commodities' sold by the person" first named), whenever discrimination may substantially lessen competition, or tend to cre-

ate a monopoly in any line of commerce ("line of commerce," this vulgarism is not a term of art, but it must mean trading or dealing in the commodities [or some of them] first above spoken of); but there may be price discrimination on account of quantity of commodity sold; and persons selling goods may still select their own customers in bona fide transactions, and not in restraint of trade." It would have been simpler to say that vendors may select their own bona fide customers. I think the intent is to exclude from the exception pretended sales, e. g., consignments to undisclosed agents; and perhaps sales coupled with an attempted condition subsequent.

Plaintiff's syllogisms in support of the demand for relief are simple, thus:—

(1) Defendant has a monopoly in Cream of Wheat;

(2) through such monopoly it fixes the resale price of that article; therefore,

(3) it prevents competition in Cream of Wheat and violates the body of Section 2.

Again:—

(1) Preventing competition is restraint of trade:

(2) defendant does prevent competition; therefore

(3) it restrains trade and is not within the exception of Section 2.

If the premises of the above logical formulae are admitted in the sense and to the extent plaintiff asserts or assumes as proper, the conclusions flow as matter of course. A successful answer must deny or avoid the premises; or ascribe to words a scope and meaning at variance with plaintiff's usage.

Taking up seriatim the parts of the above propositions: it is true

that defendant has a monopoly in Cream of Wheat, but has heretofore stated it is a lawful monopoly, ultimately resting on the plain truth that there can be nothing anywhere in the United States lawfully called Cream of Wheat without defendant's consent and approbation. In that substance (if legally it is a distinct substance) defendant has the monopoly of a creator; something which is not and never has been within the prohibition of any law, anti-trust or otherwise.

On the contrary, that monopoly is encouraged by patent trade-mark and copyright statutes, and the rules of unfair competition. Therefore the implication of plaintiff's premise, that there is something inherently wrong in defendant's monopoly, is false and misleading.

The minor premise, that defendant fixes the resale price, is not in my opinion true in point of fact. It would like to fix that price, so far as its minimum is concerned, but fixing connotes enforcement; that it cannot accomplish, and since 1913, at all events, the attempt has been abandoned. Let it be assumed that defendant declines business with all who refuse to maintain prices. If such refusal affected a necessity of life, or even a staple article of trade, the matter might be serious, and history might be appealed to for instances of statutory punishment, e. g., the engrossing acts. But mere abstention from dealing cannot, per se, be price fixing, because the price is not made to depend upon any contract or agreement even thought, by the parties, to be enforceable. To call defendant's acts price fixing is inaccurate, and evades obvious legal questions, viz.: whether defendant has the right to decline business;

and whether it is anybody's business why the business is declined.

Therefore, because I cannot accept the meaning imputed to the words used by the plaintiff, it is not found necessary to reach the conclusion of the first proposition.

Concerning the second syllogism: it must be admitted that there is abundant authority for the general proposition that preventing competition is restraint of trade; but it does not follow that it is unlawful either to prevent any and every species of competition, or to restrain trade in any and every degree.

The only competition prevented or sought to be prevented by defendant's acts is that of Cream of Wheat against itself; the only trade restrained is the commercial warfare of a large buyer against small ones, or that of a merchant who for advertising purposes may sell an article at a loss, in order to get customers at his shop, and then persuade them to buy other things at a compensating profit. That competition, as encouraged by statutes and decisions, does not include such practices, has been sufficiently shown (with ample citations) in *Fisher Flouring Mills Co. vs. Swanson*, 76 Wash. 649.

It is further obvious, that when plaintiff premises that preventing competition is restraining trade, it is assumed that the resultant restraint is unreasonable; for there is nothing in the Clayton Act to compel or induce courts to hold that the trade restraint referred to by this statute differs in kind, quality or degree from that now held to be meant by the Sherman Act.

Because, therefore, I am not persuaded that the acts of defendant

(Continued on page 9)

What People Ask For Is the Easiest Thing to Sell

Heavy, continuous advertising brings new customers for Grape-Nuts, and the excellence of the food makes them steady users.

That's why there is an increasing, all-year-'round demand for

Grape-Nuts

It is delicious, healthful and economical—packed in wax-wrapped, dust- and germ-proof packages. The profit is good and sale guaranteed.

A steady seller is the profit-maker for grocers. Grape-Nuts is staple and steady—

"There's a Reason"



Another Discussion of the Scheme of the American Grocers' Society

A Partial List of Its Prices on Proprietary Trademarked Goods, Which Are in Most Cases Jobbers' First Costs. Scheme Revealed as a Bait to Lead Retailers Into Pushing Goods Packed by Society. A Call for Retailers Who Bought Stock to Give Their Experiences.

The following is from among this journal's mail for the past week:—

Endicott, N. Y., August 5, 1915.
To the Editor.

Dear Sir:—Do you know anything about the American Grocers' Society, as outlined in the inclosed circulars? What do you think of their plan?

A reply through your valued paper will be appreciated.

Yours truly, A SUBSCRIBER.

Evidently the American Grocers' Society has started offering its stock again. For several weeks we heard nothing about it, but now inquiries from subscribers for information have begun to come in again.

We have completely turned the scheme of this concern inside out in past issues, and have continuously advised inquirers not to invest money in it. The concern gets its supplies of proprietary goods from a Newark wholesale grocery house, which is run by one of the society's stockholders, and in many cases it sells those proprietary goods at the jobber's exact cost, counting nothing for cost of doing business. Naturally no money is earned from business like this, but on the contrary, everybody concerned in it is losing. It follows that it cannot continue indefinitely, and is probably being done merely as a bait.

Moreover, we have been looking for the manufacturers whose goods are being cut to step in and stop it. If they do, the retailers who have subscribed to the American Grocers' Society stock would find their good thing suddenly cut off, possibly before they had anything like gotten back the money invested.

The American Grocers' Society issues the following price-list:—

Partial A. G. S. Price List.	Wholesale Price.	Our Price.
Fairy soap	\$4.00	\$3.60
Ivory soap, 5c. size	4.00	3.73
Ivory soap, 10c. size....	7.00	6.73
Kirkman's soap	4.25	3.95
Kirkman's powder	3.85	3.46
P. & G. White Naptha Soap	3.90	3.75
Babbitt's Best soap	3.85	3.42
Star naptha powder ...	4.00	3.75
Bee soap	4.00	3.65
Wheatena, 3 doz. to a case	4.50	4.10

Partial A. G. S. Price List.	Wholesale Price.	Our Price.
Quaker Oats, 18 10c. pkgs.	1.45	1.33
Mother's Oats, 18 10c. pkgs.	1.45	1.33
H. O., 1 doz. to a case,	1.55	1.42
Force, 20 pkgs. to a case,	2.00	1.80
Bird's Eye matches, 100 boxes to a case	3.50	3.15
Ohio Blue Tip matches, No. 50, 1 gross to a case, per gross	4.50	3.68
Ball Bros. Mason jars, 1 doz. to a box, with rubbers, quarts, per gross	4.30	3.79
Ball Bros. Mason jars, 1 doz. to a box, with rubbers, pints, per gross	3.90	3.39
Sweet Clover Brand milk, 48 cans to a case,	4.75	4.45
Crisco, 25c. size, 2 doz. to a case, or 50c. size, 1 dozen to a case, per case	4.80	4.37
Van Camp's milk, 4 doz. to a case	3.65	3.25
Magnolia milk, 48 full-weight cans to a case,	4.85	4.60
Reckitt's blueing, 8 lbs. to a box, per box....	2.40	2.16

This scheme is probably an effort to get retailers well in by baiting them with cheap trade-marked brands, after which an effort will be made to get them to push goods packed by the society or for the society. Read this from some of its recent literature:—

You will be supplied with a complete line of your own goods better in appearance and in quality than any advertised line and the profits will be about 20 per cent. to 40 per cent. greater—good enough news for any grocer.

And then this Co-operative Society will help you sell your own line through self-supporting selling plans, no matter how faint-hearted you may be about bucking advertised competition.

Customers will be sent into your store to ask for A. G. S. goods by name—of their own accord.

You'll soon build good will and a property for yourself on your own profitable, price-protected merchandise and with little effort on your own part.

SELF-SUPPORTING SELLING PLANS.

You will be supplied with window displays and selling plans by your own organization to advertise your own A. G. S. line. You will be furnished with a monthly magazine (which would cost you \$25 a month if your local printer printed it, but offered to you on a self-supporting basis) with your name and store address printed on every copy for local distribution among the families in your neighborhood.

It doesn't have to cost you one red cent.

This publication will appeal to all in the family. It will send people to your store for your own manufactured goods, which you make a profit on.

You will be supplied with almanacs to distribute among your customers worth \$20 a thousand in any quantity. These, too, can be made self-supporting.

It is one of the advantages of co-operation that its goods can be inexpensively advertised—without cutting down your retail profit.

Your Society goods will be the finest in existence and neatly labeled. They'll sell so fast you'll wonder what has become of them.

All you'll have to do is to use the self-supporting selling plans, put the attractive packages in your windows and your customers will do the rest.

The cheap trade-marked goods, even though only a bait, are a very good bait if it lasts long enough to enable the stock buyer to win his money back.

We have been adversely criticising the scheme of the American Grocers' Society for several months, and in all that time not one grocer has come forward and said, "I have bought stock and the scheme is all right." Surely the society must be selling *some* of its stock, and the retailers who have bought it must have had some kind of an experience with the scheme. If any of them are readers of this paper, will they not let us have the benefit of that experience?

Pennsylvania Organization Notes.

The Nanticoke Association held its first picnic on July 28th at San Souci Park.

The convention programme is about ready for publication. It is full of good things. The speakers are men of prominence and each one has a message for the retailer. From start to finish

the convention will be full of interest and profit to those who attend.

The Sunbury Association has added about 25 new members during July, lacking only 10 now to 100 per cent. increase during the year.

Bellefonte merchants are talking organization. Recently a committee of merchants visited Sunbury to secure pointers.

A. A. Woods, secretary of the Butte Business Men's Association, spoke at the noon day luncheon of the Washington Board of Trade on July 22d. His subject was "Co-operation."

The Washington Board of Trade will hold a monster community picnic on Labor Day. The event will take place in the Fair Grounds and a special effort will be made to make it a community wide event and a "Get Acquainted Day."

Arrangements have been made for an all-day trip to nearby towns in the interest of organization.

The Clearfield Merchants' Credit Bureau, which is a sub-division of the Board of Trade, has voted to join the State Association.

The Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware will be represented at the convention by James Hewitt, president, and A. M. Graves, secretary.

A cordial invitation is extended to every merchant in the State, whether affiliated with a local organization or not, to attend the State convention at Meadville on September 6th to 9th, inclusive. Come and learn what is going on throughout the State for the protection and uplift of the business man and the development and boosting of our towns. Attendance at the convention is an investment, not an expense.

Mr. Smedley will speak at Indian Park, Williamsport, on August 18th, the occasion being the grocers' picnic.

The Week's One-Time Ads.

Say, gentlemen, whatever you read in this paper this week, read the Ferris ad., which is some ad.! They talk this time about old A. T. Stewart, the New York retailer—everybody's heard of him and likes to read about him. He was the first fellow that sold goods at one price in New York. John Wanamaker has his New York store now. A whole lot that Stewart did was smashed after he died by the people that came after him, but the man himself will never be forgot. The Ferris people make a mighty interesting story of it—you ought to read it. But when you're reading it, don't forget that the Ferris Ham and Bacon story is just as interesting—maybe more so to you fellows as retail grocers, because it means something personal to you as it were. As a matter of fact, I'm saying more right here about Ferris Hams and Bacon than they say in their whole 2½-page ad.—that's their way of advertising. I confess it might not be mine, as there's much to say about Ferris Hams and Bacon, but they must have found out it pays, for they've been doing it a good spell now. Here's the main point about Ferris Hams and Bacon—if you want something that's way above the average—that's always the same—that more people will be glad to pay a little more for—why, that's Ferris Ham and Bacon. Pin that in your Panama. JIMMY MANDER.

Consolidation Plans of Philadelphia Retail Grocers' Association and Girard Grocery Co.

Albert Kaiser, President of Both Organizations, Forecasts Campaign. Girard, After Absorbing Association's Assets, Will Increase Its Capital to \$1,000,000 and Do General Business.

The consolidation plans of the Philadelphia Retail Grocers' Association and the Girard Grocery Co., which were briefly outlined in a recent issue, are proceeding and are practically assured of success. Mr. Albert Kaiser, president of both the association and the grocery company, gives the following description of the plans:—

We propose to make the membership of the Retail Grocers' Association include practically every grocer in the city. There are 2,500 grocers accessible and we will get as many as possible. We will make the association the promotion department of the Girard Grocery Co., and there we will give expert aid in all lines, finance, business, special campaigns for customers, sales and probably collections. Educational features will be incorporated also.

We plan to increase the capitalization of the Girard Grocery Co. to \$1,000,000. We aim to limit the shareholders to 500 grocers who are members of the association now, but there will be no obligation for them to join, nor any bars preventing others from becoming shareholders. The shareholders will be asked to subscribe \$2,000 each, receiving 20 shares at \$100 a share. We have now a paid-up capital and surplus in the two organizations, the Retail Grocers and the Girard Grocery Company of about \$200,000. Although we have not yet started to take subscriptions, we have applications at the present time amounting to \$600,000, all from men who are now members.

After the plan goes into operation the Girard Grocery Co. will sell to anyone who desires to trade with it and can establish satisfactory credit. There will be immense benefits to the retailers in this system. The manufacturers will have direct access to a ready market with widespread distributing points, and therefore can reduce the cost of marketing, adding to the benefits which the retailers share.

FULL TEXT OF THE COURT DECISION WHICH SAID CREAM OF WHEAT CO. NEED NOT SELL CUTTERS

(Continued from page 7.)

have produced, or tend to produce, diminution of any competition favored by reason or law; or have restrained trade unreasonably (if at all), I do not find it necessary to accede to the second syllogism.

Mere doubts of the propositions of plaintiff would require refusal of preliminary injunction; but I may more distinctly state my reasons for thinking that even definite, positive and admitted price regulation is not unreasonable restraint of trade in the present instance. There is surely a very obvious difference between enforcing by legal process an agreement to regulate prices, and regulating prices by legal process. The agreement may be, and usually

is unenforceable; *Bauer vs. O'Donnell*, 222 U. S. 1, gives the reasons; but it is not necessarily unlawful for a man to do voluntarily what he cannot be compelled to do. It follows, therefore, that, even under the Clayton Act, price regulation accomplished without undue or unreasonable trade restraint, and by a judicious selection of customers, may be lawful. It seems to be argued for plaintiff, that because defendant could not enforce a price agreement, it cannot by any method accomplish, even partially, the same result. It is an amusing commentary on this doctrine that the main object of this suit is to have this court compel delivery of Cream of Wheat at \$3.95 per case, which is pro tanto price fixing.

Cream of Wheat is not a necessity, it is not even a staple article of commerce. If it be a commodity at all, the commodity and the name are synonymous. Its continued existence depends upon defendant's ability to control the marketing of its own product. The doing of what plaintiff wishes, would take from every groceryman near an "Economy Store" the last incentive to buy any Cream of Wheat, and collectively such grocery keepers are more important to the public and the defendant than is the plaintiff. If injunction were granted, defendant and many retailers would be injured, and the microscopic benefit to a small portion of the public would last only until plaintiff was relieved from the competition of the 14-cent grocers, when it, too, would charge what the business would normally and naturally bear. In short, it is plaintiff and not defendant that pursues methods whose hardship and injustice have often been judicially commented upon (*U. S. vs. Freight Assn.*, 166 U. S. 321).

In my judgment, the prevention or limitation of practices such as plaintiff's (so far as consistent with statute law), is the reverse of unreasonable.

There remain two legal inquiries (previously suggested), to which this motion justifies answers; which answers go to the root of plaintiff's case.

The questions are (1) Does Section 2 of the Clayton Act apply to the defendant at all? and (2) Is it within the power of Congress to compel defendant to do what plaintiff demands.

Section 2 plainly identifies the lessening of competition with restraint of trade (Cf. the body of the section with the last exception). But price discrimination is only forbidden when it "substantially" lessens competition. Construing the whole section together, the last exception reads in effect that a "vendor may select his own bona fide customers, providing the effect of such selection is not to substantially and unreasonably restrain trade."

How it can be called substantial and unreasonable restraint of trade to refuse to deal with a man who avowedly is to use his dealing to injure the vendor, when said vendor makes and sells only such an advertisement begotten article as Cream of Wheat, whose fancy name needs the nursing of carefully handled sales to maintain an output of trifling moment in the food market, is beyond my comprehension.

Turning to the second question, if it be granted that Section 2 does apply, and that defendant's selection of customers results in unlawful restraint of trade, can it be possible that such person's evil ways are to be amended, not by stop-

ping his business, but by adding to his list of customers one or many persons chosen by Congress?

Numerous individuals and corporations have been enjoined from restraining the trade of other people, no matter how flourishing the offender's trade might be, nor how greatly the general volume of trade has increased during the period of restraint. But never before has it been urged that, if the I. S. made enough of anything to supply both Doe and Roe, and sold it all to Doe, refusing even to bargain with Roe, for any reason or no reason—such conduct gave Roe a cause of action. The following decisions recognize the inherent right of refusing business—but bear no relation to the facts herein: *Re Grice*, 79 Fed. Rep. 627. *Greater New York, Etc., Co. vs. Biograph Co.*, 203 Fed. Rep. 39. *Adair vs. United States*, 208 U. S., 161. *Standard Oil Co. vs. P. S.*, 221 U. S. at p. 56.

If Congress has sought to give him one, the gift is invalid, because the statute takes from one person for the private use of another the first person's private property.

Using the words, sell or sale, conceals the issue. If a man prefers to keep what he has, an offer of money to salve the taking thereof, does not prevent such taking from being confiscation. The Cream of Wheat Co. is a purely private concern, except as regulated by its creating law, it is an ordinary merchant whose business is affected by no public use whatever. The statute as construed by plaintiff descends upon that private merchant, and commands him to make a contract by which he transfers his property for a price, but against his will. The contract and the price are legally mere surplusage—the constitutional violation lies in the compulsion, whereby he is deprived of his property for a private purpose.

If defendant's actual scheme of interstate business is unlawful, the United States certainly, and now perhaps an individual plaintiff, can put it out of business; but neither the nation nor any individual can take away its property with or without compensation for the private use of anyone. It is an interesting speculation, whether national price regulation, embracing compulsory sales, could not be reached by a system of Federal licenses as a prerequisite for interstate business. Semble that submissions to such prospective regulatory orders might be exacted as the price of license. There remains one pendant to the main case. Plaintiff complains of defendant's circulars to the trade as an embargo or boycott.

There is no proof that defendant refused or threatened to refuse to sell to any one who sold to plaintiff; it did request its chosen customers not to deal with plaintiff.

If it had good right to refuse dealings itself with plaintiff, and without malice asked other people to do the same thing—so far only as Cream of Wheat was concerned—defendant was within its rights. Embargo is a word without meaning in private law; as to boycott I have stated my views at some length in *Gill Engraving Co. vs. Doerr*, 214 Fed. Rep. 111.

Limiting the discussion to goods of defendant's own making, the opinion in *U. S. vs. Keystone Watch Co.*, 218 Fed. Rep. 502, does not bear out plaintiff's contention. (See also *Montgomery Ward & Co. vs. South Dakota & Co.*, 150 Fed. Rep. 413.)

The motion is denied in all its parts.

C. M. HOUGH,
U. S. D. J.

Of Course He Could Undersell You

☞ Put it to yourself—you know how increased cost adds to selling price. As between two retailers, you and another, you getting all your orders through men who call on the customers, and the other doing the same amount of business to customers who come to the store—is there any doubt the other man can undersell you?

☞ For precisely the same reason, we who sell **Coffee** by mail can undersell the house selling it by salesmen. We specialize in fine Coffees—send us a sample to match.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**; but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk

1400 Spruce St., Phila.

WITH THE EDITOR

A sidelight upon the court decision in the Cream of Wheat case, which is published elsewhere in this issue, is the court's description of the article Cream of Wheat, in comparison with the long-continued advertising of the Cream of Wheat Co. The court describes Cream of Wheat as follows:—

A Contrast.

"Middlings" are the coarse flour and fine bran separated by bolting from fine flour and coarse bran. These middlings defendant (Cream of Wheat Co.) "selects," selection depending upon the grade and kind of wheat used by the miller, and then purifies or cleanses such selection. The result is cream of wheat, which is no more than purified middlings. It is not patented, any one can make it who can get middlings, and the amount of that material annually required by the business of defendant is less than one per cent. of the amount thereof produced in the same period by the millers of the United States.

The substantial truth is that defendant's business consists in lawfully monopolizing a trade name, and impressing the public with the purity, reliability and uniformity of the very common substance it sells under that cleverly chosen name. The selection of the name was quite as important as the selection of the middlings, when business began, and after so much advertising the name or brand is by long odds the most important element in the business.

Without discussing whether the advertising of the Cream of Wheat Co. has been honest and truthful, what a revelation of the value of advertising this is! The Cream of Wheat Co. took "a very common substance," as the court says, and a very uncommon name. To-day, after expert exploitation, the common substance under the uncommon name has such importance that the greatest chain-store concern in the United States asks a court to compel the Cream of Wheat Co. to sell to it. And all this time, and even now, there has been *nothing* unusual or distinctive about the thing except its name. It was simply middlings, "a very common substance." Truly, as the court says, "the name or brand is by long odds the most important element in the business."

Another interesting phase is that the Cream of Wheat Co. is taking middlings, which are at this writing quoted at \$35 to \$38 per ton (about 1¾ cents per pound) and after trifling processing, packing, label-

ing—and advertising—is selling them under another name at about *six and one-half cents per pound* in carload lots. The consumer of course pays more.

The Cream of Wheat Co.'s own description of its product is as follows:—

CREAM OF WHEAT.

is not only one of the most delicate and delicious breakfast foods ever offered to the public, but in addition, containing a large percentage of gluten, is one of the most healthful and nutritious foods known.

Some enthusiastic advocate of advertising said not long ago that the right kind of advertising would move mountains, if given half a chance. It would? It *has*. In the Cream of Wheat Co.'s case it has moved a mountain of middlings.

The consolidation plans of the Philadelphia Retail Grocers' Association and the Girard Grocery Co., explained by President Albert

The Plans of the Philadelphia Retail Grocers' Association.

Kaiser in another column, constitute one of the most important developments in organized grocery circles for many years. As recently reported, the association is preparing to transfer its large assets to the Girard Co., which when that is done will have a capital and surplus of about \$200,000. This is itself stupendous, considering how it had to be gotten together, but it will be at once increased to \$1,000,000, making the Girard by far the largest co-operative concern in the United States. After the enlargement the concern will accept members without the obligation to subscribe \$200, which has always been a fetter on the growth of the organization. Any retail grocer can join and buy who is respectable and can establish a credit. With nominal entrance fees, it can hardly be doubted that this will increase the membership just about as much as the association wants to increase it. Indeed it is hard to see how any desirable grocer could stay outside the association under these circumstances.

The Philadelphia Association is exceedingly fortunate in one thing: in the writer's time it has never

had a factional fight. Albert Kaiser, who owns a hardware as well as a grocery business, has been president for many years. In some way he has managed to keep several hundred grocers, many of them immediate competitors, working in harmony, without the slightest apparent desire to disagree from the chosen heads of the association in matters of policy. This is a remarkable achievement.

While in response to requests we reproduce the full text of the decision in which the United States District Court refused to compel the Cream of Wheat Co. to sell the Great Atlantic and Pacific Tea Co., there is nothing new or remarkable in it. The American Fair Trade League says: "This decision strongly supports the standard price principle as embodied in the Stevens bill and recognizes the chief arguments for its enactment. Following a long series of adverse rulings it is as welcome as a ray of sunlight in utter darkness."

Nothing of the sort. The decision merely decides what was never even denied before, viz., that a private trader may choose his own customers. The case is miles away from the situations contemplated by the Stevens bill and has nothing to do with them. It is foolish to talk as if the decision means new law—"after a long series of adverse rulings"—the adverse decisions were on other points which this case does not even touch.

The Gimbel grocery store, which is managed by E. L. Smyser, has an exceedingly admirable plan of circularizing its employees every week, with the object of giving them enthusiasm and pep. Thomas P. Hunter, head of the Acme Tea Co., did the same thing. The object is to establish and maintain a connection between the heads of the business and the clerks, which will not only make the clerks feel more important and appreciated, but will also make them feel that they are

under supervision and must keep on their job.

The following good stuff is from the current bulletin to the Gimbel grocery clerks:—

Get addresses right—not 95 per cent right, but *right*. No matter how well you wait on a customer, everything is upset if the goods are sent to a wrong address.

In hot weather many people buy only for limited periods—a few days ahead—and they want their goods *when they want them*. If not delivered on time, there's a dissatisfied customer—maybe a lost customer; and *your sales suffer* in consequence.

There is a direct connection between your volume of sales (by which your store record is judged) and the customer you lose from any cause.

Think a minute: Everything is made ready to your hand to enable you to make a sales record—good goods, great variety, unlimited quantity, fair prices. *All you have to do is to sell them*—not by over-persuading customers, but by using "gumption."

Go to it! Let's see how much we can make this August sale beat last August's record.

There are grocers criticising the Gimbel grocery store to-day and blaming it for taking trade from them, who never give their clerks spark of encouragement or inspiration from one year's end to another.

The following most interesting description of a wholly mythical person is contrived by "D. Frank Crane" whoever he is, in the Philadelphia "Evening Bulletin." It is headed "Our Grocer."

Our grocer knows his business. He knows the best part of his business, which is cultivating the friendship of his customers.

His store is as neat as a pin. There is no trash on the floor. His shelves are attractively arranged. He keeps the place looking like an exhibit at a fair all the time.

His clerks do not wear dirty aprons.

They are all polite. He had a grouch-face once, but fired him the second day.

When you come into the store somebody always greets you. If all the clerks are busy, one of them will excuse himself for a moment to his customers, speak to you and ask you to pardon delay, to look around and see if you fancy anything, and you will be waited on as soon as possible. You are not ignored and made to feel that you have intruded somewhere you are not wanted.

When a clerk writes down your order it is in duplicate, and you are asked to look over the list and verify it.

Nothing New in the Cream of Wheat Case.

Fine on the Surface.

Pep for Clerks.

The New York Letter

Sugar Refiners Make Hit With Large Buyers by Rebating on High Priced Sugar. Union Pacific Tea Co. Absorbs Another Chain. New York State Retail Grocers' Association May Ask Congress to Abolish Premium Schemes. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 6, 1915.

The sugar refiners have come in during the week for considerable praise and laudation on behalf of the trade, on account of the fact that they released all the jobbers who had bought sugar at 6 cents from their obligation to take it out at that price after the market declined. As readers heretofore know, granulated sugar has for several weeks been selling from 5.90 to 6 cents per pound wholesale. During the greater part of that time it sold at the latter figure. Several weeks ago refiners passed around the word that they considered it safe to buy sugar at 6 cents and in consequence of that large buyers loaded up very heavily. In most cases considerable of this sugar remains undelivered in the refiners' hands, but the jobbers were all obligated to take it at the purchase price. By reason of heavy competition among the refiners and the fact that the margin between raw and refined has been rather unusually large, the market for refined sugar sharply broke during the week and some refiners are now taking orders at 5.60 per pound for granulated. If the jobbers who had hundreds of barrels of sugar bought at 6 cents had been held to their legal contract, it would have meant a loss of many thousands of dollars. The refiners, therefore, are to be congratulated on doing the decent thing and in allowing those who had bought sugar at the higher price, which remains undelivered, to take it out at the market price on the day of withdrawal. This rebate does not extend to sugar which the jobbers already had in store, and which, of course, was bought at the higher price. On that they must bear their own loss.

The Union Pacific Tea Co. of New York has purchased the Peerless Food Co., which operates 23 stores, 17 of them being in Newark, N. J.; one in Bloomfield, 3 in Irvington, and 2 in Harrison.

The officers of the Peerless Co. are: Geo. S. Murphy, president; F. J. Murphy, vice-president; Walter S. Dickieson, secretary and treasurer.

The Union Pacific Tea Co. up to this time sold teas, coffees and spices. It operates 100 stores extending over most of the United States, as far East as Maine and as far West as Colorado. It is said that the Union company will gradually get into the general grocery business in all of its stores.

Another adulterated butter indictment was found during the week, against Lestrade Brothers, of this city, the charge being "conspiracy to defraud the United States Government of internal revenue taxes." It is claimed that the scheme succeeded to the extent of about \$50,000.

It was worked in this way: The Lestrades maintained a factory which they called a "ladled butter" factory. In this they worked up a mixture composed partly of butter and partly of milcora, which costs 10 cents a pound. They bought the milcora from the Dried Milk Co. Milcora is a sort of milk powder. The Lestrades did a large business in the mixture, selling from 2,500 to 3,000 pounds a month.

The Government claims that it was all what the law understands as "adulterated" butter, and was all subject to a tax of 10 cents a pound. The Lestrades have been selling it as pure butter and have paid no tax upon it. It is said that they had a splendid thing of it and were making money "hand over fist," as they have been buying the milk powder in quantities of about 30,000 pounds a year.

In addition to the tax the Government claims that they were liable to a yearly license fee of \$600. The Lestrades will fight the case on the ground that the grade of butter they were making had long been sold for export, especially to tropical countries, and had never been questioned as to its purity.

(Continued on page 18.)

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.



EXQUISITELY DELICIOUS for cold desserts, pudding, sauces, icings, confections.

MAPLEINE

The Master Flavor, rich and mellow.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Get Our Prices on Salesbooks First

¶ We make everything in Salesbooks you can think of—duplicating, triplicating, carbon-coated, single carbon and all of their combinations. All sorts of counter pads, too. You won't find our sort of carbon paper in most books. We specialize in it because the copy is so important.

¶ We sell entirely by mail—get our prices and samples before you place another order. Our books will stand up with anybody's and our prices may please you very much.

The F. D. Crane Co.
CANISTEO, N. Y.

If the eggs are not above reproach, if the butter is not sweet, if anything he sends you is unsatisfactory, he is glad to have you return it. He'd rather lose a sale than a customer.

While he is accommodating in his dealings, he is strict about payments.

On his monthly statements is a printed note, saying: "This is a grocery store. It is not a bank. We would like to do anything to please you, except lend you money. To extend your credit over a month is the same as lending you money. Don't ask us. Bills are payable monthly, and if not paid by the 10th credit will be discontinued."

He does not care for customers who are slow pay.

He has a special telephone where a special clerk looks after regular customers. For instance, he will call up Mrs. Jones and say:—

"How did you like that cheese we sent you Saturday? Yes? We're anxious to get reports from our customers on that cheese. Thank you. Pleased that you like it. We have some extra fine melons this morning. Shall we save you half a dozen?" And so on.

This is plain jolly. But it says.

He keeps right after us. Every week he mails us a little leaflet of specialties and bargains.

He impresses his delivery clerk with the price. And there is but one price. No haggling. Take it or leave it.

When any one of his clerks promises to deliver your order by 10 A. M. the goods are at your house at 10 A. M. If not, you are telephoned and an apology is offered.

Our grocer realizes the importance of being dependable.

He keeps his word.

He tells the truth.

He is punctual, prompt, clean and agreeable.

This may be taken as a typical conception by a consumer of what a grocer ought to be. We are surprised to find it lacking in one thing: After being and doing all these things, the grocer of course ought to sell his goods at cost and no premiums.

We take the liberty of asking a question: Given a grocer like this—all that is admirable and dependable in every way—how many customers would pay him 15 cents for something in preference to buying it for fourteen in some other place which doesn't compare with

Up to Date Dry Measure.

During the coming week you have opportunity to bring your dry measure, from one quart to one peck, up to date by buying at special prices Kim's Patent All-Steel Dry Measure, from the Howe Scale Co., of Philadelphia.—Advt.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully. Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St., New York

OUR NEW DEPARTURE IN ADVERTISING*AUGUST LETTER—To Progressive, Experienced, Well-Principled Grocers***Our Good Friends:—**

Our Letter last month presented one of the busiest of busy scenes in our big City, illustrating the fine work the Traffic Policemen are doing in our busiest thoroughfares to keep things moving, giving safety and a fair chance to all, rich or poor, high or low. That was a picture of our most advanced City life. Our friends from Out of Town, hear nowadays of Sky-Scraper Buildings, 12, 15 and 25 Stories in height, and of bridges, subways and tunnels.



(Reproduced by permission from an oil painting in the gallery of the Chamber of Commerce.)

numbered by the score. These, naturally, attract attention. This is the NEW New York, but just now may we present to you OLD New York—so very old, either, a story of sixty or seventy years ago.

Alexander Turney Stewart was born near Belfast, Ireland, October 12, 1803. His Progenitors were Scotch who had emigrated to the North of Ireland. He was educated in Trinity College, Dublin, and thought he was preparing himself for the Ministry. Owing to the death of his Father, leaving



The Wholesale Store of A. T. Stewart & Co., Broadway, Chamber and Reade Streets, 1873

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

him a patrimony of \$3,000 or \$4,000, he came to New York in 1823, teaching for a year in a very select Private School in Roosevelt Street, then a fashionable center. But the Merchant spirit was sprouting in him and in September, 1825, he invested his entire inheritance in Belfast Laces and Linens and hiring a store at 283 Broadway, nearly opposite where our old City Hall now stands, at a rental of \$250 per year, he began his experience as a storekeeper. Extremely frugal, industrious, with true merchantly grasp and spirit, his Store thrived wonderfully. Twenty years after, in 1848, he bought the block on the East Side of Broadway between Chambers and Reade Streets, for \$65,000, and there he erected what was everywhere published as "The finest Dry Goods Store in the Country." Fifteen years more he leased the block at Broadway, between 9th and 10th Streets, and at a cost of nearly \$3,000,000, erected his famous Retail Store; when this was completed and opened, the two establishments employed 2,000 Clerks, etc., and the annual Expense Account reached a million dollars, fabulous details for those days.

With this change in location of the Retail Business, the White Marble store at Chambers Street was given over entirely to the Wholesale Business, and from 1873 to 1876, the entire sales amounted to \$70,000,000 per year.

In the meantime, A. T. Stewart had established Branches in the principal Commercial Centers of Europe and had gained control of many Mills and Manufactories in this Country. It was said he had a habit of taking up Mills of Insufficient capital, buying them and running them himself under the charge of the unfortunate Mill Owners. A warm friendship sprang up between General Grant, then President, and himself, and in March, 1869, General Grant nominated Mr. Stewart for Secretary of the Treasury. He was not confirmed by the Senate, however, an old Law prohibiting any Importer of Merchandise from being appointed to that office and although it was earnestly proposed that this Law should be repealed, the Nomination was not successful.

About that time he bought a fine plot on the northwest corner of Fifth Avenue and 34th Street, where he erected a marble palace home, then said to be "The Finest Private House in the New World." His Picture Gallery was a striking feature, containing \$750,000 worth of notable Works of Art.

Mr. Stewart was always well attired and liked to have things match. He had a dainty coupe with liveried driver and a pair of sorrel horses of good blood. So he was driven from home to 9th Street and Chambers Street, and elsewhere as business might call him. And the bystanders said, "There goes Alexander T. Stewart!"

He was very direct in his speech, reserved and autocratic. Having the report from his Cashier's department one morning that B. & C. were behind-hand in their remittance he called an Assistant Corresponding Clerk, who came trembling before the great Magnate.

"Write," said the Merchant, "to B. & C. at once."

"Yes, Sir," said the nervous Clerk, "But what shall I write?"

A little more severely the Proprietor answered, "Something or nothing, and that very quick."

The Clerk bowed himself out with shaking knees. Two mornings later the Cashier laid on Mr. Stewart's desk a letter enclosing check for the full amount due from B. & C. He remembered the circumstances and summoned the Clerk again.

"What did you write to B. & C.?"

"Just what you told me, Sir."

"I told you nothing," said Mr. Stewart, "What did you write?"

"Why I asked you what I should write, and you said, Sir, 'Something or nothing, and that very quick!'"

The Merchant Prince smiled grimly and the anxious Clerk was excused.

Alexander T. Stewart was not only known as the most progressive and intense Merchant of the day, but his charitable gifts were notable. In 1846 he sent a shipload of provisions to the famine-stricken people of Ireland and offered a free return to this country on this vessel to immigrants who could read and write and were of good moral character. In 1871, after the Franco-German War, he donated a shipload of Flour to France. He subscribed \$50,000 to the Relief Fund after the Chicago Fire and earlier, during our own War, he gave \$100,000 to the United States Sanitary Commission.

In 1876 he bought the block on Fourth Avenue between 32d and 33d Street and began the erection of a huge Home where shopgirls and working women might find comforts at a weekly cost within their means. He also bought a large plot in Garden City, towards a scheme to furnish homes within reach of many of his employees and there he planned the erection of "The great Cathedral of the Incarnation." This was bestowed by his widow in 1886, ten years after his death, upon the Diocese of Long Island, with an annual endowment of \$15,000 for its support.

Although he was called at that time "The Foremost Merchant and Philanthropist in the United States," a strange fatality followed these larger plans of beneficent work. It was found the Home could not be successfully run for the class intended and his Executors changed the purpose and it was revamped into the Park Avenue Hotel. The Garden City Scheme was not a practical success and the Cathedral, although a notable building, has not yet justified the large expectations of its donor.

Mr. Stewart died April 10, 1876, leaving all his fortune to his widow, with a letter directing certain generous bequests to a number of worthy Charities. These, however, all failed of execution. A provision in his Will gave \$1,000,000 to his Legal Adviser and Executor for his services in this Trust, and in winding up the business of A. T. Stewart & Company. Strangely enough, not long after, his widow, in consideration of this same \$1,000,000 in cash, signed a Deed conveying to the Executor the entire business with its good will and assets. This was carried on under the names Hilton, Hughes & Co., and E. J. Denning & Company, but in a few years there came inglorious failure and A. T. Stewart's Estate, valued at \$40,000,000 at his decease, was apparently frittered away and diverted to hands of those not of his kin.

The famous Stewart's Retail Store now bears at its door a bronze tablet which we reproduce:—



Tablet as it appears today.

Riding up Broadway the other day Our Senior's eye caught the old time famous Wholesale Marble Dry Goods Palace at Chambers Street. "How are the mighty fallen!" It was rented to various tenants for long years—a large part being occupied by the City's Financial Offices until the new Municipal Building was occupied two or three years ago.

Although this block was very imposing at its erection, in our picture it is dwarfed by the huge Edifice of the Emigrant Industrial Savings Bank, since erected next to it on Chambers Street, and by the over-topping Dunn Building on the opposite corner of Reade Street.

And then, alas, such changes! One Store in the middle of the block on Chambers Street bears the sign, "NICOLAS RESTAURANT."

Two large Box Bushes in tubs ornament the sidewalks. Oh, Shades of Greatness! What do you say to this? A Dago Fruit Stand on the sidewalk occupies one window on Chambers Street, another Fruit Stand covers three full windows on Broadway, and a third has the North Corner of Reade Street,

while in every window of the second story is placarded in large letters on white paper posters, "TO LET"—and this only fifty years after A. T. Stewart & Company was in the fullness of its glory. The white marble palace home was torn down years since and its noble site filled with the Buildings of the Knickerbocker Trust Company, James McCreery & Co., etc., etc.

The story of the bitter irony of Fate has another chapter. The body of Alexander T. Stewart, arrayed in costly burial robes, in a rich casket, was deposited in his chosen grave in the yard of Old St. Mark's Church on Second Avenue, between Ninth and Tenth Streets, barely a stone's throw from the Grand Retail Emporium of which he was so proud. "Earth to Earth!" "Dust to Dust!" "Ashes to Ashes." Rest in Peace. Alas, No! Not long after, at midnight, in a raging storm, men entered the sacred enclosure! 'Twas the work of a few minutes only to reach and rifle the casket! The dead body of "The Merchant Prince," torn out, thrust into a rubber bag, was lumbered into a waiting coach and hurried to a hiding place, from which the ghouls negotiated for a ransom and immunity. It is said the damnable bargain was in time closed and this desecrated human form at last rests in a secure Mausoleum in The Garden City Cathedral.

If, perchance, Alexander T. Stewart knows what has transpired since, must he not turn in his coffin with the regularity of clock-work? And if today some new electrical device could throw across the skies in scintillating letters, "Alexander T. Stewart" is it likely that one in ten of the inhabitants of Greater New York would know for whom the name stood? Is not this one of the most startling Commercial Romances ever written? Verily, the wisdom of the Ancients still holds good—"He heapeth up riches and cannot tell who shall gather them." This fortune wasted, and the notable life to a large extent wasted, too? Listen! Hear the Cathedral Chimes toll their Miserere of Disappointment. What remains of it all for the betterment of Society or an inspiration to Moral Excellence?

How were great elements of strength nullified by strains of colossal weakness? "And following men" do not become great simply by putting their feet in great men's shoes.

From this striking record a half century old of prosperity and failure, we turn with content to our modest Mott Street Plant ready to carry on our old time ambition, "to make the Ferris Delicious Trade Mark Hams and Boneless Bacon the finest in the World." One High Quality only! One Price only! Selling our own Product only! We have made many loyal and valued friends and our hearts are big enough to welcome many more. If any Merchant reader of our August Letter is not already in our charmed circle "the latch string is out" and the best we have is at his command. You see how far afield we have gone in our August Letter from simply "boning you" to buy Ferris Meats.

If you called at our office this morning it would first of all be to a meeting of friends; if business could work in to advantage afterwards, all right! We have just received a letter from a Southern Editor in which he says: "I shall not soon forget my visit to your Mott Street Plant a few years ago when I had a regular Southern welcome. Quite naturally, the Ferris Products have since been most palatable and an opportunity to express my views of their merit has been a sweet morsel. It is characteristic of a Southerner to mix sentiment and business, and I trust the above expression will not give offense." Thank you, Mr. Editor! Let us mix sentiment with business right along; it makes a Merchant's life the more worth living, does it not?

A prominent New England Lawyer writes us: "I am unfortunate enough to be very fond of your Hams and Bacon, for I cannot get them just at hand. I am about to leave for 'The Woods' and wish you would ship to our grocer at Vanceboro, Me., a supply for us." A fine Southern Hotel writes: "We have never been able to get as fine Breakfast Bacon as yours." Editor Barrett, popular proprietor of the American Grocer, he of a clear head and a kindly heart, had a Ferris Ham Roasted according to our Recipe and served on his dinner-table the other day when he was entertaining a Notable Guest. He telephoned us later: "That Joint was done to a turn and how delicious it was. My Guest and my Family all said it was a greater treat than the finest feast on other Meats could have been."

Of course, we would like to have you make THAT IRRESISTIBLE FLAVOR of the Ferris Curings a trump card to win you trade, satisfaction and profit. So come to us for keeps when you are satisfied it means nuts in your basket. We have no special joy in fishing for "Nibblers."

And how do you like our August Letter? Will you take it home and read it to the good wife and the young people in a quiet evening hour?

With all good wishes,

Your sincere friends,

F. A. FERRIS & COMPANY,

Nos. 262-264-266-268-270-272 Mott Street,

New York City.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Where to Sell Waste Paper and Burlap Bags.

Latrobe, Pa., July 29, 1915.

To the Editor.

Dear sir:—As the Peters Paper Co., of Kingston, Pa., three miles from Latrobe, are not buying waste paper at the present time, would like to have the names and addresses of several firms in this part of the State who buy such goods.

Would also like to know to whom we can sell empty burlap sacks and scrap burlap to.

Inclosed find stamped envelope for reply.

Yours very truly,
BRIDGE & GEARY.

We know of two dealers in waste paper in this city, but none any nearer to you. They are: Penn Paper and Stock Co., Marshall and

Willow streets, and the Coll Paper Co., 305 Florist street.

Philadelphia Bag Co., Water and Tasker streets, and Charles T. Robinson, 107 Walnut street, both of Philadelphia, are dealers in burlap bagging, etc.

Porcelain Window Signs Wanted.

Sunbury, Pa., July 30, 1915.

To the Editor.

Dear Sir:—Please give us names of firms who make white porcelain letters for pasting on window panes. We inclose stamped envelope for reply.

Thanking you in advance, we beg to remain,

Yours very truly,
WEIS PURE FOOD STORES.

D. C. Humphrys Co., 909 Filbert street, Philadelphia, and Hasselberg

Bros., Tenth above Walnut street, Philadelphia.

Looks Like Another Fake.

Wrightsville, Pa., July 30, 1915.
To the Editor.

Dear Sir:—On June 18th we shipped to C. G. Williams & Co. one box, 66 pounds, dairy butter and sixty dozen of eggs on commission. Have several times received letters and shipping tags from them and on the strength of their assertions of quick sales and prompt returns we gave them a trial shipment. We did not hear from them, although I wrote to them three times for the returns but never received an answer. Please see if you can get the money for us.

Respectfully,
H. W. HUNTZBERGER.

This looks like another fraud. The concern inquired about is "C. G. Williams & Co., wholesale commission merchants, butter, eggs and poultry, 344 N. Front street (removed to 331 N. Front street, Philadelphia)." No such concern is listed in the directories, either telephone or business, and nobody in the trade of whom we inquired knows anything about them. Nor are they rated. A significant fact is that their name, "C. G. Williams

& Co." differs only by an initial two from the names of other perfectly responsible concerns he

If you consigned the goods these people to be sold for your count, and did not actually sell them, you can arrest them for larceny as consignee if they do not remit the proceeds. To do that you must come to Philadelphia and swear out a warrant—it is for you to say if the amount is worth the trouble.

We would have had a law in Pennsylvania preventing such incidents as this if the honest commission men of the city had not blocked it.

Wholesale Dry Goods Houses.

Lebanon, Pa., August 3, 1915.
To the Editor.

Dear Sir:—Kindly give me names and addresses of wholesale houses who handle dry goods notions.

Yours truly,
MRS. WM. C. WITTE

Young, Smyth, Field Co., 1 Arch street; Miller, Bain, Beyers Co., Tenth and Filbert streets; Joel Bailey Davis Co., 608 Market street, all Philadelphia, Pa.

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]


I remember one case which came to my attention last fall. A dealer in a small town, in order to meet his bills on his stock of goods coming in, and also to make needed repairs and improvements on his store building, found it necessary to borrow about \$1,000. He went to his banker and asked him for the loan, and the banker asked him three questions—first, what his inventory contained; second, what are your creditors' accounts, how much you owe; and third, what are your customers' accounts? These three questions, on the answers to which he would determine what the net worth of that merchant was in his business. As a matter of fact, this merchant could tell the banker nothing in regard to the things it was important for him to know; that is, whether or not this merchant could meet his interest on the loan. He was going to meet the interest, he would have to make it out of the profit; so what the banker could have asked for was a state-

ment of the profit; but the retailer was unable to furnish the information even that he did ask. His last inventory had been taken in July. He kept nothing but a common, ordinary merchandise account. He had nothing to show what the inventory would be, so had to estimate, and he estimated it at about \$7,000. Then he had no way of determining his creditors' accounts except to go to the accounts and add them up. He found these to be about \$900. He had some four hundred customers' accounts, and he had absolutely no way of ascertaining how much they were except to go through them and add them up. So the best he could do was to estimate them, which he did as about \$600. The banker did a little figuring, looked his commercial accounts over and came to the conclusion that this man was not making as much money as he had been, and therefore refused the loan. This merchant knew he was making as big sales as he always

had. He knew there was something wrong, but what could he do? He could not go to another banker and get a loan. He had been refused by one banker and no one else would take the risk. What he did was to install a new system. He wanted to know just what his condition was, and he found out several facts that shocked even himself. He found that his sales were mostly charged sales. The collections were not coming in as fast as they should, so it was necessary to send out a collector to bring in his accounts. This he did and was able to discount most of his creditors' bills. At the end of a month he went to the banker and showed him exactly the profit he was making every day, showed him what the inventory was every day and that he had been able to cut down on this inventory during the month and probably would cut it down still farther. He went to another banker this time and secured the loan. The most important thing in that report was that it showed just what his profit amounted to every day. It was the profit with which he was able to pay the interest and repay his loan when it became due. This simply shows the power the bankers have to demand a proper record of the retailer.—By R. A. Stevenson, who spoke on "Retail Accounting."

We have not learned how to use the telephone. There is an art in telephoning. You want to teach your sales people telephone salesmanship; teach them to get the

right kind of tone, and how to hold the telephone and how to speak. Nine people out of ten don't know how to talk over the telephone and get the best results. You should hold your mouth within one inch of the transmitter and speak directly into it. The average person holds it off to one side. It is a hard thing to talk into the telephone correctly. I have seen many people in talking hold the transmitter where they can look into it with their eyes; and I have sometimes thought it might be a good idea if the telephone company would fix up some picture above a telephone or a looking glass for a person to look at. I do not mean that as a joke. Have your voice pitched in a natural tone, probably not quite so loud as in natural conversation. There are lots of sounds that are hard to get over the telephone. "Three" is one of them. Another one is "five," and another "nine." The reason is in speaking through the telephone we have difficulty in getting the sounds to go from our mouth, and especially when holding the telephone off to one side of the face. You cannot get the sounds of B, P, M, N, S, etc., over the phone well without holding your mouth as I have told you. There is a thing it will be well worth your while to teach your sales people when you get home—how to use a telephone. This is an art we have not yet learned as a people. When you get unsatisfactory service from the telephone, the fault is not always with trouble is often with the people the telephone company. The




JOY! JOY!!

A Breakfast Sweet

At the request of our salesforce, together with a growing demand for a really good flavored Table Syrup in cans, we are now putting on the market our well known

Royal Table Syrup

No. 2	Cans,	2	dozen	in	case	per case, \$1.80
No. 2½	"	2	"	"	"	" 2.00
No. 5	"	1	"	"	"	" 2.00
No. 10	"	½	"	"	"	" 2.00



KIRK, FOSTER & CO.

WHOLESALE GROCERS

209

NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA

using the phone.—By Paul H. Neystrom, who spoke on "Salesmanship."

There are certain pitfalls waiting for the merchant who changes his system from credit to cash, and I am going to point out some of them. One is allowing customers to overstep the limits set. For instance, suppose Mrs. Jones comes into the store, picks out an article valued at \$1.75, opens her hand bag and finds that she has left her purse at home. Now Mrs. Jones is a good customer, the wife of your local banker, who is worth a great deal of money. She is rather touchy and has to be handled with care, and you hate to offend her. What are you going to do about it? I will tell you how this worked out with one merchant. He told her, very courteously, that he was running a strictly cash store, that he was treating every one just the same, and he could not break the rule to one and treat the others right. Mrs. Jones got mad and he let her go out of the store without the goods. Within a very few weeks she was back and buying as much as ever. She had got over her "huff." That is the only way in which to handle a cash business. Suppose the merchant had made an exception to his rule and let her take the goods without paying for them. Across the street might be Mrs. Smith, who would try the same thing and receive different treatment. I do not need to tell you the outcome. Suppose some one else had been in the store besides the banker's wife. Do you suppose they would have kept quiet about that transaction? It would soon have been all over town that that merchant's cash system was such in name only. It must apply to all or it will cease to have the desired effect, and you might just as well run a wide open credit store.—By H. K. Zuppinger, who spoke on "Retail Credit."

Have some pads made out of scratch paper, about fifty sheets to a pad, with the word Wanted in heavy type. Then call your clerks together and tell them they must

use those slips whenever they notice any stock running low. Have them write on the slip the article, the quantity now in stock, about when the new goods will be needed and the clerk's initials. One store in Minneapolis has this plan: Whenever a clerk reports that he is completely out of some line of goods, he gets a black mark against his name, and if this happens too often he is fired. Place on your desk a spindle and instruct your clerks that as soon as they make out a want slip it must be placed on that spindle. Then each evening you should do one of two things—either enter the items on the want book for the salesman, or send in a mail order.

We have heard a lot of late about the jobbing house that does not give the man who mails in his order as good a price as that man could get from the salesman. If you find that attitude on the part of the jobbing houses you are dealing with, take it up with headquarters. I know of jobbing houses who will give you just as good a price on a mail order as the salesman could. If your jobbing house does not do that, it is up to you to get another jobbing house. Go to headquarters. I do not mean the salesman, but headquarters and see that the thing is done. The mail order is a great convenience to you, and you cannot afford to pay more for those goods than you would do the salesman.—By H. K. Zuppinger, who spoke on "Buying."

Dry Goods Shipments Below a Year Ago.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Weather conditions have been a serious handicap to dry goods distribution during the week, and wholesale shipments show a decrease as compared with those of the same week a year ago.

Retailers, however, have visited the market in larger numbers than during the corresponding week last year. Collections are normal.

Chicago is in readiness for the Market Week and Style Show, which starts Monday, August 2d, and will continue until August 7th. All advance reports indicate that it will be the biggest event of its kind ever held in Chicago, and a large attendance is anticipated.

Are You in Need of Salesbooks?

Consult the F. D. Crane Co., of Canisteo, N. Y., about your salesbooks and counter pads. They are making an exceptionally fine line at reasonable prices. Special attention has been given to the quality of carbon used, as the copy is the most important part of the book. Investigate.—Advt.

The Grocery Markets

Tea.

The tea market shows no change for the week, business being satisfactory and fairly active. Practically anybody with desirable new tea to-day can sell it at full prices. No changes have occurred in prices during the week.

Coffee.

Coffee is weaker and somewhat demoralized. Probably all grades of Rio and Santos have averaged a decline of about $\frac{1}{8}$ cent during the week. The cause is larger receipts in Brazil. As yet the proposed new valorization plan is not in shape to take over this surplus, and in consequence the markets everywhere are weakening under its influence. The demand for Brazil coffees is very small and is confined to wants only. Milds are no lower for the week, but the feeling is slightly weaker in sympathy with Brazils. Milds are selling now on a low basis. Mocha is a shade lower on spot and considerably lower to come forward, but nobody knows when the coffee which is to come forward will arrive. Java unchanged.

Sugar.

The sugar market has weakened considerably during the week, and refiners are now selling granulated at 5.60 to 5.65. Raw sugar is also somewhat weaker and the whole tone of the sugar market is easy. The refiners had considerable sugar sold at 5.90 and 6 cents for granulated, but have reduced the price on all of this which was undelivered. The Pennsylvania was the last refiner to do this, not being inclined to do it at all, but under the circumstances finally decided to come down with the rest, although they did so only after prescribing restrictions as to the time of delivery. The consumptive demand for sugar is very fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup dull at ruling prices. Sugar syrup firm and comparatively high, but dull. Molasses unchanged and quiet.

Fish.

The spot price of Norway mackerel remains unchanged from a week ago, but is firmly held on ac-

count of small supplies. New Norway mackerel is not as yet figuring to any extent. Shore mackerel is being quoted at about a dollar a barrel higher on account of scarcity, and is being bought to some extent. Cod, hake and haddock are all unchanged and quiet. Domestic sardines show no change for the week. The quotation in a large way for quarter oils f. o. b. Eastport ranges from \$2 per case to \$2.10. There is information from a reliable source that not a case of quarter oils cost the packer less than \$2.35. Vicious competition among the packers appears to be the reason for the present situation. Imported sardines show no change. Salmon is stiffening on account of confirmed advices of about one-third shortage in the pack of Red Alaska. The price on spot is about $2\frac{1}{2}$ cents higher. No price has yet been named by packers generally for future salmon.

Canned Goods.

Tomatoes are still inclined to be easy, though prices show no change from a week ago. If the packers tell the truth, both spot and future quotations are below the cost of production. The demand is quiet. Corn shows no change for the week. Peas have been selling quite largely on account of the very low price. The price is not improved for the week, and peas generally are inclined to be low. Apples unchanged and dull. California canned fruit shows no change either spot or future, the general feeling being easy. Small Eastern staple canned goods show no change and quiet demand.

Dried Fruits.

Both spot and future prunes are rather neglected and are unchanged in price. Apricots have advanced about a cent a pound, due to unexpectedly large foreign demand. Domestic demand is cutting no figure. Raisins, currants, peaches and the balance of the dried fruit line are all unchanged and dull.

Beans and Peas.

Pea beans are working downward and possibly a decline of 10 cents per bushel can be quoted for the week. The demand is quiet. Mar-

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

s are scarce and therefore con-
e steady to firm on the recently
orted basis. California limas are
anged from a week ago.
en and Scotch peas unchanged
dull.

Butter.

he receipts of butter are above
nal for the season, owing to the
favorable weather everywhere
the making of butter. The de-
d is just about normal and this,
the fact that the quality is
aging very fine, has caused a
ine of one cent per pound dur-
the week. The market is steady
e reduced price. There are
pects that the make will fall off
and therefore if there is any
ge at all, it will probably be a
t advance.

Eggs.

he receipts of eggs continue
al and the demand is about nor-
The bulk of the receipts are
ving heat effects and do not
e strictly fancy. At present
es all grades of good eggs meet
ready sale.

Cheese.

he consumptive demand for
se is very light and there is no
rt demand. Therefore the

market is dull and unchanged,
though the situation is not strong.
The production of cheese is a little
above normal at the present time.

Provisions.

All smoked meats are steady and
unchanged in price, with a fair con-
sumptive demand. Pure and com-
pound lard are dull at a decline of
about $\frac{1}{4}$ cent. Dried beef selling
fairly well at unchanged prices.
Canned meats and barreled pork are
in moderate request at unchanged
prices.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

There is a good demand for salt her-
rings of all kinds, but very little of
desirable quality is to be had. No ship-
ments have arrived as yet of new Hol-
land herrings. Of Scotch herrings,
small shipments are arriving rather in-
frequently, but the prices paid for those
herrings which are being shipped here
are so enormous that no one ventures
to import any of those herrings on a
large scale, being afraid of heavy losses.
The fishing in Scotland is so very lim-
ited and the demand so large, that
prices are naturally tending high. It is
rather too early as yet to expect her-
rings from Norway, although the first
vessels from Iceland ought to return
soon to Norway. However, in view of
the scarcity of all kinds of herrings,
and in view of the large demand, prices
are likely to be rather high, and con-
tinue to rule so right through the sea-
son.

CONSULT US REGARDING LICENSE, PRICES, ETC.



WRITE NEAREST BRANCH

120-122 First Avenue
PITTSBURGH, PA.

117 Callowhill Street
PHILADELPHIA, PA.

Michigan & Perry Sts.
BUFFALO, N. Y.



YOU will find that without the
least boosting *Wheatena*
(hearts of selected wheat) will
sell and sell and sell after the
first package is in.

This has always been one of
Wheatena's most wonderful
qualities.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

Our people in Ireland report shipments for the week of 475 barrels Irish mackerel, bringing the total shipments to date of 1914 Irish autumn mackerel to 20,417 barrels and of new spring 1915 mackerel to 20,671 barrels, a rather small quantity, which simply shows that the Irish fishermen are not very anxious to risk their lives in going out to catch mackerel.

STROHMEYER & ARPE Co.
New York.

Spices.

The market is fairly active, with few changes, except in herbs and seeds. The consumption in our country during the next three months will be large—stocks are generally small, and when we consider the uncertainty of securing goods from abroad, indications would point to a firm and higher market.

Peppers.—All grades are unchanged. Stocks here are being fast sold out. In fact, holders are rather indifferent to sell at prevailing prices. We expect to see higher prices rule during the next two months.

Cloves.—Steady, but unchanged in all positions.

Pimento (Allspice).—Unchanged and dull at present prices, which are very low.

Nutmegs.—Rather quiet and neglected for all grades.

Cassias.—Are in fair demand and stocks here are fairly plentiful. Prices of futures in China grades are above spot values to-day.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

A great raft of poor tomatoes have been coming to market, and they have been given away in some cases by the dozen baskets. These were first earlies, even the best of which have been ruling at 10-15 cents. Good second earlies are worth 25-35 cents; demand good.

Peaches are coming heavy and ruling cheap—25 to 60 cents for Jerseys. Georgias are about done—\$1 to \$1.75 per crate. Delaware peaches are only fair in quality this year and rule from 40 cents up.

Apples are cheap—10 to 60 cents per basket. The quality is fair.

The best nearby corn is ruling around 60 cents, and from there the price drops to 25 cents. The quality is good.

Lima beans have a black eye, on account of large stock. The present price is \$1 per one-third barrel baskets; demand fair.

Potatoes are selling at very low prices—17 to 20 cents per basket. The farmers complain because they cannot get 60 cents a basket in the country.

California Bartlett pears range from \$1.25 to \$1.75 per box. Lots of the receipts are poor and rough.

North Carolina grapes, Delaware variety, average \$2 for the best, and a few black grapes which have started to come forward are bringing \$1.50.

Nearby peppers are very cheap—10 cents per basket.

Cantaloupes are coming from everywhere—North Carolina, Delaware and Maryland, at \$2.50 per crate for the best and 30 to 40 cents per basket for

Jerseys. Colorado Rocky Fords will be along shortly.

THE NEW YORK LETTER

(Continued from page 11.)

They deny any intent to defraud the Government. If they are convicted they can be imprisoned for seven years and fined \$26,000.

The New York State Retail Grocers' Association has been holding its annual meeting in Niagara Falls during the week, the meetings being held in the auditorium of the Shredded Wheat Co.

In his annual report, President William Geffery recommended that the association ask Congress to pass laws prohibiting the giving of all coupons, trading stamps, etc. One of the principal speakers was Fred. Mason, who was a former secretary of the National Association and is now vice-president and general manager of the Shredded Wheat Co. Walter B. Cherry, president of the American Specialty Manufacturers' Association, also made an address, in which he said that he estimated that there were 156,000 retail grocers and 162,000 general stores in the United States.

On Wednesday practically the entire session was taken up with discussing the advocacy of an all-day Sunday-closing law. In many sections of this State grocery stores are open a part of Sunday and in some sections they are open all of Sunday.

On Thursday resolutions were adopted, including a request to manufacturers to stop the wholesaler selling to the consumer; protesting against any oleo law that may impose a tax on the retailer; endorsement of the Stevens bill before Congress; favoring the standardization of all containers for farm products; condemning the New York street railway and the charity organization for engaging in the retail grocery business; protesting against free public markets; amending the State pure food law; condemning trading stamps and gift enterprises, and favoring a uniform State law for hucksters and peddlers.

The following officers were elected: President, Urban F. Jehle, Buffalo; first vice-president, Philip De Puyt, Rochester; second vice-president, Henry Christgan; third vice-president, John Ziemann, Rome; secretary, Charles Thorpe, New York; treasurer, Walter J. Duncan,

Lockport. Ithaca was chosen as the meeting place of the next convention.

The firm of F. H. Leggett & Co. is being incorporated in the State of New Jersey with a capitalization of \$3,000,000. It asks in its application for charter for the power to do a "wholesale and retail" grocery business.

The annual meeting of the American Spice Trade Association was held in this city on Wednesday last. No business of serious importance was transacted.

The following officers were elected for 1915-16: President, William D. Weikel, Weikel & Smith Spice Co., Philadelphia; vice-president, George J. French, R. T. French Co., Rochester, N. Y.; treasurer, T. Greidanus, New York; secretary, John Clarke, of Messrs. John Clarke & Co., New York; directors to serve three years: Robert M. Littlejohn, L. Littlejohn & Co., New York.

The following members were designated to the Arbitration Committee: Eugene W. Durkee, Messrs. E. R. Durkee & Co., New York;

Samuel Lee, Hewlett & Lee, New York; Lomax Littlejohn, L. Littlejohn & Co., New York; Lewis German, Lewis German & Son, New York, and J. H. Recknagel, H. Recknagel & Son, New York.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged. new teas steady to firm.—Coffee has had a dull, easy week. Prices about an eighth of a cent less Rio and Santos. Larger receipts in Brazil are responsible.—Sugar demoralized. Raws have sold 4.39. Refined down to 5.60 granulated. Domestic beet granulated selling for 5.45. Demolished.—Canned salmon firm slightly higher on reports of slight pack. Domestic sardines cheap demoralized.—All canned vegetables unchanged. Prices easy except on corn.—Dried fruits quiet and unchanged. Prunes firm the list. Apricots also firm. C sumptive demand light for everything.—Wheat somewhat easier account of better weather.—Flour about unchanged from last week. Prices comparatively high; tall only for actual wants.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.



SUN-KIST

REG. U.S. PAT. OFF.

CANNED FRUIT TALKS

A Quality Unto Themselves

Although there are thousands and thousands of fruit producing acres in California, the finest of each kind of California's fruits is restricted to certain favored localities, where soil and climatic conditions are ideal for their production.

That's why SUN-KIST Canned Fruits are different—they are packed fresh from the orchards in the very districts where each respective variety is grown to the greatest degree of perfection.

They are a quality unto themselves—they are SUN-KIST Quality—a quality distinctly peculiar to SUN-KIST—a quality specially selected for people of critical taste—

Delicious Canned Fruits—no better grown in California—the pick of a million case pack and fine enough for any table in the land.

If you want satisfied customers *connect with* SUN-KIST.

Packed—and backed—by 50 years' experience.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW
SUN-KIST Canned Fruits
 Canned Vegetables
 Dried Fruits and Raisins
Make Your Store a SUN-KIST Store

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
 Girard Avenue and Third Street
 PHILADELPHIA



Which Is Right?

D'y'e know, I've been hitting up the road now for going on twenty-five years, and I don't know yet whether it's good policy for a salesman to load his customers up.

I used to think one way, then I got to thinking the other, and now I'm starting to get back again where I was in the first place, which was to think that it *was* good policy to load 'em up.

Understand, I'm thinking mostly of the salesman now. Whether it's good policy for the customer to let himself be loaded up—that's another tale.

When I first went out on the road and began to feel like I was at home, I'd sell a man all I could put over on him. Understand, I wouldn't lie to him or anything like that. I ain't ever done that, so help me, and I ain't ever going to. Don't pay, in the first place, and you can't ever get away with it in the second place, and it ain't decent in the third place. But I would work to get a big order out of him. If he was a one-case man, that wouldn't make a speck of difference—I'd sell him five cases if I could, and I often could. If he got stuck with the goods, then I'd fix it up the best way I could. Maybe sometimes I'd take the stuff back. Anyway, I'd get his order and let everything else take care of itself.

Now I can't honestly say that was a bad scheme for me. I had some fusses, sure I did, but I fixed 'em up. I never lost but one customer by that, and I didn't miss him much anyway because he couldn't talk to you without sprinkling you all over with spit and I used to get a bad cold every time I had to go in there.

But I got to thinking it over one day and I made up my mind that it was sort of hard luck to choke a customer up with stuff, just because you could, and I fixed it up with myself I wouldn't do it any more.

After that I sized my people up and if a customer was a one-case buyer, I'd sell him only one case, and even if he was willing to buy more, I'd argue with him and make him buy one. I've been called more kinds of a d. f. for that than you ever heard. My idea was not to do anything that would make me so I couldn't go back to a customer and expect the merry smile, and then I thought my customers would love me for looking out for 'em.

But it ain't worked out quite that way. To be sure, nobody gets sore at me for loading 'em up, but I ain't seen more than a bushel of love. Specially that kind of love that makes a customer give you the order in preference to another house that ain't so particular about loading its trade up. Honest to goodness, I can't put my finger on one case where another salesman and me were after an order, and where I got it because I looked after my trade by not loading 'em, and the other fellow didn't.

So now I ain't sure I wouldn't have done better by selling all the stuff and taking my chance with kicks afterward. I'll bet I'd a-sold more stuff and been just as well off with my trade as I am now. I think my trade think all right of me. They act like they did anyway. Some of 'em take me to their houses, if I happen to be cleaned up pretty fair, and them that don't, I know it's because I'm so blamed pretty they're afraid for their wives to meet me. Of course I don't blame 'em for that.

But thinking all right of a fellow, and giving him an order when there's a tenth of a cent to be saved by giving it to another fellow that you maybe don't think so well of—why that's two different things, I've found.

So here's about where I'm standing to-day: I've 'bout made my

mind up that a salesman's got a right to sell a buyer all the goods he can sell him without doing any funny business. Of course a salesman that tells a customer he better buy big because he *knows* the market's going up next week, when he don't know anything like that—he's a plumb thief. He ought to go to jail or be tarred and feathered. That's what I mean by funny business. But I believe I've got a right to sell a one-case man five cases,

by putting up a good argument, or giving him a bit of inducement, or a free deal or something like that, and if five cases is some load for him, why that's up to him. He ought to know what he can stand.

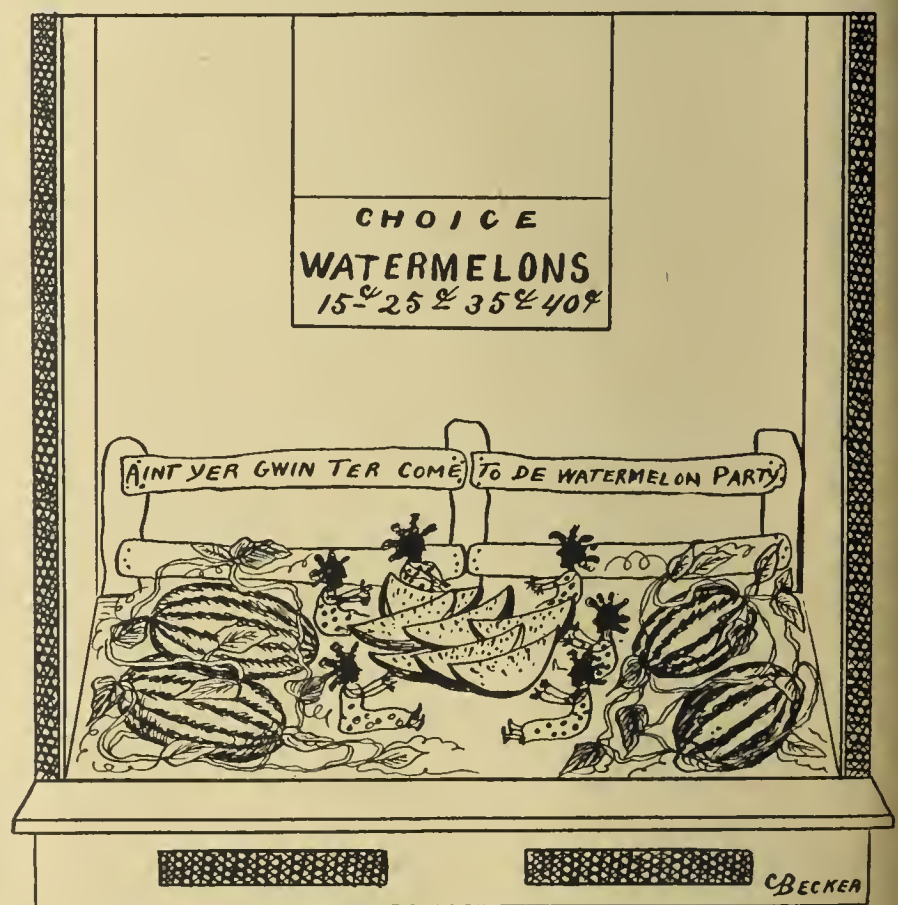
And as for loads, why they're the greatest things in the world. Carrying loads is the way your back muscles get developed.

THE STROLLER.

California Trying New Method of Shipping Grapes East.

A new field for the shipping of California grapes has been opened by the recent experiment of sending a drum of Persian 21s to Chicago by local express without refrigeration, the grapes being packed in a drum filled with wood sawdust. According to received from Chicago the 30 pot grapes sold for \$15. They arrived in good condition, and were the first of the season. The Chicago shipment from California consisted of 30 pounds of grapes carried, in addition to the weight of the drum and the sawdust, the total weight aggregating 50 pounds. The express to Chicago was \$1.82.

Weekly Window Display Suggestions



Watermelon Display.

To arrange this seasonable window, cover the bottom of the window with brown cheesecloth. Now make a rough fence from boards, give it two coats of whitewash, letter with stove polish like the illustration and arrange in the rear of the window. Now suspend a sign card in the rear from the top with the prices on it. At each side of the window use two good watermelons, with real or artificial vines and leaves twisted around to imitate growing in a field. Next slice a large melon in six slices in the middle of the window and place six little nigger dolls around the slices.

An Opportunity

se, Maryland or Delaware

McKim Patent All Steel Dry Measures

GUARANTEED CORRECT

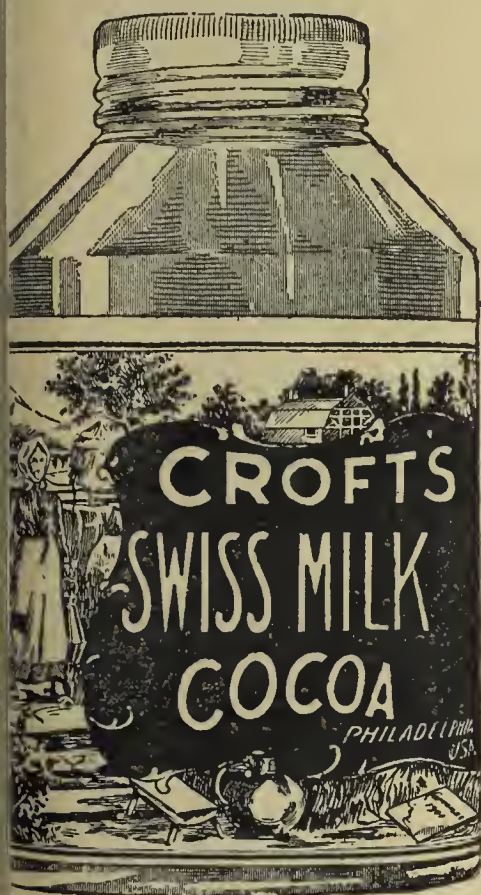
1 quart, 16c each; quarter peck, 22c each; half peck, 25c each; 1 peck, 32c each

CATALOGUE OF FIXTURES YOU NEED ON APPLICATION

The Howe Scale Co., 508 Market St., Philadelphia, Pa.



For one week from the date on which this magazine is published we will deliver, charges prepaid, anywhere in Pennsylvania, New Jer-



Where the Glass Jar Comes In

¶ The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

¶ No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

¶ Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market

Croft & Allen Co.
PHILADELPHIA, PA.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products

The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

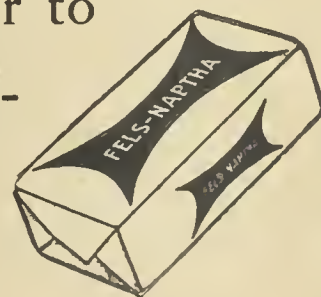
Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

There Never Was

a brighter, more attractive or profitable article for grocer to sell than Fels-Naptha soap. The wise dealer's self-interest should prompt him to make his Fels-Naptha dealings ever larger.





323.—The First Indication of What the Courts Will Consider Unfair Competition Under Recent Laws.

It seems to me as if the entire trade of the United States were waiting for some court decision which will declare what is to be considered unfair competition under the two most recent anti-trust acts—the Federal Trade Commission Act and the Clayton Anti-Trust Act. The Federal Trade Commission Act, it will be remembered, prohibits “unfair competition,” but does not pretend to say what unfair competition shall be. The Clayton Act does name a few acts which are to be deemed monopolistic or unfair, but these for the most part are only generalizations, and the details will have to be worked out by the courts.

This gives special interest to a case which has just been decided in Indianapolis, Ind., involving most of the questions of monopoly and restraint of trade. The Government sued a large manufacturer of a certain store appliance, whose products are sold all over the United States. The charge was the use of oppressive methods destined to destroy competitors and restrain competition. The manufacturer decided not to defend the suit and allowed the court to enter a decree against him. I have just been sent a copy of this decree, which sets forth particularly what shall be considered unfair competition in this manufacturer's case. His case, however, will not be very different from many other cases.

The decree is handed down both under the Clayton and the Federal Trade Commission Acts, and is about the first detailed indication of the way the courts will look on various acts of competition. This particular court was the United States Court for the Indiana district.

As I regard the decree as of great importance, I reproduce from

it the acts which the court said could no longer be legally done:—

From employing spies to get information regarding competitors' business by taking employment in the latters' factories, shops or offices.

From price cutting below cost of production and from discrimination in prices for the purpose of harming a competitor.

From bribing, hiring or employing architects, fire marshals, insurance representatives or municipal officers or employees to use their influence in promoting the sale of its own products or in preventing the sale of competitors' products.

From getting or trying to get cancellation of orders taken or of sales made by competitors or interfering in any way with contracts of competitors. The defendant company had, according to the complaint, what it called its “knockout squad,” a force of special salesmen whose duty it was to cause cancellation of competitors' contracts.

From making false representations to customers, real or prospective of competitors, concerning the standing or business methods of the competitors, with the intent to injure them in their business.

From bringing or threatening suit against competitors and their customers, real or prospective, on the assertion, known to be false or not believed in good faith to be well founded, that the products of competitors are an infringement of the patent rights of the defendant company.

From agreeing to indemnify customers, real or prospective, of competitors against loss if they cancel contracts with competitors.

From inducing or hiring draymen, railroad employees or other persons to obtain from shipments made by competitors or from other sources, the names and addresses of their customers; except that salesmen in reporting prospective customers on whom they have called, or employees engaged to make canvasses for the purpose of ascertaining the names and addresses of prospective customers, may report the name of the appliance owned by the prospect if the purpose is not to injure the competitor.

From inducing or hiring salesmen, agents or other employees of competitors to leave their employment to enter that of the defendant company. However, such change may be made if without inducement from the defendant company.

Readers will note that several acts are forbidden here which very many concerns are regularly doing

to-day in the course of every-day business. I do not believe, however, that these acts would necessarily be illegal if done by any concern. The defendant manufacturer in this case is the largest producer

in his line. He has no monopoly, but he might be said to have control. Therefore the standard which would be set for his acts would be much more rigid than the standard set for the smaller man who made a small fraction of the total output. For instance, a manufacturer making 1 per cent. of the total output in his line could do many things, and do them legally, that the dominant figure in the industry could not do at all. He could hire competitor's salesmen, for instance, without being guilty of unfair competition, although he might be liable to a civil suit by the employer whose salesmen he coaxed away. He could also, in my judgment, persuade customers to cancel orders given to competitors, though again there would be the chance of a civil

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

“Be Careful—Don't Crush.”—These words are printed on yellow strips of paper, an inch wide and six inches long. There should be a supply of them at the order department, the cake department, and particularly the fruit department. You paste one on top of a carrier of wrapped peaches, a bakery cake, or even a package of butter cut from the tub.

It prevents careless handling by owners of private cars and it saves many a package from mutilation to the delivery of your own stuff.

Besides—it suggests consideration, and consideration is service. It's a little thing, but it's one of those little things that impresses a patron favorably. It seems to go farther than the sign “Safety First.” It is more personal, more direct, more pleasing.

Getting Back a Customer.—The best of regulated stores will occasionally lose a customer, especially a busy store. A very good one was apparently lost or account of the checker allowing poor fruit to pass twice. Letter writing in such cases is no longer considered effective. The salesman that took the order was instructed to call at the house at 10 A. M.—the most favorable hour for business. He was to approach the lady somewhat after this manner: “The manager told me that you had withdrawn your business because you received fruit in poor condition the other day. It was I who took the order, and on me largely the amount of the responsibility rests, and I called to ask

you if you would not be good enough to re-consider your decision and permit me in future to handle your orders. Our office records show you to be a valuable customer and one that we really cannot afford to lose.”

She wasn't lost. That tactful conversation brought her back and it is given here with the thought that some of you may have the same experience. Ask your manager to please withhold his letter until the heart-to-heart talk comes off.

“Give the World Your Best.”—Thus writes a new-thought author. How splendid it is to give the store “your best.” Mind you, it is no child's play to do this. It is a real man's job. To give the store your best needs a lot of self-discipline, mental and physical, and the easiest method of accomplishing this is simply to put yourself in your employer's place. No clerk, no salesman, no manager can measure up to the full standard of “best” until he or she fully realizes an absolute mutual interest. True, the profits are not yours, neither is the capital invested yours, nor the loss risked yours, nor other big responsibilities yours, but you are a cog wheel, and just as soon as that cog shows its defect the big driving wheel feels it. And remember this—the “best” in you is the easiest in you. Maybe not so to the 50 per cent. man, but to the one who believes in himself—in his sense of right, the solution of success is—Give the store your best.

for damages by the concern
ing the order. It is one of the
alties of greatness—that the
al restrictions about one are
ch tighter than those about one's
aller competitors.

(Copyright, August, 1915, by
Elton J. Buckley.)

Question: "D., Philadelphia, Pa.
To settle an argument. A and B
re properties adjoining. Fence
ween them needs repairing.
nce has leaned towards B's side.
wants to have it repaired. A re-
es to pay half. Can B repair
and collect half from A? A is
ecutor. Previously both parties
d half.

Answer.—If the fence is built
actly on the line B can compel
to pay half the cost of any nec-
ary repairs. He should see the
ilding Inspector for his district,
o has jurisdiction in such mat-
s.

NOTE.—Requests for information in
department should tersely set out
all the facts bearing on the case,
all questions should be carefully
med to avoid misconception. Write
one side of the sheet only. Letters
uld be received at this office not
r than Tuesday of each week, to en-
e an answer in the Monday's issue
owing. The signature and address
the writer must accompany all in-
ries, and will be published un-
there is a request not to do so. All
quiries received will be answered
hout charge. Address all communi-
ions to Legal Editor "Modern Mer-
ant and Grocery World."

You Sell Corn Meal, Here Is Some Useful Informa- tion for You.

Government Finds That Old-fashioned
Stone Ground Corn Meal, Though
Better Flavored Than the Roller
Ground, Keeps Nowhere Near So
Well. Some General Information
on Corn Meal.

Special Correspondence of "Modern Merchant
and Grocery World."

Washington, D. C.,

August 5, 1915.

Investigations on the keeping
qualities of cornmeal, recently com-
pleted by the experts of the Depart-
ment of Agriculture, show that
stone-ground meal, which on ac-
count of its rich oily flavor is so de-
sired in the palatable muffin, hoe
cake and pone, spoils much more
quickly than meal made in the mod-
ern mill by the roller process. For
this reason the stone-ground meal
could be eaten as soon as possible
after milling. In this respect it is
like milk and cream which are
usually consumed within a few
hours after being produced, and

which under the most favorable
conditions can be kept in their natu-
ral state for only a short time. The
roller mill meal is, in its keeping
qualities, more like butter, which
can with proper care be kept in
good condition, not indefinitely, but
for a reasonable length of time.

The palatable, characteristic taste
of the stone-ground meal is largely
due to the oil contained in the germ
of the corn. As the whole kernel
of corn is ground in the stone or
French burr mill this oil is pressed
out in the process and imparts its
flavor to the meal. In the roller
mill process the germ is taken from
the corn before rolling by a machine
called a degerminator, and but little
of the oil gets into the meal. The
germ, if allowed to remain in the
meal, causes it to spoil quickly. So
the very thing that imparts the de-
sirable flavor to the meal will also
injure its keeping qualities. In
some cases in stone-ground meal
the germ is removed by bolting
after grinding. This improves the
keeping quality over that of un-
bolted meal but does not make it
equal in keeping qualities to the
meal made by extracting the germ
before milling.

The term "water-ground" meal
applies to the product ground by
stones without regard to whether
the motive power is water, steam or
electricity. At one time nearly all
stone grinding mills were operated
by water power while roller mills
were usually operated by steam, and
so the term "water-ground" was
used to mean the same as "stone-
ground." In latter years, however,
steam and electricity have almost
entirely displaced water as a motive
power in mills. It is the milling
machinery, and not the source of
power, that determines the charac-
ter of the meal that may be pro-
duced.

The keeping quality of cornmeal
is also greatly affected by heat and
moisture. Other things being equal,
the drier the meal the longer it will
keep. It is the custom in larger
mills and in some smaller ones to
artificially dry the meal after mill-
ing. In wet sections of the country,
or in wet weather anywhere, dried
meal will very quickly absorb
moisture from the atmosphere.
Any kind of cornmeal will keep
much longer in cold weather than
in warm weather. It should, there-
fore, be stored in a dry, cool place.

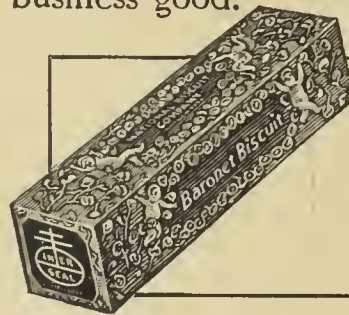
HOLT.

Telling it to Your Customers

It is the purpose of National Biscuit
Company advertising to tell *your* cus-
tomers, wherever you are, just what
N. B. C. products are and how good
they are. This creates a demand for
N. B. C. crackers, cookies, wafers and
snaps—by name.

But it does more. It makes selling
easier and quicker. Customers know
just what they want—no time wasted
"wondering" what to buy.

Have National Biscuit Company prod-
ucts in sight—they help to make
business good.



**Baronet
Biscuit**—par-
ticularly good with
beverages, iced or
hot. Retail at 10c
a package.

NATIONAL BISCUIT COMPANY

Shortage in Maple Products.

Official reports show but 25 per cent.
of a crop of maple sugar in the United
States and 40 per cent. of the average
yield in Canada. With the approach of
the syrup season there will come a de-
mand for these articles and the dealer
who is prepared to cater to the wants
of the trade will not only be in a posi-

tion to make a profit, but will hold his
established trade, in addition to getting
some of the business which has be-
longed to the other fellow. Just as an
indication of the domestic situation in
maple syrups, one of the largest distrib-
utors of cane and maple syrups is
50,000 cases behind with his orders at
the present time.

HOW DO YOU DO

when you are up against the grouchy customer,
the fellow who over runs his account, the transient
cash buyer who only drops in occasionally, the
person who always disputes his bill, and up
against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will
save trouble—losses—bookkeeping—forgotten
charges—disputes. Equally good for cash or
credit business or both. Will get the cash.

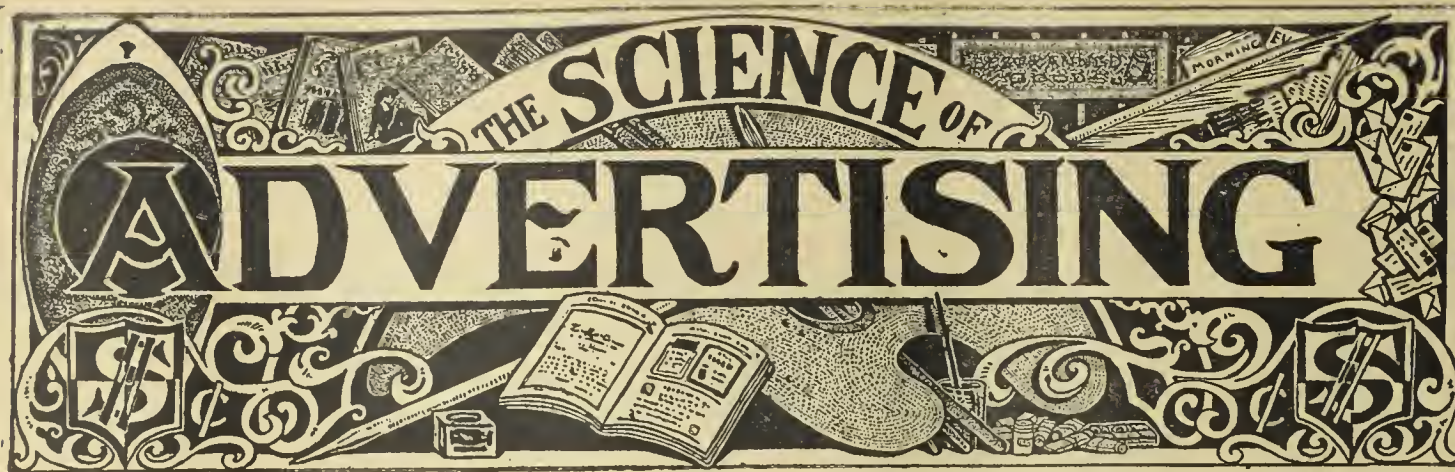
WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used
them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**





Altoona, Pa., July 20, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed please find two lists recently put out. Kindly give us your opinion how we can improve them.

Yours truly,
H. S. GROVE.

Inclosed with this came a couple of cards $7\frac{1}{2} \times 14$ inches, one gray, the other manila, and printed on both sides. The cards are too small for the amount of matter which has been put on them—the side margins are hardly more than an eighth of an inch. This kills the appearance almost entirely—it looks like skimping. I am reproducing what I consider the best side of the best of the two circulars. It seems to have been used last April.

This is good advertising, and if kept up should without doubt produce business. It looks interesting and is interesting. The heading might have been a little snappier, and more in accord with the spirit of the introduction. "Some Fakes You Will Not Find Here" might have been a good heading. "Our April List" is a little tame.

One thing I admire in Mr. Grove—he is talking quality all the time and he doesn't hesitate to say that the cheap goods he is handling are merely cheap goods and if the buyer wants quality he will have to pay a higher price. I think perhaps he goes a bit too far in what he says. For instance, where he says, "We have coffee as low as $12\frac{1}{2}$ cents a pound, but we cannot say it is good coffee." It might have been better to say it this way: "We have coffee as low as $12\frac{1}{2}$ cents a pound, but of course it isn't equal to a higher priced coffee, though fine for the price." That would have left the people who were in a mood to buy it still in the mood to buy it, while telling them frankly that it isn't good would probably have the effect of sending them somewhere else for that price coffee. I certainly do ad-

mire, however, the spirit of frankness that runs clear through Mr. Grove's advertising. In order to

pays to do that! The minute a customer gets to know that she can't accept what her grocer tells her im-

OUR APRIL LIST

No 15c grade goods sold for 10c. No 12c grade goods sold 3 for 25c. We never add enough profit in the first place to reduce these goods to these figures and mis-represent our Groceries. We don't sell a few items at cost and catch you on something else to make up the loss of overhead expense. Don't let anyone sell you potatoes other than by weight. Don't buy lard in buckets unless you get the net contents, as you may lose $\frac{1}{4}$ to $\frac{3}{4}$ of a lb. in the deal, making your lard cost you more than you expect. Don't buy butter on wooden dishes, a wooden dish may cost you 1 to 3c. You can't get something for nothing. Beware of trading stamps, free deals, dishes or free premiums. Stop paying other people's bills. Buy for Cash at GROVE'S CASH GROCERY and get a square deal. Anything you might get that is not entirely satisfactory, or as we tell you, it will be exchanged or money refunded as you desire.

Empire Crushed Corn

Extra quality New York State pack. We have never sold better corn and don't believe you have ever bought better corn at this price as the corn is higher this year than last. We have cheaper corn and know you can buy it elsewhere, but this is quality goods.

3 cans 25¢ 1 doz. \$1

Sweet Wrinkled Peas

New York State Peas. You have never bought peas of this class, sweet and tender, in reg. size cans as low as our price. Gaiety Brand is one of the best and we know you will appreciate our cash prices in this one item. If they don't please you, you eat them at our expense.

Each 10¢ Doz. \$1.15

SANTOS COFFEE

A blend of Santos Coffee which has been giving satisfaction. We have contracted with a col-house to furnish us with fresh roasted coffee as we can use it. We have coffee as low as 12c a lb. but we cannot say it is good coffee; although there are two grades lower than ours. Try our

Santos Lb. 20¢ 3 lbs. 50¢

Holland Cut Beets

As one of our customers said recently "they were as nice as beets they had been buying at 15c per can." We think we have the right to tell you they are worth the price. They are not whole beets. They are cut, but, from a quality stand-point, you will not match them anywhere in Altoona at our low price.

Large cans 3 for 28¢

Mason Fruit Jars for delivery April 10th

These prices will save you Money, at least 8 to 15% to what you will pay when the season arrives.
Pint jars, dozen 35¢ Quarts, dozen 40¢ $\frac{1}{2}$ gallon 63¢
Not less than one dozen jars sold of any one size.

Grove's CASH Grocery

17 Washington Ave. Bell Phone 2320 Altoona, Pa.
Free deliveries to all parts of City and Suburbs

tell the strict and unvarnished truth about his goods, he even leans a bit backward. And how splendidly it

plicitly, but must prove it for herself before she accepts it, that minute the foundation of his business

begins to undermine. The customer may go on dealing with him, but it will be only until the absolutely truthful man comes along and convinces her that she can believe what he says. I would much rather underrate my goods than overrate them—I would lose less business by it.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Southern Wholesale Grocers Working for Cotton Sugar Bags.

President J. H. McLaurin, of the Southern Wholesale Grocers' Association, is again agitating the use of cotton bags in place of paper bags in the grocery trade; also cotton twine, as one means of helping the Southern cotton planters to get rid of some of their enormous crop of cotton. To that end Mr. McLaurin has issued a letter in which he says in part:—

The new cotton crop is facing the South. Last fall it was freely advocated in many quarters that in the interests of the trade life of this entire country the South's cotton acreage should be reduced 50 per cent. At the present time, nine months afterwards, it is reported from various sources that this acreage reduction ranges anywhere from 20 per cent. down to 10 per cent.

It seems safe to conclude that this country is going to have to take care of a large cotton crop during the coming season, together with whatever surplus we may carry over. Accordingly it behooves us to get interested now and not wait until next October.

Unquestionably the large majority of dealers and distributors in this country, and especially in the South, are most earnest advocates of the use of cotton bags, bagging, twine, and, indeed, the use and consumption of cotton in every conceivable way possible. We are very anxious in behalf of those interests affected by the consumption and marketing of cotton, to ascertain the extent to which our manufacturing friends throughout the United States are in sympathy with our interests in this question.

Will you kindly address this office on this subject, advising us what extent your institution is interested or can be of service, in the utilization of cotton? If your business calls for the use of bags or bagging are you using and advocating cotton? Are you not willing to communicate with your customers throughout the South, and, indeed, the country at large, and advise that unless otherwise instructed you will use cotton bags? (Last year many manufacturers wrote: "We will use cotton bags when specified.") Now let's reverse it and say, "We will use cotton bags unless otherwise specified."

Compel your customers to receive cotton bags or wrappings or else specify that they do not want it.

WARNING !

Don't let the \$175 **Window Dressing Contest** pass you unless you have so much money you don't care to make a little more.

You may make \$75 by doing a trifle of work, and you can't lose anything whether you make the \$75 or not. Suppose you only make \$10—the fifth prize—it's as if you found the money.

Now is the time—iced tea time.

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost \$15, will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second-hand to me, has a carborundum grinder attached and will do fair work. Fifteen dollars is what we ask for it.

D. W. DEWEESE,
51 Logan Ave., Sharon, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-

passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new built for me eight months ago by a No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicer Machine, made by the Sanitary Slicer Machine Co., Grand Rapids, Mich. The machine was used less than a year and is in good condition. Has 11 feed a justments and will slice ham, bacc chip beef, etc. Reason for selling, am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$2 will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 90.

I have for sale one Pole and No. Yoke, with straps, for carriage buggy, made to order, costing \$28, used only a few times; will sell for \$10. Also one double set of harness, with collars and lines, used with above pole, costing \$35 dollars; will sell for \$10, f. o. b. Pennington, N. J.

I. M. ROTHENBERGER,
Pennington, N. J.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in stamps. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—A Toledo Computing scale to weigh 10 pounds or more; must be in first-class condition and cheap. F. L. Crissman, East Palestine, Pa. 10

WANTED.—Second-hand National Cash Register, No. 442, in good condition. Also a good second-hand U. S. Slicing Machine. F. L. F., care Modern Merchant and Grocery World. 7

HELP WANTED

WANTED.—High-grade men to call on every trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 14

WANTED.—Grocers' tea and coffee salesman to handle my line of store

fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—General store, stock and fixtures, gas and electric light, stock at appraisement; stock and property about \$14,000, clear of incumbrance. Wish to retire. Established 34 years. I. Keppler, North Wales, Pa. 10

FOR SALE.—Cheap, for a quick buyer, stock and fixtures of a grocery and delicatessen store. Stock clean and good. Fixtures high class. Address 5069 Funston St., West Philadelphia. 9

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—Grocery, fresh meat and provision store, with best location in

West Philadelphia. Carries stock of about \$600. Will sell stock and fixtures at inventory. Fixtures hardwood, latest design. Address W. J. 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 8

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—A set of almost new delivery harness; cost \$35, will sell for \$25; they are hand made; also a hand made rubber tire buggy for sale; first tires are not worn hard; will sell for \$60. A. E. Flagler, Quakertown, Pa. 10

FOR SALE.—Huckleberries, 9 cents a quart; summer apples, \$1.75 a barrel, f. o. b. cars here, cash to accompany order or A-1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

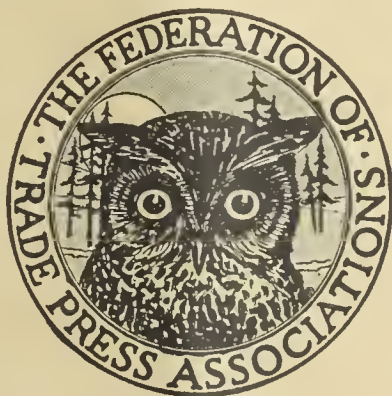
The Philadelphia Electric Co.

Tenth and Chestnut Streets

Manufacturing & Selling

No matter what your angle of interest in efficient production, sales and distribution, you will find inspiration, mental refreshment and helpful suggestion at the

**Tenth
Annual
Convention**



**Sept.
7-8-9, 1915
Philadelphia**

Check these days on your calendar and plan to take in the Convention. Come to give of your own experience and observation as well as to share in the contributions of others.

More men attend each successive convention of the Federation of Trade Press Associations. They go back to their daily duties stronger and more able as a result. If you have not attended heretofore, make the Philadelphia Convention your first.

As you will wish more information, write the "Modern Merchant and Grocery World," or communicate with

Bartley J. Doyle, Chairman Committee on Arrangements

512 Race Street, Philadelphia

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

John Clyde Oswald, President
New York

A. A. Gray, Vice-Pres.
Chicago

Grant Wright, Sec'y-Treas.
Philadelphia

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. AUGUST 9, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	24
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	24
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	24
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	24
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14	Seeds.....	16
Blackening—Shoe.....	3	Evaporated Milk.....	9	Oysters.....	16	Soda—Bi-Carb.....	24
Bluing—Dry.....	3	Eggs.....	12	Oil.....	19	Soft Drinks.....	24
Bluing—Liquid.....	3	Fancy Groceries.....	13	Olives.....	19	Soap Powder.....	25
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	25
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	26
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	27
Butter.....	4	Floor Polish.....	24	Peanut Butter.....	19	Syrup and Molasses.....	27
Cakes and Crackers.....	10	Green Coffee.....	3	Pickled Meats and Fish.....	11	Smoking Tobacco.....	28
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickles.....	20	Table and Cooking Oil.....	19
Canned Goods.....	5	Horseradish.....	17	Popping Corn.....	15	Tapioca.....	14
Canned Meats.....	6	Honey.....	17	Provisions.....	20	Tea.....	1
Catsup.....	4	Jars and Jar Rubbers.....	4	Plum Pudding.....	24	Toilet Soaps.....	26
Cereal Specialties.....	14	Ketchup.....	4	Preserves, Jellies, Jams and Marmalades.....	21	Tobacco—Plug.....	28
Cheese.....	12	Lamp Goods.....	18	Prunes.....	17	Vinegar.....	20
Chewing Gum.....	23	Lentils.....	14	Raised Coffee in Bulk.....	3	Wood and Willow Ware.....	28
Chocolate and Cocoa.....	8	Lime.....	19	Refined Molasses and Syrups.....	27	Yeast Cakes.....	21
Cider.....	23	Lye and Potash.....	18	Rope, Tie Yarn, etc.....	27		
Clams.....	16	Lard and Compounds.....	20	Raisins.....	17		
Cleaners and Polishing Compounds.....	24	Live Poultry.....	21	Sugar.....	1		
Cocanut.....	17	Laundry Soaps.....	25	Shoe Dressing.....	2		
Cornmeal.....	13	Laundry Crystals.....	26	Sardines.....	6		
Cornstarch.....	9	Laundry Starch.....	15	Saratoga Chips.....	16		
Condensed Milk.....	9	Macaroni.....	15	Soups.....	7		
Cottolene.....	12	Mapleine.....	22	Smoked Fish, Codfish and Mackerel.....	15		
Coffee Essence and Chicory.....	3	Matches.....	18	Sauer Kraut.....	12		
Delikatessen.....	10	Mince Meat.....	18	Salt.....	23		
Dried Fruits.....	17						
Dried Meats.....	21						

ADVANCES.

Fresh Fish.....

DECLINES.

Sugar.....
Butter.....
Flour.....
Provisions.....
Lard and Compound.....
Poultry.....

SUGAR.

	Barrels.
Cut Leaf.....	6.85
Eagle Tablets.....	7.35
Crystal Domlones, 24 5-lb. pkgs.....	8.45
“ “ 60 2-lb. pkgs.....	8.95
Patent Cubes.....	6.20
Confectioners' Lozenge.....	6.10
Powdered.....	6.05
Fruit Powdered.....	5.95
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.25
Granulated, fine or standard, McCahan.....	5.95
“ “ Franklin.....	6.00
“ extra fine, bbls.....	5.95
“ “ 2-lb. bags.....	6.25
“ “ 5-lb. bags.....	6.15
“ “ 10-lb. bags.....	6.10
“ “ 25-lb. bags.....	6.10
“ “ 100-lb. bags.....	5.95
“ coarse.....	6.05
Confectioners' Crystal A.....	5.95
A Confectioners'.....	5.85
A No. 1.....	5.70
A No. 2.....	5.65
Franklin B.....	5.50
Extra C.....	5.25
C.....	5.10

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 - .45
Choicest, ½ and ¼ chests.....	.35 - .38
Finest, ½ and ¼ chests.....	.27 - .30
Fine, ½ and ¼ chests.....	.23 - .25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30 - .35
Choicest, ½ and ¼ chests.....	.25 - .27
Finest, ½ and ¼ chests.....	.22 - .24
Superior, ½ and ¼ chests.....	.20 - .22
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 - .35
Choicest, ½ and ¼ chests.....	.23 - .25
Good to superior, ½ chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .30
Extra seconds, ½ chests.....	.23 - .25
Seconds, new, ½ chests.....	.22
Imperial, green—	
Firsts, ½ chests.....	.38
Seconds, ½ chests.....	.25 - .30
Japan, green—	
May pickings, ½ chests.....	.38 - .40
First crop, ½ and ¼ chests.....	.30 - .35
Second crop, ½ chests.....	.28 - .30
Basket fire, uncolored, needle leaf, ½ chests.....	.38
Young Hyson, green—	
Firsts, ½ chests.....	.35 - .40
Hyson, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .32
Seconds, ½ chests.....	.25 - .27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
Gold Label, I. and C.....	1 lb. ½ lb. ¼ lb.
Buff Label, I. and C.....	.71 .72 .73
Green Label, I. and C., Formosa Oolong or Mixed.....	.56 .57 .58
Orange Pekoe.....	.50 .51 .52
Red Label, I. and C. or Mixed.....	.55 .56 .57
Sunflower, I. and C., Formosa.....	.44 .45 .46
Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., roc. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, roc. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.85
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

	1 lbs.	½ lbs.	¼ lbs.
Lipton's Tea, 50-lb. cases—	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
“ “ Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
“ “ Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
“A” Blend, 2 oz., roc. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		
“B” Blend, 75 gr., roc. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.42½
O. K., 3 doz.....	.40
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.10
“ 10c., 3 doz.....	.85
Banner Dry Ammonia.....	1 doz. .95½
White Foam Household, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz. .75
Mica, ¼ gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder—	
4 oz. glass, 2 doz.....	1.66
6 oz. “ 2 doz.....	2.15
6 oz. “ 4 doz.....	4.25
6 oz. “ 6 doz.....	6.80
6 oz. “ 12 doz.....	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
¼-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.80
Lea's—	
¼-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal—	
roc. size, 4 doz.....	.86
¼ lb., 4 doz.....	1.30
½ lb., 3 doz.....	2.40
1 lb., 2 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
“ No. 2, ¼ gross.....	3.00
“ No. 3, ¼ gross.....	3.30
“ No. 4, ¼ gross.....	3.60
Blackola, roc. size.....	6.80
Shimola, 3 doz.....	8.85

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
Russet.....	.75

Black Shlne, No. 1.....	.45
“ No. 3.....	.75
Tan Shlne, No. 1.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Mocha, genuine, finest, ½ and ¼ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.13½
Carcacas, fancy, washed.....	.16¾
Maracaibo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.12¾
Santos, fancy.....	.11¾
Rio, Golden, fancy.....	.11¾
Rio, prime.....	.09¾

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27¾
Java, fancy, 50-lb. lots.....	.27¼
Mocha, finest.....	.33¾
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.20¾
Maracaibo, extra fancy.....	.16¾
Santos, Peaberry, extra fancy.....	.15¾
Santos, extra fancy.....	.15¾
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.11¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins...per box	4.15
Tomson-Hummels, tin, ½ gross.....per gross	2.60
“ imp., ½ gross.....	2.15
Floto's, improved, ½ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.10
“ No. 3, 3 doz.....	4.50
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	3.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	3.60
“ “ No. 2, 3 doz.....	4.80
Reckitt's, 3s 5c. pkgs., 16 roc. pkgs...per box	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3.90
French Laundry, large, ½ gross bbl...per bbl.	2.10
Admiral, 4 oz., 3 doz.....	4.00
“ 8 oz., 3 doz.....	6.10
“ 16 oz., 1 doz.....	9.90

BUTTER.

	Per lb.
Tub Butter—	
Creamery specials.....	.29
“ extra, 60-lb. tubs.....	.28
“ first, “.....	.27
“ second, “.....	.26
“ third, “.....	.25
“ dairy, extra, bakers' use, 30-60 lbs.....	.22-24
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27-30

Print Butter—	
Prize.....	.27
Gurnee, lbs. and ¼ lbs.....	.34
Awltru.....	.31
Milken Farm, lbs. and ¼ lbs.....	.33
Honebe.....	.30
Star or S. D., 1 lb., 20-50 lb. boxes.....	.33
B. B., E. D., 20-50 lb. boxes.....	.33
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.31
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.30
Sheaf.....	27-28
Whits Rock.....	.34

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.....	1.01
“ 16s, 30 lbs.....	.97
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.11
Searchlight, hotel, 16s, 30 lbs.....	.06
Peerless, hotel, 16s, 30 lbs.....	.08
Bright Light, 16s, 30 sets to box.....per box	1.60

JARS AND JAR RUBBERS.

	Per gross
Mason's—	
Half gallons.....	7.45
Quarts.....	5.05
Pints.....	4.80
Jar Rubbers—	
Double lip, wide, 1 doz. cartons...per gross	.70
Single lip, wide, 1 doz. cartons.....	.68
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross	.42
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross	.38
Lightning, pure rubber, bulk.....	.45
Reliable, white rubber, wide.....	.25
“ “ medium.....	.25
Black rubber, medium.....	.24
55-lb. lots 1 cent per lb. less.....	
Jar Tops—	
¼-gross boxes, no rubbers.....	2.00
Jelly glasses, fluted, bbls. 24 doz...per doz.	.17

CATSUP.

	Per doz.
Snyder's—	
16 oz., 8 doz.....	2.10
8 oz., 8 doz.....	1.90
Ritter's—	
Tomato, ½ pint, 8 doz.....	.91
Tobasco, ¼ pint, 8 doz.....	.91
Beech-Nut—	
Pints.....	2.21
¼ pints.....	1.31

KETCHUP.

	Per c.
Curtlee's "Blue Label," Tomato—	
Small.....	1.7
Medium.....	4.5
Large.....	1.8

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Ed Beans—	
ter's	.95
id & M., No. 2	1.25
mpbell's, 20 oz., tomato sauce or Boston	
style	per case 1.90
ider's, No. 2	1.40
in Camp's, No. 2	1.40
uikshank's, No. 2	1.35
in's, No. 2	1.40
g's Head, No. 3	1.25
ctory, No. 1	.47½
atoes—	
andard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" No. 3	.80
Beans—	
andard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
ncy, small, No. 2	1.50
g Beans—	
andard, New York, No. 2	1.10
tra fancy, New York, No. 2	2.00
ncy, New York, No. 2	1.50
andard, Maryland, No. 2	.60
Kidney Beans—	
andard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
andard, New York, No. 2	.90
ncy, New York, No. 2	1.00
andard, Maryland, No. 2	.80
" Maine, No. 2	1.30
ncy, Maine, No. 2	1.30
oe Peg, No. 2	.85
ole grain, No. 2	.75
andard, New York, No. 2	1.25
ted, New York, No. 2	1.50
tra sifted, New York, No. 2	2.00
andard, Southern, No. 2	.80
ted, Southern, No. 2	1.00
tra sifted, Southern, No. 2	1.40
andard, Indiana, No. 2	.80
ted, Indiana, No. 2	1.10
tra sifted, Indiana, No. 2	1.40
andard, Wisconsin, No. 2	1.10
ted Wisconsin, No. 2	1.40
tra sifted, Wisconsin, No. 2	2.00
andard, New York, No. 2	
" No. 3	1.25
" New Jersey, No. 2	
" No. 3	1.10
dash—	
andard, New York, No. 2	1.00
ncy, New York, No. 2	1.25
andard, Maryland, No. 2	.95
ncy, Michigan, No. 2	1.15
agus—	
all, No. 2½	2.00
dium, No. 2½	2.20
ge, No. 2½	2.50
s, No. 1	2.25
kins—	
andard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ch—	
andard, Maryland, No. 3	1.00
Krout—	
andard, New York, No. 3	.85
" Maryland, No. 3	.80

California Canned Fruit.

ots—	
ra, No. 3	2.75
" No. 2½	2.10
ra Standard, No. 2½	1.75
idard, No. 2½	1.50
tt Pears—	
ra, No. 3	
" No. 2½	2.50
ra Standard, No. 2½	2.30
idard, No. 2½	2.15
Cherries—	
ra, No. 3	
" No. 2½	2.90
ra Standard, No. 2½	2.50
idard, No. 2½	2.25
es, Lemon Cling, Sliced—	
ra, No. 3	2.95
" No. 2½	2.00
ra Standard, No. 2½	1.75
idard, No. 2½	1.50
es, Lemon Cling—	
ra, No. 3	2.95
" No. 2½	2.00
ra Standard, No. 2½	1.75
idard, No. 2½	1.45
es, Yellow Crawford—	
ra, No. 3	2.80
" No. 2½	2.00
ra Standard, No. 2½	1.70
idard, No. 2½	1.40

Eastern Canned Fruits.

York State, No. 3	.90
" No. 10	2.75
berries—	
yrup, No. 2	1.35
ater, No. 2	
es—	
te Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
es—	
le, No. 3	1.35
s, No. 3	1.15
P. No. 3	.85
lett, Extra Standard, No. 2½	2.00
Ker, syrup, No. 3	
water, No. 3	
vy syrup, No. 2½	1.25
t syrup, No. 2½	1.00
erries—	
ie, in water, No. 2	1.40
erries—	
a preserved, No. 2	1.80
erved, No. 2	1.60
ater, No. 2	1.80

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.95
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	4.50
" No. 1, flat, 4 doz.	4.50
" No. ½, flat, 4 doz.	2.30
Star, No. ½, flat, 4 doz.	1.40
" No. ½, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat,	
6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	15.00
" high oval, 100s.	18.00
" Fresh Mackerel, 100s.	19.00
dgl. Young Mackerel in Olive	
Oil, ¼s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	
Normanna, Tomato Sauce, 100s.	11.00
" Boneless, ½s, oval, 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	23.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.45
" No. 1, flat	2.50
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	1.00
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	Per case 11.50
" ¼s, Tomato Sauce, 100s	11.50
" ¼s, oval, Royans a la Bordelaise,	
100s.	15.00
" Portuguese, Olive Oil, ¼s, skin-	
less and boneless, 100s.	24.00
Boneless and peeled, ¼s.	24.00
" D. & G., ¼s.	26.50
" Ispa, ¼s.	28.00
" Gondolier, ¼s, 100.	18.00
" Landell, ¼s, 100.	9.50
" Martell, ¼s, 100.	10.50
" ¼s, 100.	15.00
" Loyal, ¼s, 100.	9.50
Argonauts, ¼s, 100.	14.00
Orion, smoked, ¼s, key, 100.	8.00
Tomato sauce, ¼s, key, 100.	15.00
Truffled, ¼s, key, 100.	12.50
Spiced, ¼s, 100.	10.00
Royanette, oval, ¼s, 100.	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100.	15.00
" ¼s, tomato sauce, 100.	15.00
" ¼s, olive oil, 50.	13.25
" ¼s, tomato sauce, 50.	13.25
Sea Queen, ¼s, olive oil, 100.	11.25
Sea Pearl, ¼s, olive oil, 100.	9.40
Tea Time, ¼s, olive oil, 100.	7.80
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60

Domestic.

American Oil—	
Seminoe, standard, key, carton, ¼s.	3.90
No. 2, ¼s, 100.	3.60
¼s, key, 100.	3.80
Irma, ¼s, 100.	4.00
Pickert's, Rival brand, carton, ¼s, 100.	3.90
" ¼s, 100.	6.00
Mustard—	
Irma, ¼s, 100.	4.00
¼s, 100.	3.60
¼s, 48.	3.90
Continental, ¼s, key, 48.	3.25
Irma, fancy, ¼s, 50.	3.80
Gold Label, ¼s, 50.	4.50
" ¼s, 100.	7.00
Underwood's, ¼s, 50.	4.50
Pickert's, Crown brand, ¼s, 48.	4.00
" Columbias, ¼s, 48.	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.60
No. 2, 1 doz.	4.80
Hash, No. ½, 2 doz.	1.05
" No. 1, 2 doz.	2.30
" No. 2, 1 or 2 doz.	3.75
" No. 6, ½ or 1 doz.	13.25
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.95
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	4.00

Sliced Beef.

Armour's—	
Glass, small	1.85
" large	3.35
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Holly brand	
Erie brand	

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.60
No. 2, 2 doz.	4.80
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.60
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	7.75
" No. 2, 1 doz.	8.50
" No. 2½, 1 doz.	11.55
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.	2.50
Chicken Liver, 5 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.47½
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ½ packed 4 doz. No. ¼ packed 2 doz.	
Normanna French Truffled Sandwich Paste,	
100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ¼, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ¼, 2 doz.	
" No. 1, 1 or 2 doz.	
Curtice Brothers' Blue Label, In tins—	
Chicken, No. ¼	3.45
" No. 1	6.70
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except	
Whole Rolled Ox Tongue and Boneless Ham, which	
are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	
Ready-made Concentrated Soups—	Per doz.
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
somme, Chicken Gum-			
bo (Okra), Mulligatawny,			
Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 1s, 10½ oz., 4 doz.—	Per case 3.60
All kinds	
No. 10 cans Tomato, Vegetable, Ox Tail,	
Clam Chowder, Beef and Mutton Broth,	
6 cans per case	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6	
Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2	
Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2	
Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato	
Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspara-	
gus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege-	
table	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef,	
5 Ox Tail, 24 Tomato, 6 Vegetable	per case 3.60
Curtice Brothers' Blue Label—	

	Quarts.	Pints.	½-Pints.
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25
Ritter's, Tomato			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes	.34
¼-lb. tins, 6-lb. boxes	.31
½-lb. tins, 6-lb. boxes	.30
1-lb. tins, 6-lb. boxes	.29
5-lb. canisters	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.29
½ lb., 6 and 12-lb. boxes	.28
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, ½s, 6 lb.	.19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.	.29
" ½ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

W. H. Baker's—	
Best Cocoa, ¼-lb. size	.33½
" ½-lb. size	.33½
Premium Chocolate, ¼s, 12 lbs.	.29
" ½s, 12 lbs.	.29
Best Sweet Chocolate, ¼s, 6 lbs.	.20
" ½s, 6 lbs.	.20
Vanilla Chocolate, ¼s, 6 lbs.	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ¼-lb. glass jars	.40
Cocoa, ¼-lb. tins	.29
" ½-lb. tins	.30
" 1-lb. tins	.33
" 5-lb. cans	.30
Baking Chocolate, ¼s	.29

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
Meda'lion Drinking Chocolate, 1/4s and 1/2s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/2 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, large, 25 cent size, 6 tablets in box.....	1.10	
No. 3, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, large, 25 cent size, 6 tablets in box.....	1.10	
No. 53, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.....	34 1/2	1/2 lb.....	.25
1/2 lb.....	41 1/2	1/2 lb.....	.30
1 lb.....	55 1/2	1 lb.....	.40
2 lb.....	72 1/2	2 lb.....	.52 1/2
3 lb.....	86 1/2	3 lb.....	.62 1/2
4 lb.....	1.07 1/2	4 lb.....	.77 1/2
5 lb.....	1.24 1/2	5 lb.....	.89 1/2
6 lb.....	1.52 1/2	6 lb.....	1.09 1/2
8 lb.....	1.76 1/2	8 lb.....	1.27
10 lb.....	2.01	10 lb.....	1.44 1/2
12 lb.....	2.35 1/2	12 lb.....	1.69 1/2
14 lb.....	2.98	14 lb.....	2.14 1/2
16 lb.....	3.18 1/2	16 lb.....	2.29 1/2
20 lb.....	3.56 1/2	20 lb.....	2.57
25 lb.....	3.95	25 lb.....	2.84
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.....			
15x20, 5 reams in bundle.....		Per ream	.48
20x30, ".....			.90
24x36, ".....			1.20
Butter, Parchment—			
8x11, 1000 sheets.....		Per pkg.	.60
9x12, ".....			.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....			.10
Toilet—			
Extra quality, 100 rolls.....			
Good " 200 ".....		Per case	5.75
Butter, Wax—			
9x12, about 480 sheets.....			
White Tea—		Per pkg.	.14 1/2
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....			.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....			.70
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Woll Heavy Drab
1/2 lb.	15M	.35	.26
1 lb.	10M	.43	.31
2 lb.	8M	.56	.41
3 lb.	6M	.74	.54
4 lb.	5M	.89	.63
5 lb.	4M	1.10	.79
6 lb.	3M	1.27	.92
8 lb.	2M	1.56	1.13
10 lb.	2M	1.81	1.29
12 lb.	2M	2.06	1.48
14 lb.	2M	2.40	1.73
16 lb.	1M	3.05	2.20
20 lb.	1M	3.26	2.35
25 lb.	1M	3.64	2.62
Flour Sacks, satchel bottom—			
Majestic		Plain	per 100
Ex. Heavy			
12 1/2 lbs., 1 bbl.....		.42	
24 1/2 lbs., 1/2 bbl.....		.70	
49 lbs., 1/4 bbl.....		1.40	
No. 2, Manilla light weight—		Per lb.	
12 in. rolls.....		.02 3/4	
15 ".....		.02 3/4	
18 ".....		.02 3/4	
20 ".....		.02 3/4	
24 ".....		.02 3/4	

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Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	1.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25	
" " small, 6 doz.....	2.25	
" " family size.....	2.55	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Silver Cow, small, 6 doz.....	2.25	
St. Charles, small, 4 doz.....	1.65	
" " tall.....	3.25	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Pearl, tall.....	3.25	
" " small, 4 doz.....	1.65	

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Crystal Cookies.....	.12	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.10	
Lunch Biscuit.....	.10	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Salines.....	.13	
Spiced Wafers.....	.10	
Sugar Cookies.....	.12	
Sweethearts.....	.12	
Water Crackers.....	.09	
7-lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.17	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.16	
Lemon Sundae.....	.16	
Sweet Marie.....	.16	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltina Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....	"	1.15
" " large, 1 doz.....	"	1.75
" " with horseradish.....	"	1.75
Wein Senf, bbls.....	per gal.	
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....	"	
" 10-gal. kegs.....	"	
" 5-gal. kegs.....	"	.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " loaf.....		
Sap Sago, 3 to lb.....	per case, per lb.	
" " less than case, ".....		
Roquefort.....	12 in case, ".....	
" " less than case, ".....		
Parmesan, about 30 lbs.....	loaf, ".....	
" " less than loaf, ".....		
Edam, 12 in case.....	case.....	
" " single.....		
" " in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	
" Autocrat brand, large.....		
" " medium, ".....		
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75	
Parmesan, grated, ready for use, small bottles, per doz.....	2.50	
Olmutter Hand, 100 in box.....		
Edelweiss, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf.....	.22
" " less than loaf.....		.23
" " square loaves, No. 1, about 25 lbs. each.....	per lb.	.21
Limburger, No. 1.....	box and 1/2 box.....	.18
" " less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb. 20-22	
Brick, No. 1.....	18-20	
English Dairy.....	3.22 1/2	
Pineapple, picnic size, 6 in box.....	per box	2.00
" " gem size, 6 in box.....	"	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....	4.50	
Lunch size, 2 doz.....	2.40	
Picnic size, 2 doz.....	1.35	
Tral size.....	1.00	
MacLaren Imperial, club size.....	1.00	
" " No. 1 size.....	2.40	
" " Roquefort, large size.....	2.95	
" " small size.....	1.45	
Fromage de Brie, M. C. C., 1 in box.....	1.55	
Fromage d'Isigny, M. C. C., 6 in box.....	1.55	
Neufchatel, Cow brand, 25 in box.....	.95	
Star Cream or Phila., 12 in box.....	1.90	
Miniature Cream or Phila., 12 in box.....	.95	
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....	.85	

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....	.27	.28
" (H.).....	.26	.27
" Peutonic.....	.24	.25
" Gothaer.....	.32	.33
Salami (C. W.).....	.27	.28
" (H.).....	.26	.27
" (G. A. P.).....		
Landjager, short.....	per lb.	.35
" long.....	"	
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....	2.40	
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	"	.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb. 20-22	
Paprika Speck.....	"	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"	
" Pfefferwurst.....	"	

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
" 1/2 bbls.....		7.50
Milkers, standard, bbls.....		7.50
" 1/2 bbls.....		7.50
Scotland—		
Mixed, large, fulls, bbls.....		16.50
" 1/2 bbls.....		8.75
Milkers, " " bbls.....		
" 1/2 bbls.....		
Marinerte Herring, Imported, about 40 in pail.....		1.25
Roll Herring, imported, about 25 in pail.....		1.00

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Spiced Herring, Imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece .04

Bismarck Herring.

	Per
Round tins, with key, pint.....	.20
" " quart.....	.35
" " 2 quarts.....	.60
" " 4 quarts.....	1.10
Roll Mops, 4-quart tin.....	1.00
" 2-quart tin.....	.60
" quart tin.....	
Bismark Haring, 4-quart tin.....	1.00
" 2-quart tin.....	.60
Kruger's Roll and Brat Haring, oval tins, doz.	

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.081½
" 25 lbs.	.08½
" 48 pkgs.	.08¾
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palamos, choice	.09½
" crown slabs	.08½
" standard	.09½
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16¾
Eastern, pitted, 25 lbs.	.16¾
Peaches—	
Jumbo, Yellow, 25 lbs.	.09½
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06½
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11¾
Nectarines—	
Extra choice, 25 lbs.	.11¾

Foreign.

Citron, 10 lbs.	.16¾
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10¾
Crystal, fancy, 40 pkgs.	.08½
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06½
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10¾
50-60	.08¾
60-70	.08
California—	
40-50, 25-lb. boxes	.10¾
50-60	.09
60-70	.08
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	3.30
Extra Desserts, 20 pkgs.	3.00
Connosseur, 20 pkgs.	Per lb.
California Seedless—	.08¾
Thompson, 50 lbs.	.07¾
Sultana, fancy, 50 lbs.	.08¾
California, Loose—	.08¾
Muscadels, 4 crown, 50 lbs.	.08¾
" 3 crown, 50 lbs.	.08¾
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08¾
Fancy Ondara Layers, 28 lbs.	.08¾
Seeded—	Per pkg.
Knighthood, 36 pkgs.	.08¾
Owl, fancy, 36 pkgs.	.07½
Seedless—	
Not-a-Seed, 36 pkgs.	.09¾
Valca, Thompson, 40 lb.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.	3.25
24 ½-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 ¼-lb. pkgs.	1.80
24 ½-lb. pkgs.	1.75
12 ½-lb. pkgs.	1.65
Dunham's—	Per lb.
¼-lb. pkgs., 15-lb. case	.29
½ and ¾-lb. pkgs., 15-lb. case	.28½
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	Per doz.
Millemann's, No. 8 bottles, 2 doz.	.87½
Schraun's, large tumbler, 2 doz.	.82½
Sherbert glass, 2 doz.	.77½
	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32½
" black, 3 doz.	.67½
" Writing Fluid	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.
Lamp Chimneys—	No. 0. No. 1. No. 2.
Macbeth, Pearl Top	4.20 4.50 5.10
Sun, Crimp, Lustre brand	3.00 3.60 4.50
Electric, No. 2	per doz. .75
" silm	.75
Rochester, "	.75
" 12 inch	1.25
Success, No. 1, 10 inch	.90
" 12 inch	1.25
No. 0, Tubular Lantern Globes	5 doz. 2.75
Cold Blast	5 doz. 3.25
Jumbo Chimneys, plain	per doz. .75 .85
" dec., 207.	.90 1.00
Banner Burners	No. 0. No. 1. No. 2.
No charge for packages	.40 .50 .70
Oil Cans—	Per doz.
1 gal., glass	2.25
1 gal., galvanized, Pearl	1.75
5 gal., Lennox, spout	5.50
5 gal., " splgot	6.00
5 gal., Columbia	7.00
5 gal., Banner	8.00
5 gal., Cilmax, pump	10.00
5 gal., Home Rule, pump	12.00
Lanterns—	
No. 0, Standard	4.00
No. 0, Dash	7.50
Cold Blast	7.50
Nu Stylee Lanterns	8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
" " " 5 case	3.50
Bird's Eye, " " 1 case	3.50
" " " 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " 5 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " 5 case	2.70
" " " 5 gross, 1 case	4.75
" " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " " 5 gross, 1 case	5.00
" " " 5 case	4.75
Doric, " 1 gross, 1 case	1.15
" " " 5 case	1.10
" " " 5 gross, 1 case	5.50
" " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 3 gross, 1 case	3.00
" " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " " 5 gross, 1 case	5.00
" " " 5 case	4.75
New Fast Mail, " 1 gross, 1 case	1.10
" " " 5 case	1.05
" " " 3 gross, 1 case	3.15
" " " 5 case	3.00
" " " 5 gross, 1 case	5.25
" " " 5 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

None Such—	Per case
¼ gross	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09½
Barrels and halves, 400 and 250 lbs.	.09½
Wooden pails, 20, 40 and 68 lbs.	.09½
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08½
Condensed, cartons	3 doz. to case 2.70
" 6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1½-lb. pails, 2 doz	2.40
3-lb. pails, 1 doz	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" ½ doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13½
" 40 lbs.	.12½
Homemade Style, Moist—	
Kits, 10 lbs.	.11½
" 25 lbs.	.10¾
" 50 lbs.	.10¾
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08½

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National—	Per lb.
18-lb. canakins	.07¾
30-lb. pails	.07¾
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09½
Tubs, 70, 35 and 18 lbs.	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08½
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb.
" " 3-box lots	.05¾
" Banner, sifting, 25 lb.	.06½

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	.05

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Ollives in bulk— 1-gal. pails, 2-gal. pails, 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
½-gal. tins, 5 gal.	15.25
¼-gal. tins, 10 gal.	27.00
½-gal. tins, 10 gal.	25.50
1-gal. tips, 10 gal.	24.50
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.	14.20
¼-gal. tins, 10 gal.	25.00
½-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
½ " 2 tins	2.90
¼ " 4 tins	3.00
⅛ " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 ½-oz. bottles	.90
48 ½-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87½
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Louboon, large, 1 doz.	1.57½
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14¾-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6½-oz. jars, 2 doz.	1.35
" 4½-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92½

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.24¾
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15½
Brazils, large, bags, about 180 lbs.	.09
Pecaus, large, bags, about 160 lbs.	.13½
" medium	.12½
Mixed Table Nuts, 25 lbs.	.14¾
Peanuts, Green—	
Jumbo	.07½
Fancy, hand picked	.06½
Virginia, choice	.05
Peanuts, Roasted—	Per bush
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.25
Big Nickel	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	58.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.25
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
45 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
16 gals., 1200	7.00 7.00
32 gals., 2400	13.00 13.00
45 gals., 3600	19.00 19.00
Chow-Chow—	
16 gals.	9.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain	Per gal.
" 40 grain	.13
Distilled, 45 grain	.09
" 40 grain	.08
Fermented, 45 grain	.09½
" 40 grain	.09
Beech-Nut, quarts	per doz. 2.50
" pints	"
" ½-pints	"
Cruikshank, distilled white	per gal. .13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	.17½
" " 10-12 lbs.	.17½
" " 14-16 lbs.	.16
" Skinned Hams	.17
" Cooked Hams	.25
" Bacon	.23
" Dried Beef Insides	.29
" Beef, knuckles	.29
Empire Brand Hams, 10-12 lbs.	.16
" Skinned Hams, 18-20 lbs.	.16
" Picnic Shoulders	.12
Hams, skinback, 18-20 lbs.	.15
" 14-16 lbs.	.14
" 8-12 lbs.	.15
Picnics, 6-8 lbs.	.12
Dried Beef, sets, city smoked	.27
" tenders and knucks	.27</

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Bars. Lbs. 5 boxes.	40 16-oz	3.20
Young's Pearl Borax Soap Chips	100	3.75
Acme, Lautz	100	3.85
Babbitt's White Floating	100	3.90
" Naptha	100	3.80
Best, B. T. Babbitt	100	75 3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naptha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100	5ct. 4.00
"	100	10ct. 6.75
Fels-Naptha, Fels & Co.	100	75 4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
"	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100	10 oz. 7.00
"	100	6 oz. 4.00
Lautz Naptha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	12 oz. 3.05
Lotus, white	100	1dry. 5.20
"	100	5ct. 3.90
Marselles, Lautz	100	5ct. 4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100	7 oz. 1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100	75 4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60	5ct. 2.40
Ozone, Fairchild & Son	100	75 4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naptha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100	5ct. 4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naptha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 sc. bars		3.85
" 100 roc. bars		6.50
" 50 roc. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 roc. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Conti, white	per bar .75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2 oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 roc.	6.75
Glycerine Tar, Fairbank's, 100 sc.	3.75
" 50 sc.	1.95
Glycerine, Eavenson, 50 sc. cakes	per pail 2.00
Hand Sapolio, 1/4 gross	per gross 9.50
Lava	100 cakes 3.85
" 200 cakes	2.00
Marselles, white, 100 pkgs., Lautz	200 cakes 2.10
" 50 pkgs., Lautz	100 cakes 1.75
Miller's	50 cakes 3.75
Pummo, Fairbank's, 100 sc.	1.95
" 50 sc.	3.85
Pumiss, Jergens', 100 cakes	per box 1.45
" Haskin's, 36s	per box 1.90
Sweetheart, 50 cakes	per box 3.80
" 100 cakes	3.60
Witch Hazel, 3 cakes	per gross 3.75
Glycerine Tar, Fairbank's	100 cakes 3.75
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" 50s.	1.80
Raven Tar, 100s.	3.50
" 50s.	1.80
Queen Regent, 100s.	3.50
" 50s.	1.80
Witch Hazel, 100s.	3.50
" 50s.	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 sc.	3.85
Oak Leaf, 24s.	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 15-oz.	2.50
" No. 2, 100 7-oz.	2.50
Pearline, 36 roc. pkgs.	2.85
" 100 sc. pkgs.	3.75
Red Star, Gowan's, 24s.	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 roc. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naptha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s.	3.65
Polly Prim, Scouring, 60 roc	4.20
Star Naptha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
10 "	3.75
25 "	3.70
Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	10c. tins, 4 doz. .80
McCormick & Co., Ground—	Per lb. 6, 10, 25 lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.26
Ginger, African, Crystal	.11 1/2
" Cochin	.14 1/2
Mace	.15
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 sc. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .03 1/2
" 48 1-lb. pkgs.	" .03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs.	" .05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 1/2
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 1/2
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 1/2
Celluloid, 64 roc. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 roc. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 roc. pkgs.	5.00
" 36 roc. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2 gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Blrd Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	.90
" Mucilage	.75
" Cone General Mucilage, 2 oz.	
1 doz.	.30
Le Page's Glue, bottle	.80
" tube	.80
Royal Glue, 3 doz.	Per doz. .80
Steel Carpet Tacks—	
8 oz., 100-count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2 gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz
No. 11, blue	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

	Per doz
Selzer's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	Per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 2 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Mary Jane, 24 2 lb.	2.15
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
roc. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
7, " "	3.25
6, Household	2.75
7, " "	3.00
6, Monogram	3.25
7, " "	3.60
Daisy Parlor	3.30

Washboards.

	Per doz.
Single Zinc—	
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.75
No. 126, Ruby	2.60
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.65
No. 687, Double Leader Swing, Protector	3.55

Buckets.

	Per doz.
Painted, 2 hoops, flat	1.70
" 3 hoops, flat	1.80
Galvanized, 10 qt.	1.60
" 12 qt.	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb.	per 1000 1
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Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

Published every
Monday.

Entered at the Philadelphia Post-Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, August 16, 1915.

No. 7.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287
ate Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Another Collection Agency Scheme Turned Inside Out

Familiar "Guarantee" to Collect So Much. Familiar "Retainer Fee," Which Seems to Bring No Practical Return. A New Scheme to Refund Part of Retainer Fee, if Less Than That Much is Collected, Proves Plausible But Little More.

Now comes along another collection agency under the pretentious name of the "Commercial Liquidation Company," Title Guaranty Building, St. Louis, Mo. A Maryland subscriber sends in its contract, printed on fine bond paper with a green seal. These things are impressive, but how little they really mean:—

Frederick, Md., Aug. 10, 1915.
To the Editor.

Dear Sir:—I am inclosing for your examination a contract of a collection agency in St. Louis, Mo. Will you please publish in your next issue your opinion and point out the flaws?

I inclose a stamped self-addressed envelope for the return of the contract.

Thanking you in advance, I am,
Yours truly,
F. V. STAUB.

The following is the contract:—

This certifies that.....
..... of
hereinafter designated as the client, has this date paid to the Commercial Liquidation Co. of St. Louis, Mo., hereinafter designated as the company, the sum of \$15, retainer fee, for its services for a period of one year from date, which sum has this date been received and is hereby acknowledged, and the client agrees to place with the company for collection at least 30 present delinquent claims, legally due, with correct addresses, amounting to at least \$250, all in accordance with the conditions hereinafter stated.

1. The company agrees, provided client will forward to the company at St. Louis, Mo., within three months from date, the claims as specified amounting to at least \$250, to recover in cash or secured settlements from the claims as aforesaid, at least \$60 during the period of this contract, or should the sum realized be less, but more than the retainer fee, the company will continue the contract in force for another year, and during said year accept for collection any additional claims as the client may forward without further expense, other than commissions on collections or settlements; or should the sum realized be less than the retainer fee, the company will repay and remit to the client, upon written demand, the difference between the amount which shall have been realized, and the amount paid for retainer, with 6 per cent. interest from date.

2. The company agrees, within 10 days from date, to furnish the client with a surety bond for \$100, executed by the Lion Bonding and Surety Co., of Omaha, Neb., for the faithful performance of the guarantee contained in this contract.

3. The company agrees that it will use due diligence to collect the

claims of the client, and will in good faith employ such lawful means, methods and procedure, as in their judgment, discretion and experience believe will effect collections or settlements, and when deemed necessary, look up transfers of property, deeds or assignments, investigate the surroundings and circumstances of debtors, or other matters that may bear on a case and aid in securing its adjustment.

4. The retainer and commissions are the only charges to be made by the company for services in effecting collections or settlements under this contract, and client will not be required to pay for court costs or attorney's fees in such action or proceedings as shall be instituted upon the advice of the company, except in special cases covering which mutually satisfactory arrangements shall have been agreed upon in advance.

5. The client agrees that on all collections or settlements effected, either direct to the client, or to the company, which are to be promptly reported by both parties, the company shall receive commissions as stated below.

6. All the obligations of the client to the company, and all the obligations of the company to the client, are fully set forth in this contract, and no soliciting or traveling representative of the company has any power or authority to make any other different contract for the company, either written or oral, or to modify or waive any of the terms or conditions of this contract.

This is not different from the average collection agency contract—neither better nor worse. The subscriber must first pay \$15 as "retainer fee." This is gone, once it is paid. The agency doesn't have to show any result for it whatever. If anything is collected, the agency charges its regular commissions anyway, giving no credit for the retainer fee. Those commissions are: 25 per cent. of claims of \$25 or less; 15 per cent. of claims of \$25 to \$100, and 10 per cent. of claims over \$100. In every town, city or village there are lawyers who will be glad to accept accounts for collection at these rates, without any "retainer fee." And their service should be infinitely more efficient for they are on the spot and know the local law.

Much of the service which the agency agrees to perform is mush. It will use "due diligence" in collecting, and "when deemed necessary," and "in its judgment," etc.,

look up records, etc., but it does not say it will do these things for nothing though its contract appears to be worded with the idea of creating that impression. The customer need not pay court costs or attorney's fees, "except in special cases" where advance arrangements have been made to that effect.

It makes the old and foolish "guarantee" to collect \$60, which is merely a guarantee to collect \$60 or go on trying for another year, possible with the same lack of result. Of course there is nothing to that. If it collects less than the \$15 retainer fee, it says it will pay back the difference between what is collected and the \$15, with interest. This is very plausible but in reality it amounts to little. The customer must wait for a year to see about this, during which time the Commercial Liquidation Co. may itself liquidate. Moreover, its financial

responsibility is not guaranteed and is quite unknown. The \$100 bond by the Lion Bonding Co. is another unknown quantity. This latter concern, incidentally, is not even listed in the mercantile rating books as in Omaha. This part of the agreement we regard as of not the smallest practical value. If the agency collected, for instance, only \$5, it would owe the subscriber under this agreement, \$10. The subscriber is somewhere in the East, the agency is in Missouri and the bonding company is in Nebraska. If either or both refused on any pretext, or neglected, to pay the \$10, there is no practical way in which it could be collected.

We believe the scheme of the "Commercial Liquidation Co." to be a poor one for anybody but itself. So far as we can see the subscriber gets no practical value for his \$15.

Manufacturer's Sales Manager Tells Why He Thinks Jobbers Ought to Stand for Fixed Prices

E. F. Swan, of the Joseph Burnett Co., Boston, Mass., Makes Answer to the Recent Article of Walter A. Frey, Baltimore Jobber, on Price Maintenance.

With all due respect to Walter A. Frey, author of "Why I Am Fighting Price Maintenance," I believe he misses the vital point entirely.

Mr. Frey is a wholesaler of groceries. He simply buys and sells merchandise. I feel sure that he would not invest any money in any manufacturer's article if the brand were unknown to him or to his trade. He would wait until the manufacturer had, by advertising or in some other way, made it possible to sell the goods at a profit.

This alone substantiates the statement made by W. H. Ingersoll, that with the goods "the manufacturer delivered also the demand."

Mr. Frey evidently has no brand of his own on which he has to spend time and money in order to make it well known to the public; otherwise he would not say that the manufacturer delivers only the merchandise, retaining his good will and trademark rights.

Would Mr. Frey accept Welch's Grape Juice in plain bottles without the Welch label?

Could he make much headway trying to sell Welch's even though he knew it to be Welch's, unless Welch stamped each package with his name, thus by means of his trade-mark giving an insurance to the public?

Standard goods become such not because manufacturers call them standard, but because the public, by its continued patronage, prove them to be. And reputations are not bought by manufacturers, but are obtained only by consistently serving the public for years with merchandise that never fails. Having once passed a favorable judgment on a product which has been found satisfactory, the public content to pay the price the manufacturer says it is worth.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

There can be no objection to Mr. Frey's selling other than well-known brands at any price he chooses. In fact, he could easily find some manufacturer who will give him goods with his own name on them and Mr. Frey can give them away if he chooses. But what he wants is the use of some reputable name which will aid him in creating the impression in the trade that this is a big factor and he will use the names of only such manufacturers as have made a market for their goods by years of faithful service to the public.

Mr. Frey states that the manufacturer who starts a campaign of advertising is aided by the merchant who is willing to sell the product at a low percentage of profit. The product is thus put into the hands of the consumer at a lower price, the consumer uses more of it, and thereby the manufacturer's sales are increased.

Is it possible that such a fallacy can exist in the mind of anyone, particularly a wholesale grocer?

How many times in the experience of Mr. Frey have specialty

men called on him, asking permission to sell the trade through his name? Suppose the request has been granted and the work done by every retail customer has been

How many times has Mr. Frey said to the specialty salesman, "Now that you have sold all my goods, what they will need for 90 days, there will be no necessity of playing in very much stock." If the salesman had sold twice as much, would it not take twice as long before the repeat orders came?

Why does not this same argument apply to the consumer? If a package lasts a week and the regular price is 10 cents, would 10 packages for 15 cents make that the consumer use more of the goods?

Further, in the ordinary course of events, would it not take twice as long to use them? And meanwhile, the process was repeated often enough, would not the consumer gradually be led to think that the regular price was two for 15 cents?

Under this condition was brought out, the profit made by Mr. Frey could be curtailed and he would be one of two things—either ask the manufacturer to make a better product or hunt around for some similar goods to sell in substitution for the line that had been introduced only by the manufacturer with no

expense for selling on the part of Mr. Frey.

The Sherman anti-trust law takes entire care of the possible manufacturers' trust that Mr. Frey speaks of. Mr. Frey admits that well-advertised goods are the easiest sold. But he is wrong in stating that the profit is much less than on poorly advertised goods. The profit on a well-advertised article must be at least satisfactory or the trade generally will do its best to retard the sales. The article that is poorly advertised or not advertised at all and which is sold on the "just-as-good-as-the-advertised brand" basis can be sold cheaper because it has little or no reputation to maintain.

In the face of such facts as I have cited above, why does Mr. Frey want to curtail his profits still more by cutting the price on standard goods, the profits on which are already too small to please him, and why does he not handle only unknown lines so that he could sell at any price that pleased him and make as much as he thinks he ought to make?

Mr. Frey's illustration, in which Smith's soap figures, if followed by Smith, would soon put Mr. Frey out of business. If Mr. Frey bought a carload of Smith's soap at \$3.40 a box, he would expect to sell the one-box buyer at \$4.25. What would happen to Mr. Frey's profits on Smith's soap if Mr. Smith found enough one-box buyers to make a total purchase of the whole 500 boxes at one time? Does not Mr. Frey know that this is being done now, much to the discomfort of the jobbing trade?

Mr. Frey feels sorry for the New York jobber who pays \$3.40 for an article that is sold in Baltimore at a delivered price of \$3.40, the freight, 10 cents, being absorbed by the manufacturer. If this protection was not afforded Mr. Frey, and if manufacturers are not allowed to establish a resale price on their goods, Mr. Frey would do well not to go into the manufacturing business, for no sooner would he establish the fact that Frey's meant value in the goods than there would come someone looking at things from the same viewpoint as does Mr. Frey now, and away would go the work of years of conscientious service on the part of Mr. Frey.

E. F. SWAN,
Sales Manager Joseph Burnett Co.
Boston, Mass., August 12, 1915.

CONSULT US REGARDING LICENSE, PRICES, ETC.



WRITE NEAREST BRANCH

120-122 First Avenue
PITTSBURGH, PA.

117 Callowhill Street
PHILADELPHIA, PA.

Michigan & Perry Sts.
BUFFALO, N. Y.

Summer Bargains

- \$85 for a National Check-Throwing Cash Register
- \$40 for a Refrigerator, 5 x 3 x 7 feet high
- \$22 for a No. 218 Enterprise Coffee Mill, equal to new
- \$20 for a Toledo Computing Scale
- \$16 for a large size Star Counter Coffee Mill
- \$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.



Do You Sell Wheatena People?

Every grocer doesn't sell Wheatena—that's better for you than if everybody sold it.

The grocer who caters to the very cheapest people often doesn't sell it because Wheatena is usually used by a different class of people. Wheatena is distinctively a genteel food, not because we intended it for any special class in the beginning, but because it seemed to find its own niches.

Wheatena is the hearts of selected wheat, unusually packed and unusually guaranteed.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



WITH THE EDITOR

Here is a letter received during the week, upon which we wish to

**Writing One's Own
Advertising.** say something about originality in advertising:—

Waynesboro, Pa., August 9, 1915.
To the Editor.

Kindly advise me where I can get some advice on advertising for a cash store. I would like to have a mailing list to mail to my customers and those that I think should be circularized. I have only been in the business two years and have not done any advertising at all and am doing very well, but feel as though I could increase my business if I had some good advertising matter to mail out the first of each month in plain envelopes, with a 2-cent stamp.

Kindly advise by mail where I could get some help in the line I need.

Yours truly,
C. A. DECKER.

We believe Mr. Decker, and any other merchant who thinks he can get good results from ready made advertising, is on the wrong track, and if he continues it long enough, will eventually conclude that "advertising does not pay." Mr. Decker evidently believes that he can buy some advertising out of some professional ad. writer's stock, which he can send out to his own list. This he thinks will save him the trouble of writing the matter himself, and it may be written better than he could write it. All this may be true, but whether that kind of advertising will bring him any business is another question. We would willingly wager it would not. We have seen a very large number of stock advertising schemes, similar to what Mr. Decker has in mind, and we have never seen one that had any real red blood in it.

We commend to Mr. Decker the writing of his own advertising. No matter if he isn't fluent or grammatical—let him persist and in time he will become so. But even if he does not, the advertising he writes will be *his*. It will bear the stamp of his own originality, and

for that reason it will have more force in a minute than the best of the ready made stuff can have in its whole life. We believe it is axiomatic that the most brilliant man in the advertising business, with no first hand knowledge of the people for whom he is writing, or working at a distance from those people, cannot write as good advertising as the crudest merchant-amateur who is on the spot, and who writes for his own neighbors. And this is doubly true if the professional is supplying the same stuff to a dozen or a hundred clients.

The man of energy and ambition who joins the service of the United States Govern-

**Maddening Govern-
mental Delays.** ment and starts in to make things move, must go

wild with rage and impatience at the everlasting sluggishness with which things go. Nothing seems to move with quickness and dispatch—long after an individual would have finished the work, washed up and gone home, the Government lumbers in, with its stunt under its arm, sometimes very poorly done, though the doing of it has consumed about twice as much time as it should.

These perhaps irritable remarks are inspired by the receipt of another number of the "Service and Regulatory Announcements" issued by the Department of Agriculture, being the reports of cases brought under the Federal Food and Drugs Act. These reports always have been greatly behind hand, but some time ago the Secretary wrote this paper and said that an effort was being made to improve the system.

Judging from the August 5th number of the Bulletin the system has not yet been improved. Perhaps it is too early to expect it, since only something like ten months have elapsed. In the August Bulletin there are about fifty cases re-

ported, most of them based on sales made in December, 1914, and not contested. In other words, the Government, having previously made its analysis, seizes or prosecutes certain goods for violating the food act in December, 1914. The owner or packer does not contest—the Government has it all its own way. Adulteration or misbranding is proven and a certain article, selling generally in the market, has been proven illegal. The Federal food act directs that public announcement of this fact shall then be made, so that any one concerned will be warned.

Nine months after the Government has all necessary information in its possession, it finds time to give the warning. In the name of everything reasonable, why should such an important matter be so delayed?

When it was proposed to pass a law in Pennsylvania requiring all commission merchants to obtain a license from the State to do business, and provide an indemnity bond, there were loud cries that the act would be unconstitutional and would speedily be overthrown by the courts, thus putting everybody to useless trouble and expense. As far as conditions in one State can bear upon conditions in another, these opinions appear to have been proven wrong by a high court decision in Washington. The law there went further than the proposed Pennsylvania act; in that it not only required the license and the indemnity bond, but it restricted the commission merchant's commissions to 10 per cent. This act has been declared not to be class legislation, but to be sound law. It would be a splendid thing—for shippers—if we had such a law in Pennsylvania. The commission business is the eas-

iest business to steal in that exists to-day, thanks to the loose way in which shippers send goods to even Tom, Dick and Harry, and there is never a minute when some commission merchant isn't stealing.

Read in another column what the retailers of St. Louis, Mo., are trying to do to stop the returned goods nuisance, and then reflect, you there are grocers, how fortunate you are to largely escape this burden that retailers in other lines must bear.

The Cost of Returned Goods. The returned goods are a nuisance, and they reflect, you there are grocers, how fortunate you are to largely escape this burden that retailers in other lines must bear.

The St. Louis retailers are trying to get consumers that after a certain date goods once sent home cannot be returned except under sharp restrictions. Some articles cannot be returned at all, and none can be returned if kept longer than thirty days (the Philadelphia department stores allow two weeks). Will it plan work? Not unless competition is milder, and the St. Louis retailers of a different calibre, than other markets. In most of the large cities competition has forced large retail stores to do things that would make the old-time merchant turn in their graves. In the stores, as the head of a department said to the writer only the other day, "you never know if a thing is sold until it is paid for." Goods are sent home in great profusion, be examined, discussed, compared. The customer exercises his free judgment, not in the store, but at his own home. The expense of carting out and carting back is frightful; of course it is all charged up. The consumer pays, but fortunately, the expense is distributed among all the customers, instead of being born by those who incur it. From the consumer's standpoint, all this makes shopping very delightful—very free, very comfortable, very satisfactory. It costs.

AMONG THE TRADE.

Mr. Newton F. Cressman, who has for years been connected with the Philadelphia Lawn Mower Co., Philadelphia, Pa., died suddenly last Sunday. Mr. Cressman was

well known to the trade and was universally liked. He will be missed.

A meeting of the creditors of P. F. Brown & Co., bankrupt butter and egg jobbers, was held on

Wednesday to discuss the offer to pay 10 per cent. in cash and 20 per cent. in notes payable in 6, 12, 18 and 24 months respectively. Most of the creditors accepted, but there was some opposition, and nothing definite was done. The meeting ad-

jourled for thirty days. The receiver will ask for authority to continue the business for sixty days longer.

The annual picnic of the Philadelphia Retail Grocers' Association

at Willow Grove Park last Wednesday, was the highly successful affair that it usually is. More than 600 members, which included the Frankford Association, attended, and with their wives and clerks and their friends, there was a huge crowd. All association meetings and many more were closed that day. There were the usual sports and a baby parade. The singing and athletic programmes were planned and carried out by William Douglass, J. S. Althouse, C. Smith, A. J. Heidman, J. P.

Higgins, A. W. Tyson, F. J. McCaffrey, M. Dreyfous, G. W. Rudolph, C. W. Hager, A. Smith, Fred. Eschner, W. R. Rapp, P. M. Wentzell, W. J. Barr, William Patterson, C. W. Miller, J. M. Beidler, J. W. Bateman, M. B. Marshall, Joseph Freas, R. K. Lytle, J. A. McCandless, J. H. Hurlock, C. Y. Scully, William Masche, Warren Rudolph, Abram Kerr, C. K. DeWees, O. A. Patterson, Walter H. Gurk, John H. Johnson, A. McCoy, George Marshall and George Johnson.

tion of selling price in relation to total cost.

2.—Bookkeeping (Advanced):—The private ledger, impersonal accounts, branch shop accounts, depreciation.

3.—Laws Affecting the Trade:—The Foods and Drugs Act. The Weights and Measures Act. Law relating to the carriage of goods. Method of holding property, and the law of landlord and tenant. Debt recovery and the county court. The law relating to checks, bills of exchange, etc.

4.—Method of Business and Principles of Advertising:—

Buying and stocking; relation of stock to turnover; storage of stock. Method of arranging and fitting the modern shop. Management of a staff; distribution of duties. Salesmanship; canvassing, the care of the rounds. How to prepare for and carry out a stock taking. The price list, the handbill, the poster; special offers and displays; sampling. Preparation of "copy"; effective distribution. How to gauge results. Appropriation of cost. When and how to embark on advertising schemes.

5.—Practical Tests:—Tea matching, valuing and blending. Coffee roasting, valuing and blending. Provision tests, including bacon, butter, margarine, cheese,

etc. Invoicing, weighing, wrapping, parcelling and tests on practical matters generally.

Better Dry Goods Business for August.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

The month of August has started with a substantial gain in shipments as compared with those of a year ago.

The Market Week and Style Show brought a large attendance of buyers from all sections of the country, and especially from the Southern States.

Weather conditions have been decidedly unfavorable to retail selling.

Collections are good.

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK

You Wish to Know More About the Grocery Business, Here is a Course of Study

Powering the Ambitious and Praiseworthy Inquiry From a Manager Who Would Like to Know His Business Better, the "Modern Merchant and Grocery World" Gives Outline of the English Certificated Course.

There is a letter and the answer which should interest every reader who is ambitious to increase his knowledge of the grocery business:

Cleveland, Ohio, Aug. 10, 1915.
The Editor.

Dear Sir:—I have read all the English examination questions you have published and have been greatly interested in same.

In answer to the question you sometimes ask, "How many of these questions could American grocers answer?" I say I personally could not answer one-tenth. And I pride myself on knowing something about the grocery business. I believe something like the English Institute would probably pay in this country.

Could you supply your readers with the course of study used in the English Institute? It might prove helpful to those wishing to perfect themselves in the branches pertaining to the grocery business.

Yours truly,

NORMAN R. GREEN,
Manager.

The following is the outline of the course which must be studied by candidates for a certificate as a qualified grocer from the English Institute of Certificated Grocers:—

FIRST YEAR.

1.—Knowledge of Commodities: This will include two main divisions:—

(a) Groceries (tea, coffee, cocoa, sugar, cereal goods, dried fruits, preserves, manufactured and packed goods, etc., etc.) Origin and varieties; preparation for market; storage, etc.

(b) Provisions (bacon and hams, butter, cheese, lard, eggs, etc., etc.) Origin and varieties; preparation for market; storage, etc.

2.—Knowledge of English, Etc.:

Definite questions are not set under this heading, but the candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition and answering the questions in clear language and logical order.

Handwriting will be specially considered, extra marks being also awarded for neatness, legibility and the general setting out of the answers.

3.—Commercial Arithmetic:—Arithmetic applied to the trade, including invoicing, calculation of percentage, interest, discount, etc.

4.—Bookkeeping (Elementary):—General principles, and the use of day book, cash book and ledger.

SECOND YEAR.

1.—Knowledge of Commodities (Grocery and Provisions):—

The subjects of the First Year's course to be treated more thoroughly and completely, together with a knowledge of the chemicals usually sold in the grocery trade.

2.—Bookkeeping (Intermediate): The keeping and proper writing up of all books preparatory to stock taking and to drawing up trading account, profit and loss account and balance sheet.

3.—Laws Affecting the Grocery and Provision Trades:—

Simple questions on the law regulating relations between the grocer and the public, the master and servant. The law relating to the sale of goods (conditions, warranties, etc.).

4.—Methods of Business:—Principles of retail trading; rules of the modern shop; correspondence; salesmanship, its principles and practice; staff management.

THIRD YEAR.

1.—Knowledge and Valuation of Commodities:—

Matters generally appertaining to groceries and provisions, identification and valuation of specimens displayed in the examination room. Terms, customs, carriage. Estima-

The Grand Prize

AT THE

Panama-Pacific Exposition San Francisco 1915



Registered, U. S. Pat. Off.

HAS BEEN AWARDED TO

Walter Baker & Co. Ltd.

for the superiority and excellence of their

Cocoa and Chocolate Preparations

55 Highest Awards at the Leading Fairs and Expositions in Europe and America.

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.



THE RACK WITH THE HOOK

Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.

PATENTS

and Trade-marks procured promptly and properly in all countries

Davis & Davis, Washington, D. C.



EXQUISITELY DELICIOUS for cold desserts, pudding sauces, icings, confections.

MAPLEINE

The Master Flavor, rich and mellow.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Why Imperator Will Outsell

There may be other head rice about as fancy as Imperator, but it's apt to be coated with talc and glucose, while Imperator is uncoated. Take this as almost a guarantee:—that you will sell more Imperator rice than you will sell of any other brand, first because it's natural, second because it's exceedingly high grade.

Imperator and its idea make fine window display material.

D. S. & H. CRAIG, Inc. :: Philadelphia, Pa.



Announcing

to the grocery trade the enlarge plans and policies of the California Associated Raisin Company for the promotion and increased sale of

SUN-MAID RAISINS and CALIFORNIA RAISIN BREAD

Made with Sun-Maid Raisins

This is the first of a series of advertisements appearing in this magazine. Their purpose is to acquaint you with our great National Campaign which will take place during the coming year commencing in August. This campaign, briefly, will consist of numerous plans to increase the consumption of Sun-Maid Raisins. But the most important consideration—so far as *you* are concerned—is that *Raisin Bread* will also be featured—creating a double demand among your customers.

So this campaign is really of primary benefit to *you*, for you will make the profit on the bread in addition to that on Sun-Maid Raisins. Your baker will supply you with California Raisin Bread. We have set the wheels in motion in the Bakery trade.

Greater Profit Ahead for YOU.

Glance for a minute at the first page advertisement appearing in the national magazines, reproduced in the upper right-hand corner (about one-sixth actual size). Think of the influence a whole series like this will have on American housewives—your customers.

Then let us hint at some other features—such as local newspaper advertisements, window displays, etc., which are available for your use if

you merely join us in the great plans we lay before you.

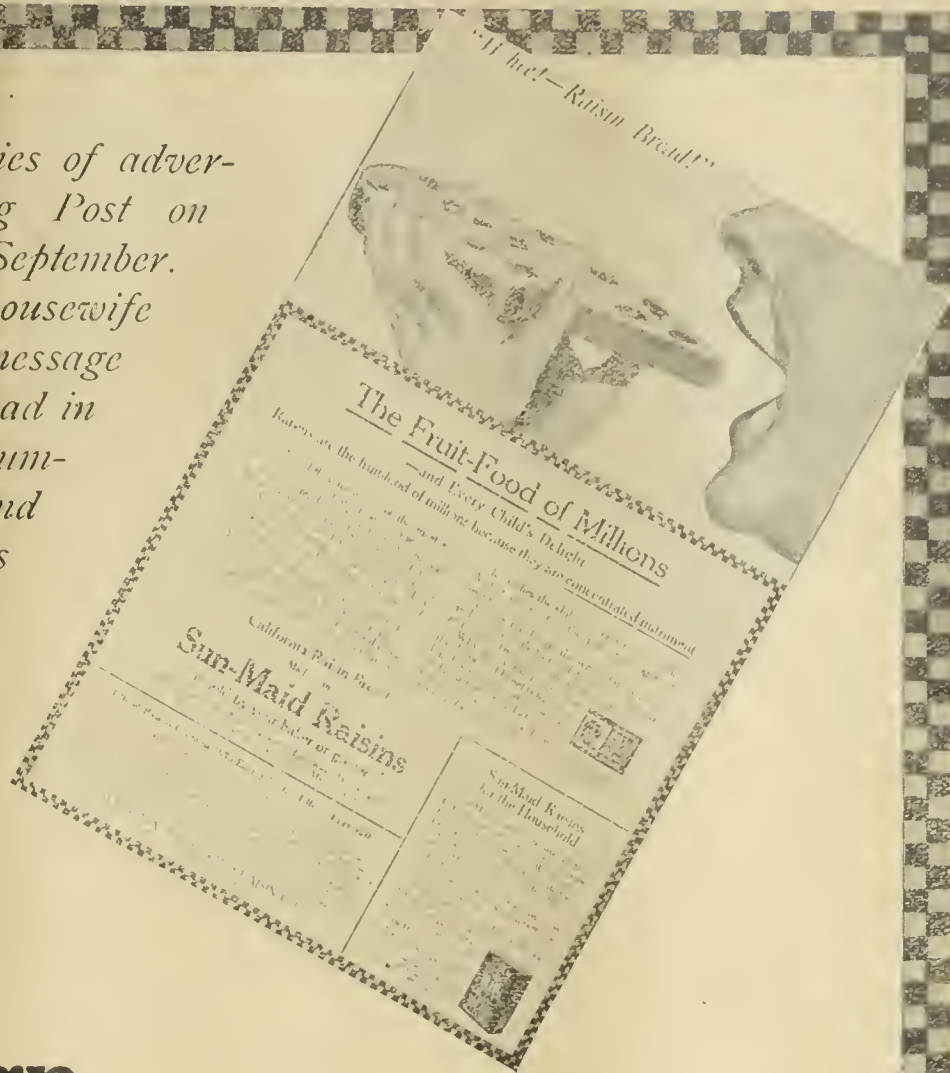
Remember this country-wide campaign is to be handled in a big way—not in one section but nationally. People in your own town will be systematically approached—not one time and in one way—but many times and in several ways, so that your store will be identified with a big national movement to popularize raisins and raisin bread.

Never Before Any Effort Like This

This is bound to be the biggest and most effective sales campaign ever carried out for American grocers. Nothing has ever been so complete—nothing so carefully strategized. This big drive will surprise even you as it comes out. You will say that this campaign has won for you additional business and new profits. Of course the grocers who see the possibilities and begin to cash in on the energy and expenditures back of this campaign will receive the largest return. So even though this campaign will have its own tremendous force, you can get the greatest benefit from it if you become an active part of it.

This is merely the first page of one of the new series of advertisements. It appears in the Saturday Evening Post on August 28th and in the Ladies' Home Journal in September. Remember this is but ONE of a big series. Every housewife who buys food for the household will receive the message about Sun-Maid Raisins and California Raisin Bread in the months commencing with August. Consider the number of people who will read these advertisements. And think of the other ways we will use to make raisins part of every meal.

Bear in mind, too, that this is merely ONE form of raisin advertising. Every housewife will be reached to through every effective channel.



Nation-Wide Advertising Campaign

Later we will announce more in detail the scope of this unprecedented advertising campaign. We want you to know all about it, so you can be prepared to meet the demand created. But we merely want you to know when it commences and to assure you of its power. This advertising campaign will be backed by an intensive sales campaign—the like of which has never yet been known. Never before has there been such a campaign to give you a double demand like this. We help you to sell bread. We help you to sell package raisins.

Millions Will Want Raisins and Raisin Bread

When this great force is let loose, you will be affected. Besides an increase in package sales you will be able to build up a new and profitable business on raisin bread, for this plan has been tried for months. Thousands have been con-

sulted. Experiments and investigations have been made. The sole purpose, remember, has been to build up an every-day demand. We advise you to immediately prepare for this campaign by familiarizing yourself with every detail.

How to Capitalize on This Big Idea

The first thing to do is to write us at once for our plans to help you. Then study them. Then signify your intention of taking advantage of this opportunity. We will immediately give you all the information and keep you posted as to every move. We will explain all we are going to do to increase raisin demand and consumption. Prepare now for your share of the profits by writing at once, or sending the attached coupon.

Send me at once details of the national campaign about to start in which Sun-Maid Raisins and California Raisin Bread are featured.

CALIFORNIA ASSOCIATED RAISIN CO.

1st Building,
Chicago

Home Office, Fresno, California

113 Hudson St.,
New York

Name

Street

City State

Mail this to the nearest office of the California Associated Raisin Company

The New York Letter

More Discussion Over State's Scheme to Break Apple Prices by Public Markets. Apple Men Protest. State Will Try to Sell Retailers Over Commission Men's Head. Chain Five-and-Ten Cent Stores in Difficulties. Talk of Sugar Syndicate to Advance Prices. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 13, 1915.

In a recent issue some mention was made of a plan of John J. Dillon, Commissioner of the New York State Department of Foods and Markets, to maintain fruit markets in this city to be operated by the State and patronized by retailers. The markets would take the place of the commission merchants.

During the week the wholesale fruit dealers and commission men have issued a very radical statement, in which they call the proposed plan paternalism in its worst form, and declare that it is exceedingly unfair to the established commission merchants.

The plan is expected to do the following things:—

1. To reduce the usual commission charges from about 10 per cent. to around 5 per cent.
2. To eliminate extra charges, such as 6 cents a barrel for cartage, for goods shipped to this city.
3. To sell fruit cheaper to the consumer.
4. To pay higher prices to the consumers.
5. To obviate the uneconomic and unwieldy system of marketing fruit through the commission houses, giving a profit to several middlemen.
6. To supply fruit in a shorter time to the consumer and in a fresher condition.
7. To return checks for sales immediately to the shipper.

And the Commissioner declared it to be necessary for the following reasons:—

1. That the local commission men handle Western apples instead of New York fruit, though the latter is a superior product.
2. That local dealers manipulate the market after they have obtained control of the output each autumn, by means of which they pay low prices to the growers and exact abnormal prices from consumers.
3. That local dealers have not given the farmers "an honest price" for their fruit. They pointed out the sentence in the bulletin which describes the auction markets and says: "For the first time in the history of the State apple shippers will be sure of a square deal in the New York market."

It is not believed likely that the opposition of the trade will prevent the opening of the markets. Where the retailer comes in is shown by the following extract from the State

Apple Bulletin, which was issued a short time ago:—

The Department purposes to increase the consumption of State apples in the New York city market by canvassing the retail trade and influencing the retailers to keep a constant supply of State apples on sale at reasonable prices and to make a proper display of them. Attractive illustrated signs will be furnished the retailers to advertise New York State apples.

The American Five-and-Ten-Cent Stores, Inc., which has a number of stores in New York and other States, is fighting the attempt to put it in the hands of a receiver. It claims that it is solvent, but admits that it has debts of \$200,000 which it cannot immediately pay. The United States Court has allowed it to file a bond for \$30,000, and to continue business for the time being. Practically it amounts to appointing the company a receiver for itself, under bond. The decree was handed down preventing anybody from suing it at the present time. A petition in bankruptcy has been filed against the company.

Advices from the fruit centers of the State predict a decline of about 50 per cent. in the apple crop of New York State. Last year the crop was 72 per cent. of normal. In 1913 it was 61 per cent. of normal, and this year it is expected to be about 48 per cent. of normal, which means 20,800,000 bushels in 1915, as against 49,600,000 bushels last year.

There has been considerable talk on the street during the week about an alleged syndicate formed in this city to co-operate with foreign operators for the purpose of carrying about 100,000 pounds of raw and refined sugar at a valuation of \$7,000,000, the object of which would be to steady and control the market. The recent advance of about a half cent in raws is said to be the result of this arrangement. It is certain that some secret speculation or manipulation of the market is going on, for that could be the only cause for such a radical

advance in raw sugar in the short time.

Up to this time nothing has been gained to Carter, Macy & Co., tea people, on account of their victory over the Government as to the admission of artificially colored teas. The Government is still using the Read test which Carter, Macy & Co. objected to and is still excluding all artificially colored tea under that test. The Government will appeal the case and the status will remain unchanged until the appeal is decided.

SUMMARIZED MARKET CONDITIONS.

Tea steady to firm. Larger arrival of India-Ceylons little influence on prices.—Coffee heavy and dull, and weaker on account of large receipts in Brazil. Milds quiet and unchanged; price basis low.—Sugar much firmer. Raws advanced about a half cent; refined 15 points. Demand quiet.—Future apricots much stronger on foreign demand. Prunes and all other dried fruits quiet and unchanged. Future prunes a trifle easier.—Spot salmon unchanged, steady to firm in most quarters. Some sellers willing to shade. Domestic sardines slightly higher.—Canned vegetables dull with the tone easy except as to corn.—Provisions weak and quiet.—Wheat firmer on increased foreign buying.—Flour firm at an advance of about 10 cents over price recently ruling.

War Raises Canadian Living Cost.

The annual report of the Canadian Department of Labor, which has just been issued for the calendar year 1914, shows the range of commodity prices during that period as affected by the war. The chief increases for the year as a whole appeared in the grain and fodder groups, which rose 14 per cent., animals and meats 6 per cent., woollens 8 per cent., hides 10 per cent. and drugs and chemicals 7 per cent. Raw furs declined 33 per cent., fuel and lighting 6 per cent. and cottons 5 per cent. Food prices returned to the high rates that prevailed in the latter part of 1911 and first part of 1912. Meats were on a high level throughout the year, but showed much weakness in the last three months of 1914. An appendix to the report gives the average retail prices of some 32 articles of food and of coal, wood and coal oil, and the rent of a typical workingman's dwelling in each locality of the Dominion having a population of 10,000 or more for each year since 1910. The average weekly expenditure of a typical family of five for food was \$7.73 in 1914, as compared

with \$7.33 in 1913 and 1912, \$7.13 in 1911 and \$6.95 in 1910. Meat, bread, flour and sugar averaged higher last year than in 1913. Rent averaged \$4.65 a week, as compared with \$4.75 in 1913, \$4.60 in 1912 and \$4.05 in 1911 and 1910. The department index number (which includes 272 commodities) stood at 136.1 for 1914, compared with 135.5 for 1913 and 134.4 for 1912, these numbers being percentages of the average prices prevailing during the decade 1890-1899, the period adopted by the department as a basis of comparison. The point reached in September last, namely, 141.3, was the highest recorded since 1890.

Pennsylvania Organization Notes.

Among the sufferers from the Erie flood were the following directory of the Erie Commercial Club: P. L. Leemhuis, F. C. Richardson, J. Ross Mayer and G. L. Flood.

George H. Bausman, secretary of the St. Clair Association, has been elected a delegate to the Meadville convention.

Mr. Smedley will address the Williamsport grocers at their outing on August 18th at Indian Park.

Mr. Smedley is down for an address at Lakeside Park, Mahanoy City, on August 19th, the occasion being the district convention of the merchants of Schuylkill County.

The Mutual Retail Grocers' Association of Philadelphia held a picnic at Maple Grove Park on Tuesday, August 3d.

Cresson merchants have invited Mr. Smedley to address them. Date now being arranged.

A. A. Woods, secretary of the Butler Association, will address the meeting of secretaries at Meadville on "Co-operation."

Credit associations have been formed at Homestead and Duquesne.

All roads lead to Exposition Park, near Meadville. The State convention of retail merchants will meet there September 6th to 9th inclusive.

Every merchant in the State would profit by attending the convention.

It is a business convention for business men. The topics to be discussed are live ones. There will be good speakers, men who know their business, and who can tell you things you should know.

There should be an attendance of 1,000. An invitation is extended to every merchant to be present. No matter whether you are identified with an association or not, come. There will be a great forward work started at this meeting. Business evils exist through lack of organization—the remedy is organization. The State organization has done good, big work—it can do more. Will you, Mr. Merchant help?



Are you getting all the business you are entitled to?

Do you know that you are losing profitable business?

Your own regular customers do not buy *all* their groceries of you. Some of these are going elsewhere for their tea and coffee, salt, flour, soap, etc.

If you could get all their trade, Mr. Merchant, you could double your business.

You know that.

How can you find out just where this business is going?

We can help you find out.

As a part of our service to merchants who stock and push goods containing United Profit Sharing Coupons, we have prepared a **TRADE DISSECTIFIER**, a plan whereby you can ascertain for yourself how much profitable business you are losing.

You want this dissectifier of your accounts. It will be immensely valuable to you.

We will send it free with full information. Write to-day.
No obligation on your part.

Use the Coupon

United Profit-Sharing Corp.
44 West 18th Street
New York City

Service Bureau
Dept. 38
United Profit-Sharing Corp.
44 West 18th Street
New York City

Sirs:—Please send your trade dissectifier and complete information about your Profit-Sharing Plan and how it will help me get more trade without added cost.

Name

Store Name

Address.....

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

Let us consider for a moment what it costs you to carry accounts on your books for various periods of time. The experience I am going to give came from a merchant who asked me if I could suggest a remedy. This man's gross accounts on his books amounted to \$4,883.24, divided approximately as follows:—

Two hundred dollars four years old; \$500 three years old; \$500 two years old; \$500 one year old; \$500 six months old; \$1,000 three months old; \$1,683 current accounts.

Now suppose money is worth 6 per cent. a year. In this instance we have \$200 for four years, \$48 or 24 per cent.; \$500 for three years, \$90 or 18 per cent.; \$500 for two years, \$60 or 12 per cent.; \$500 for one year, \$30 or 6 per cent.; \$500 for six months, \$15 or 3 per cent.; \$1,000 for three months, \$15 or 1½ per cent.; a total interest of \$258.

This shows you what it cost that merchant in interest alone to carry those accounts for that length of time. Those are the actual figures from a merchant who is fairly prosperous, and a fairly typical merchant of the Northwest.—By H. K. Zuppinger, who spoke on "Retail Credit."

Many grocers send back goods they buy. Here is a grocer who has bought goods from a jobber. We will say he owes the jobber \$100 for groceries and the time has come to pay that \$100. He is a little short of money just at that time, but he has three or four dozen cases he does not particularly need at that time, and he takes those extra cases and dumps them back on the jobber. I am told such things as that are frequently done. I don't believe that is a fair proposition; I don't believe it is fair to the jobber.

I am inclined to think most merchants carry more stock than they ought to carry; I believe you ought to do business with less stock on hand. I believe it is possible for you to do business and make the jobber your warehouse. Let the jobber carry your goods. The majority of the men here this afternoon could buy goods and have them delivered from the jobber with very little more time than is required to send to their own warehouse and bring the goods up. There is lots of money invested in the goods piled in the warehouse. How much more money do you make by buying in an extra quantity? Not enough to pay. Make the jobber your warehouse and have him carry the stock of goods. Let him be responsible for the price going up or down, and when you need goods buy them. I believe the man who carries a small stock and turns his goods over often is the man who makes the most money.

There is one thing I have discovered in buying in ones or dozens. Suppose you are buying something that costs you 75 cents a dozen, and you sell a dozen every month. You sell that dozen for \$1 and then you pay 75 cents and sell it for \$1. At the end of the year you have turned that 75 cents over twelve times, making 25 cents every time; in other words, you have made \$3 on an investment of 75 cents. A specialty man comes along and says you are paying too much money for those goods. I can sell you that same article for \$6 a gross. You say, "That is easy. I will take a gross." So you put in the gross. You sell twelve a month, and at the end of the year you have sold the whole gross and you have made \$6. In other words, you made \$6 on a \$6 investment, or 100 per cent. The other way you made \$3 on a

75-cent investment, and you made 400 per cent. Would it not be better to use that \$6 along a number of lines? Six dollars would carry twelve 75-cent lines, and if you could do that on all the twelve lines and let the jobber be your warehouse, would not you make more money?—By H. O. Roberts, who spoke on "Returned Goods."

I come to you as a representative of the newest of the professions, and that is the profession of electrical engineering. This has not been recognized as a profession more than about ten years. It is made up of men from the various other professions chiefly. A large portion of the work of the electrical engineer in times past was the supplying of power for lighting systems; so what I have to say will be from the engineering standpoint very largely. Some of the things, of course, will be from the standpoint of the retail merchant, but it will be from the angle of the engineer rather more than from the angle of the merchant.

When you go to select a store, do you go on the back street where you get the cheapest rent? If you have good sense you will not, unless you are dealing in some line that is demanded by the people on the back street. You get a store, if you can, on the most prominent street in town, where you have to pay the highest rent. What is the reason for that? You say, I want a lot of people to come to my store, and on the prominent street that is where the people go past. All right—and they go past, perhaps, and you don't get them. That is the trouble that is worrying a lot of people—that the prospective customers go right past. Why? They go past because you don't have decent show windows; and you pay your rent, not for so much space, but because you can put show windows there that attract the people. We are renting show window space, when we get a store on a prominent street. You go and rent the second floor of a building and see how much less the rents are, unless they are for office rooms. What is the difference? Why, the show windows. So your high rents on your prominent streets are paid for the sake of show windows.

If that is the case, why not have a show window that is worth the while? You may say, let us not

light our show window at night. The electric man has been around for a contract to light it at night; of course, he wants to get all the windows to light that he can, but I will take what he says with a grain of salt. That was all right ten years ago, but not to-day. Why? Because to-day we have the moving picture show. You may not think the moving pictures have any relation to the show windows, but they do. We also have our business streets lighted better than ten years ago. Make a count of the people who go by your show window any night, and then when you get back home, close your eyes and think how that street looked ten years ago. The streets were rather dark, there were no moving picture shows, and the people stayed home nights. Now they are on the streets.

There is a difference between the night and day crowds. The day crowds are hurrying to the office or home to supper; the night crowds saunter along the streets to see what can be seen. They are going to the moving pictures. Yes, but any time will do, so they look at John Smith's window to see what they can see. So it is necessary that you should have your store window lighted.—By Arthur H. Ford, who spoke on "Window Lighting."

Change in Federal Retail Oleo Regulations.

Commissioner of Internal Revenue Osborn issued during the week the following modification of the oleomargarine regulations relating to the marking and branding of retail packages of oleomargarine put up by retail dealers to fill bona fide orders:—

The delivery by retail dealers in oleomargarine of retail packages which bear the marks and brands required by law and regulation after actual sale or to fill bona fide orders previously received, is permissible, provided the name or initials and the street address of the customer for whom the particular package is put up at the place of business of the retail dealer, appear thereon in addition to the retail marks and brands prescribed for such packages.

The preparation of retail packages to be kept on hand or sent out in wagons in advance of sale or orders therefor, or where bona fide orders have not been received for such goods, or fictitious names and addresses appear thereon, is in violation of the law and regulations, and such retail packages whenever thus found separated from the original stamp packages are subject to seizure and forfeiture and the dealer so offending is liable to prosecution for violation of Section 6, Act of August 2, 1886, and the regulations made thereunder.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The National Biscuit Company Make Nabiscos.

Swengel, Pa., August 9, 1915.
To the Editor.

Dear Sir:—Will you please inform us through your columns as to whether the National Biscuit Co. manufacture their "Nabisco" wafers, and if not, who are the manufacturers?

We just had an argument with an independent bakery company's salesman, who claimed that their concern owns the only machine in this country in which these wafers can be produced.

Respectfully yours,
W. L. BURD & Co.

Nabisco wafers are made by the National Biscuit Co. itself.

Philadelphia Fruit and Produce Jobbers.

Patton, Pa., Aug. 12, 1915.
To the Editor.

Dear Sir:—Will you send us a list of good reliable fruit and produce dealers in Philadelphia outside of Wilkinson & Thomas. Send us your paper for six months. Send bill and we will send check at once. Send list of produce dealers quick.

Yours respectfully,
SPOT CASH STORE.

Good dealers are A. Cancelmo, 3 Dock street; R. Daetwyler & Co., 401 Newmarket street; Burrell Ives & Co., 224 Dock street Philadelphia, Pa.

Keeping the Brine of Olives.

Adamstown, Pa., Aug. 12, 1915.
To the Editor.

Dear Sir:—How can olives be kept so that the brine does not turn quickly? We keep them in the buckets they come in, loose lid, and the brine turns in two days. We make new brine, but this is troublesome.

Yours truly,
H. F. SNADER & Co.

The white scum that forms on the brine does not affect the olive in the least; it is merely unsightly. The brine is otherwise unpleasant. It may be the fault of the salt used. Use table salt. When the so-

lution will float an egg, the proper amount of salt has been used.

Who Knows About the Autovacuum Refrigerating Machine?

Fort Pierce, Fla., Aug. 8, 1915.
To the Editor.

Dear Sir:—Will you kindly advise as to the efficiency of the Autovacuum Refrigerating Machine as compared with the York and others.

This is put out by the Autovacuum Refrigerating Co., 1113 Peoples Gas Building, Chicago, Ill.

For your convenience I am enclosing a self addressed envelope.

Thanking you in advance for a prompt reply, we are,

Very truly,
INDIAN RIVER PROVISION CO.,
John Powers.

We have made some investigation of the Autovacuum Refrigerating Machine, but have not been able to learn much about it. None of the refrigeration authorities in this territory ever heard of it. It does not seem to be advertised in any of the leading trade journals in the refrigerating line. We should hesitate to take on a machine that was not even known in a market like Philadelphia, which is a refrigeration centre. The compression and absorption methods are the favored methods. If you are contemplating buying a machine, ask the concern mentioned to give you the names of some of its users and then write to them. If they name anybody in this section, we will send a representative to interview such persons.

Scales, Coffee Mills and Caddies.

All respectable grocers and butchers deal with H. F. Heacock, of 51 N. Second street. Any one who needs a good, reliable scale, coffee mill or caddy, knows that Mr. Heacock gives the best stock and respectful treatment.

The same thing is true when one wants to repair an old scale or coffee mill and make it like new. There is no better place in Philadelphia than Mr. Heacock's. All scales are guaranteed to pass the sealers of weights and measures inspection.

Every person who is opening a new butcher's store or a new grocery store will do well to visit Mr. Heacock, 51 N. Second street.—Advt.



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

927 Arch Street

PHILADELPHIA

The Grocery Markets

Tea.

The tea market shows no change for the week. The market is high and firm, but whether it will continue to be during the next few months is an unknown quantity. Certainly, from the standpoint of the holder, the present situation is very satisfactory. No changes or developments have taken place during the week.

Coffee.

The coffee market has continued weak and all grades of Rio and Santos are probably an eighth cheaper for the week. This makes a total decline in two weeks of about $\frac{1}{4}$ cent. The cause of the weakness in Brazils appears to be the situation in Brazil itself. The supply of coffee is increasing down there and it can neither be shipped to Europe nor borrowed upon in Europe. The result is a comparative glut which is having its effect upon markets all over the world. Whether prices will go still lower depends upon whether the Brazilian holders are going to be able to extricate themselves. If the European embargo is taken off coffee, and they let coffee in there, the situation will improve very quickly. If this does not happen, the chance is that the market will go still lower. The demand is for wants only. Mild coffees show no change for the week. They are already very cheap indeed, and could hardly go much lower. Mocha is gradually working down and probably a half cent decline can be reported for the past week. Java is scarce and strong.

Sugar.

The sugar market, both raw and refined, has taken a radical advance during the week. Raws have advanced about a half cent a pound, due mainly to the fact that the entire Cuban supply is in a few strong hands in New York. It is said that their intention is to make some extra money between this and the middle of September when the domestic beet sugar crop will come upon the market. As a result of the advance in raws refined has also advanced from ten to twenty points, with a very firm market at

this writing. Some refiners have even withdrawn entirely. Of course the future of the refined market will depend upon future raws, and this will be affected to some extent by the low price of all granulated, which is being offered almost over the entire East (as far as Bethlehem, Pa., and Trenton, N. J.) at as low as 5.45. The consumptive demand for sugar is poor.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull at ruling prices. Sugar syrup steady to firm; unchanged and in fair demand. Molasses unchanged and dull.

Fish.

Norway mackerel is firm. Some little mackerel is coming over from Norway, but the supply is not large there, and is said to be pretty nearly exhausted. The available stocks in this country are also said to be low. Prices are not advanced for the week, but it is harder to buy in small lots at last week's prices. Irish and shore mackerel show no change in price and are figuring very little. Cod, hake and haddock are unchanged and their season has not yet opened. No prices have been named up to the present time. Salmon is unchanged on last week's basis, the situation being firm on account of short catch reports. Spot salmon is steady to firm. Domestic sardines have advanced about 10 cents per case, due to alleged short supply. Imported sardines fairly active at firm prices.

Dried Fruits.

Prunes are steady to firm, but are not selling very well. Prices show no change, either spot or future. Peaches, apricots, raisins, currants and the balance of the dried fruit list are all dull without change in price.

Canned Goods.

Tomatoes remain unchanged from a week ago, both spot and future. The market is inclined to be easy, and some sales of futures are said to have been made in New York at 65 cents delivered, which is the lowest price made for a long while. The outlook for the pack is good. Corn and peas show no

change for the week. Peas are still weak and heavy. Apples unchanged and quiet. California canned goods, both spot and future, quiet for the moment at rather easy prices. Small Eastern staple canned goods show no change and light demand.

Beans and Peas.

Pea beans are about 20 cents per bushel off, due to larger supply. The demand is quiet. Marrows still steady to firm at unchanged prices; demand fair. Perhaps the feeling is a shade firmer. Green and Scotch peas unchanged and dull.

Butter.

The butter market is firm and active at an advance of 1 cent per pound. There is considerable increase in the consumptive demand and the quality of the current receipts is averaging good for the season. At the advance the market

is healthy and no revolutionary change is looked for in the near future.

Eggs.

Fancy eggs are firm at an advance of 1 cent over a week ago. The percentage of fine stock is light on account of heat defects. Most of the receipts are selling at shaded prices. The receipts of eggs are about normal and no immediate change is in sight.

Cheese.

The make of cheese is a little above normal and the quality is averaging fancy. The market is steady and unchanged with only a moderate consumptive demand. The outlook for the cheese market is steady at about present prices.

Provisions.

All smoked meats, including picnic, regular and skinback hams, bellies and bacon are steady with a

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

* Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

"Our Own" Baked Beans.—We assume that many who read the weekly "Straight Talks" have not the authority to go ahead with some of the suggestions submitted, but you have authority to submit them to your manager or your employer. The food field is as wide as it is interesting, and every departure from the stereotyped selling that shows a profit and that interests people is a good departure.

One of these is selling baked beans. If your firm operate a bakery or a delicatessen kitchen, don't fail to sell beans, and the most attractive way to handle these is to sell them in round tin pans, $1\frac{1}{4}$ inches deep and 6 inches across, at 10 cents, no charge for the pans and no returns. They're baked in three-gallon stone pots, then spooned into the pans for browning. They're a very quick seller and you can very easily figure the profit. If you experience any difficulty in getting these pans the writer will gladly give the manufacturer's address.

Brooms.—"Out of sight, out of mind," surely applies to brooms, this we know from many an experience. A cheap but attractive sample broom rack should be placed out doors occasionally, but your full variety kept inside. The increased sale will pay for the rack in no time. Isn't it a fact that a new broom appeals to every housekeeper? We are not psychologist enough to explain why, we have only sufficient busi-

ness gumption to observe that *it's so* and that broom displays sell brooms.

Vinegar Window.—"Put a vinegar window in," said the manager. "Any suggestions?" said the clerk. "None," said the manager. So he put an empty barrel in the center, put a tap in it and a gallon price tag on it; filled 20 clean glass gallon jars with white and cider vinegar; put 40 bottles ($\frac{1}{2}$ s) in too; cut a couple big branches from a wild apple tree; got his gallon jug price and his bottle price in; covered the bottom of the window with smaller branches—changing them every second day—and vinegar commenced to move. The window was one constant, silent suggestion. It created the acid taste. Men and women who stopped saw a plate of sliced tomatoes on their table that evening. And how would tomato taste without vinegar?

A store that isn't alive to this sensible suggestion idea is not getting its money's worth. To get all there in it we must almost put the goods in their mouth.

"Goodness, do you people sell this and she went forward and picked up a package of Swedish health bread. She had eaten it in the Swiss hotels, and friends were told about it, her doctor was told about it. Demand for Swedish bread started from the "society quarter" and there you are. Display. Carry things out of the ordinary.

Splendid study—is the grocery business.

air consumptive demand. Prices are about unchanged. Pure lard is a normal demand at unchanged prices, while compound is an eighth lower for the week and very dull. Barreled pork, dried beef and canned meats are unchanged and only in fair demand.

INDIVIDUAL MARKET REPORTS.

Spices.

The market, while active, is rather regular. Some articles are in excellent demand, others not so active. Prices have changed very little during the week. Some articles, however, have advanced steadily. The trade demand is likely to be large during the balance of August and September.

Peppers.—Few changes to report this week. Ocean rates, which are now higher than ever before, are now likely to advance. There is an actual scarcity of vessels and these conditions are likely to have a tendency to advance prices. The approaching season is one of uncertainty and the future is really hard to forecast.

Cloves.—Quiet and generally unchanged. The spot supply, however, is very limited.

Pimento (Allspice).—In fair demand at present prices, which are the lowest in record.

Nutmegs.—In fair demand and unchanged prices. The supply is rapidly increasing.

Paprikas.—Unchanged during the week. The heavy consuming season is just approaching. Hungarian grades continue out of stock. Spanish grades in fair supply at unchanged prices.

Mace.—The better grades are scarce. Prices steady.

Gingers.—Are neglected and without any special feature.

Tapiocas.—Are much higher and firmer in the East. The demand here is fair, season considered. Prices steady and firm.

McCORMICK & Co.

Baltimore, Md.

Rice.

Under fair inquiry last week the rice market has exhibited a noticeable improvement. The call has been for general assortment. Screenings are scarce; the same being true of the lower and fancy Honduras styles. Medium Honduras being in fair supply. Japans are in demand, the trade realizing that three months will elapse before new crop Japans appear in commercial quantities. Blue Rose ruling steady, under quiet demand.

Advices from the South along the Atlantic coast show slight improvement in the demand during the past week; some merchants having advanced specified shipping dates, thereby indicating improving conditions. From what we can gather the Carolina crop has all been disposed of, and what little may be offered, is solely from the dealers.

At New Orleans the market continues quiet, evidently waiting for the arrival of milling quantities of new crop. There was a little better inquiry during the past week, due undoubtedly to the fact that prices appear attractive and buyers feel that the new crop river rice, which is always of very high quality, will not enter into competition with the grades of old crop that are on the market.

In the Interior, Southwest Louisiana, Texas and Arkansas, occasionally sales are reported at steady prices. It is the general opinion that very little old

rough rice is left in first hands. The weather continues favorable for the maturing crop in most localities, while in some sections there are reports of lack of moisture.

D. TALMAGE'S SONS CO.

New York and New Orleans.

Imported Fish Specialties.

Holland Herrings.—Our agents in Holland report that prices for new Holland herrings are abnormally high. Quotations are about twice as high as they usually are at the beginning of the season. Of course, under the circumstances, no business is possible at the present moment.

Our friends report also that the catch of sardelles in Holland was almost a total failure. Prices, therefore, have advanced very materially.

Our Norwegian agents report that the weather in Iceland has so far been exceptionally cold, so that the herrings have not come to the surface; consequently little or no catch, but a good catch is expected as soon as the weather gets milder. No matter how good a catch they may have on Iceland, prices are likely to be very high, owing to the very much higher prices prevailing for salt, empty barrels, labor, freight, etc., etc.

In sympathy with other prices for foodstuffs, prices in Europe are very high, also for stockfish. Besides, there are no old stocks left over from last season, and this year's catch being a very small one, we shall have to reckon with very high prices for all kinds of both split and round stockfish.

The catch of Norwegian sardines is quite satisfactory, as far as quantity and quality are concerned, but the demand is so large that packers have no difficulty in disposing of their supply. Consequently they are not open to entertain our offers, which are below their

expectations. The trade here is not anxious to buy large quantities of Norwegian sardines at present asking prices, as importers who have old stocks are still selling them at prices which are way below the parity of to-day's Norwegian asking prices. Should the demand for Norwegian sardines in Europe subside, and if the Norwegian packers are more intent upon selling their goods to this country, as usual, it is very likely that we shall see lower prices, but under no circumstances can we expect the usually low figures for the cheap grades of Norwegian sardines this season. So far none of the cheaper grades of sardines has been packed, as there has been no suitable fish therefor, and when the cheaper grade of fish appears, it is likely that very high prices will be paid for the same, even right in the beginning. What the future will bring forth is impossible to say.

At the present moment no supplies can be had from France, in fact, we have had no report as to the French sardine fishing as yet from our people abroad, although there should be a catch of sardines going on now. In Portugal, unfortunately, there is no suitable fish at the present moment, but this is rather usual. The small fish which is wanted for the American market usually does not make its appearance until late in the summer or the beginning of the fall, so we are still living in hopes of being able to secure a supply of Portuguese sardines to replenish our practically exhausted stocks.

STROHMEYER & ARPE CO.

New York.

Sugar.

The refined market has ruled strong, active and higher. All refiners are advancing list prices to basis fine granulated 5.80 cents, regular terms, with

Manufacturing & Selling

No matter what your angle of interest in efficient production, sales and distribution, you will find inspiration, mental refreshment and helpful suggestion at the

Tenth
Annual
Convention



Sept.
7-8-9, 1915
Philadelphia

Check these days on your calendar and plan to take in the Convention. Come to give of your own experience and observation as well as to share in the contributions of others.

More men attend each successive convention of the Federation of Trade Press Associations. They go back to their daily duties stronger and more able as a result. If you have not attended heretofore, make the Philadelphia Convention your first.

As you will wish more information, write the "Modern Merchant and Grocery World," or communicate with

Bartley J. Doyle, Chairman Committee on Arrangements

512 Race Street, Philadelphia

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

John Clyde Oswald, President
New York

A. A. Gray, Vice-Pres.
Chicago

Grant Wright, Sec'y-Treas.
Philadelphia

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Federal later advancing to basis 5.90 cents. A large business was transacted on the turn of the market at former prices, although refiners restricted business to assortment with order, and some only giving one week's delay, assortment to follow. The situation appears stronger from day to day and the market looks perfectly safe for this month at least, probably longer.

The withdrawal demand is good and the consumption should be heavy during the next two months. We think the trade will do well to carry better stocks in store and order somewhat ahead of their immediate requirements. The stronger market will cause an increased withdrawal demand and shipments will be somewhat delayed for a short time.

The raw sugar market has ruled strong, active and higher again, with speculators apparently outbidding refiners on all offerings, although refiners showed more interest, being buyers of several lots in various positions at advancing and full prices.

Sales reported during the day as follows: 7,500 bags Cubas, August 25th, at equal centrifugals 96 test, 4.86 cents, duty paid, to Federal; 50,000 bags Cubas some for prompt shipment and at equal 4.86 cents, and September shipment at 4.89 cents, duty paid, to Howell and Federal; 27,000 bags due September 1st, at 4.89 cents, to Howell; 15,000 bags for August shipment from Cuba at equal 4.95 cents, to a Philadelphia refiner.

The market closes very strong, all offerings having been quickly taken by the various buyers. It is reported that Java during July shipped to Europe 125,000 tons.

J. H. HUSTON Co.

Philadelphia, Pa.

MARKET NOTES.

Watermelons are coming from Maryland and North Carolina. Lots of them are poor, but the best bring only 40 cents.

Tomatoes are still cheap, second earlies ranging from 20 to 35 cents per basket.

Peaches have advanced. Southern peaches that were \$1.60 are now quoted at \$2. Nearby peaches range from 15 to 75 cents; lots of them are poor.

Lima beans are away off. They were \$1 a few days ago, but dropped to 25 to 30 cents. Excessive supply was the reason.

California grapes of the small white variety are coming forward and \$1.25 is top. North Carolina grapes bring about \$1.50 per eight-basket carrier.

White potatoes are higher, though the coming crop is enormous. They were as low as 18 cents, but are 30 cents at this writing.

Green Oil Soap Causes \$200,000 Suit.

A little jar of Green Oil Soap has involved Montgomery Ward & Co., the Chicago mail order house, in a \$200,000 damage suit and a bill for injunction to prevent them from mailing out their new forthcoming catalogue containing the picture of this little jar and the name Green Oil Soap from appearing in the catalogue. The Monahan Anti-septic Co., of Chicago, makers of this soap, brought the suit. In the bill of

particulars it is alleged that Montgomery Ward & Co. have taken advantage of the plaintiff's advertising campaign in behalf of the soap and in the Montgomery Ward & Co. catalogue, 5,000,000 copies of which are alleged to be distributed every year, to have advertised a "Green Oil Soap" of their own and cut the price below what the dealer could buy it from the jobber. It is alleged the soap is not the genuine green oil soap of the plaintiff, but of other make and of inferior grade. It is alleged that the complainant company has the exclusive right to the trade name Green Oil Soap, although several attempts have been made to infringe it. In January, 1904, the bill states, suit was filed against Armour & Co. for infringement, but later that company entered into a written agreement to discontinue the name for a period of 20 years. In December, 1904, a similar agreement was executed by James S. Kirk & Co., and in May, 1907, by Beckley-Ralston Co.

Beware of Wormy Horse Beans. They Are Illegal.

Government Issues Special Warning Against Shipping Them in Interstate Commerce for Food Purposes. Already There Are Some About.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

August 12, 1915.

Investigations by the department have shown that there are large quantities of horse beans being shipped into interstate commerce for food purposes and that some of these horse beans are wormy or weevil infested. Such wormy or weevil infested beans are unfit for food purposes. The Department of Agriculture therefore is serving notice that the shipment of such products into interstate commerce is in violation of the Food and Drugs Act.

For a number of years the department has refused admittance to this country of shipments of wormy horse beans. On account of the war very few horse beans are now shipped to this country, and there has been an increased demand for the domestic product. The horse bean is a staple article of diet among certain foreign born residents.

Wormy beans become infested while growing on the vines. Eggs are laid on the small green pods, and the larvae hatched from the eggs burrow into the beans where they slowly develop. The wormy beans can be readily detected and, in the opinion of the department, there is no excuse for selling them

for food purposes. The full text of a warning issued by the department regarding this matter follows:—

Investigation by the Bureau of Chemistry has shown that there exists a practice of shipping into interstate commerce wormy or weevil infested horse beans, broad beans (*vicia faba*). These horse beans are used almost entirely for food purposes. This infestation does not occur in transit, but during the development of the bean, and can be easily detected by examination of the beans before shipment. The Bureau will regard as in violation of the Food and Drugs Act, June 30, 1906, all horse beans shipped into interstate commerce or offered for importation into the United States, which are so infested to any material extent.

HOLT.

NOTE.—Faba, or horse beans, are grown in California. They look like a lima bean, are brown in color and very oily.—ED.

St. Louis (Mo.) Retailers Advise Rules for Returning Goods.

The Associated Retailers of St. Louis are using large space in St. Louis newspapers to deliver the following important message to the buying public on returning merchandise:—

In a spirit of fairness and protection to the shopper, and in justice to the merchant, the Associated Retailers of St. Louis are obliged to adopt the following just and reasonable rules in order to materially

remedy "The Return of Merchandise Habit," a very unfair and unnecessary practice, decidedly costly to the stores and public as well.

For sanitary and other reasons the following articles cannot be exchanged or returned:—

Bedding and mattresses, beds, cots, duofold beds and sofa beds.

Garments, when altered as agreed.

Shoes, when altered, buttons reset, or that have been worn or damaged.

Combs, hair brushes and tooth brushes.

Hair goods and hair ornaments.

Rubber goods.

Women's neckwear and veils.

Women's hats, made or trimmed to order.

Remnants.

China and glassware.

All goods cut from the piece at request of customer.

Goods made to order or specially ordered, when not carried in regular stock.

All other merchandise will be considered sold and not returnable, if in the customer's possession longer than three days, and then only returnable in original condition and boxing, and accompanied by sales check. Lingerie dresses cannot be returned for credit or refund, but if returned in original condition and boxing, accompanied by sales check, within three days, may be exchanged for a garment of different size or other garment of similar nature in the same department.

Millinery will not be sent on approval.

Furniture will not be sent on approval.

We ask your co-operation in enforcing the above rules, which go into effect August 1, 1915.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Overland
TRADE MARK REG.

DELIVERY
CARS

Prices f. o. b. Toledo

\$725

Open Express
Delivery Car

\$750

Panel Body
Delivery Car

A Substantial Delivery Car at a Low Price

THIS announces the new Overland Delivery Car—now ready for immediate shipment.

Unusually low in first cost, and inexpensively maintained, this sturdy vehicle will soon *pay for itself in quick deliveries.*

In it you get full benefit of the saving in price made possible only by the extensive manufacturing facilities of the great Overland plant.

The Overland Delivery Car is faster than a horse or team. It is far more reliable. It is much cheaper in proportion to the work done. It gives you the quick action you need in your business.

The thirty-five horsepower motor has a big surplus of power over anything you will ever require. You

can depend on it absolutely at all times—under all conditions.

The Overland Delivery Car is electrically lighted and started. It has high tension magneto ignition, revolving oil indicator, electric control switches on the steering column, large tires, and many other advantages found on no other delivery car at this low price.

In every respect it maintains the high standard for which Overland has always stood. It is a substantial, money-making investment for any business man who maintains a delivery system.

The following specifications attest the car's remarkable value.



35 horsepower motor
High tension magneto ignition
5-bearing crankshaft
Thermo-syphon cooling
Underslung rear springs

33"x 4" tires; non-skids in rear
Demountable rims
Electric starting and lighting system
Large, powerful brakes
Rain-vision, ventilating windshield

Instrument board on cowl dash
Left-hand drive
Center control
Electric switches on steering column
Magnetic speedometer

"Made
in
U. S. A."

Write for a special delivery car catalogue. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio



Some Nifty Fashion Hints for Business People.

I suppose in some ways I'm one of the sloppiest little salesmen that walks the road. I ain't built for nifty clothes, and as I'd look just as worse no matter what I had on, I don't pay much attention to it except to keep washed up as well as I can without scraping the skin off.

When I was a tender young thing, back home, I wore a silk plug hat to church one day. Four horses ran away, and an old lady that used to be fitty, but thought she was cured, had the worst fit she ever had in her life.

So I sort of got cold feet, and said what was the use?

But listen here—I can tell when other fellows have the right kind of togs on, and believe me some of the duds I see on good responsible business people, on my trips around, are the living limit. Does it make any difference to their business? Well, I don't know as it does, but it makes a heap of difference to the way people look at 'em—I mean their position in the town—and *that* makes a difference to their business.

The other day I was talking things over with a customer of mine. He was getting off some stuff about the high cost of living and he talked about what it cost him to live.

"I keep my expenses down," he said, "it don't cost me much to live. There's only me and the wife and we don't spend much. Take this suit; I only paid \$13 for it."

And believe me, it looked it. You can't keep a \$13 suit quiet. It's going to tell its own story no matter what you do. There never was a \$13 suit that talked the same talk as a \$30 suit.

The other day in a train I sat behind a fat dame that was talking the ears off a girl that sat with her, and I heard her get this off: "If she'd only kept her mouth shut people would have thought she was

a dead swell lady." I suppose her clack gave her away, whoever she was. But remember this, a \$13 suit has its mouth open all the time. Get that? And it's put many a man in the mucker class that wasn't a real mucker at all.

My friend didn't ask me what I thought of his suit, so I didn't tell him. But I know good duds when I see 'em, and they didn't belong. He ain't a bad looking fellow at all, but in that suit he looked plumb like a \$13 man. When you put a \$1.25 hat on top of it and send him out in the street, you've got a fellow that has put himself right down in the \$13 class.

You take that fellow walking around his town in his \$13 duds, and then send him out again with a good \$30 suit, made to fit him, and a decent hat. You've got a different proposition entirely. Nobody can tell me. He's a different man. He looks different and he feels different.

You get one kick from a \$13 suit and another from a \$30 one. The \$13 kick makes you feel like you should say "sir" to everybody else, but the \$30 kick makes you feel like making 'em say sir to you.

I don't care a ding who he is—nobody can put on a \$13 suit and make a business call on a man who has a \$30 suit on, and feel as comfortable as if he could look the other fellow in the face and say to himself: "Dadburn ye! you've got nothing on me when it comes to clothes—my suit's as good as yours."

I've got to fess up I ain't ever felt that myself, but I can see how it does it, and other fellows have told me that's the way it works every time.

I've seen fellows, when they went out to put over a big deal, boost themselves up by hitting a couple just before they went in. Darn fools! If they'd put on a

good suit of clothes they'd find they'd be boosted a heap more and they wouldn't smell so. Take it from yours truly, if clothes don't make the man, they sure do make the way people look at him. Ain't that right?

This customer of mine I fairly ached to do things to. I'd have lifted his \$13 suit off him and then hunted up his little \$1.25 hat and sent 'em both to the Salvation Army. I didn't see the hat, but I know it belongs to the suit; I can just see it. Another thing I'd do would be to have his hair cut over. He ain't found out yet that that old saucer cut, that looks like the cut that mother used to make, has gone out. No fellow ever looked big with a hair cut like that; it's a sure rough neck trade-mark.

When I got through with him he'd look good enough to be elected to anything. He'd be a fellow that could stand alongside of any bank president in his town and size up just as good.

If you think that don't have any effect on business, you can guess again. It does. The storekeeper that wears good clothes and holds himself up, and looks as good as anybody, is one thing. The same fellow in a \$13 suit and a bargain hat and a rough neck hair cut, is another thing. Don't you forget that. People take the first fellow on their own level, but they put the second fellow on a level below 'em. No, I'm wrong. *He* puts himself on a level below 'em, and they say all right, stay there if you want to.

All that makes business or it hurts it. Maybe not right away. Maybe Mrs. Smith, seeing my customer in the new suit I bought for him, wouldn't say to herself: "My, that suit of Mr. Jones is so beautiful, I'll just have to go down and buy a pound of coffee." Nothing to it that way at all. The thing don't work that way. But it works.

Just as I told another friend of mine once, when we were talking this same thing over.

"Here's what you are telling people when you go out with a cheap suit on," I said. "You say to 'em: 'I'm a poor little fellow who is such a bum business man that can't afford real clothes. All I can afford is this dinky little thing that bags in the seat and rides so high in the neck it pushes my hat off. I'm a failure—I'm a cheap little man and if you was to kick me you wouldn't care much.'"

Blame me if I'd want people to look at me that way, even if it was true. I mean the people in the town where I did business. I want to stand as cocky as the best.

Now get me right. When I say a cheap suit I mean one that is cheap and looks cheap. I don't mean a \$25 suit reduced to \$12.50. I don't call that a cheap suit; that's a good suit. I suppose there are such tidbits as that; I've heard 'em, though I never saw one. At the time I get to these bargain sales everything's gone but coats with 12-inch bust or something like that. My bust is 48 plus.

THE STROLLER.

Record Food Crops Predicted United States Government.

Enormous food crops are promised the United States this year by the Agricultural Department, which issued August estimate during the week. The billion bushels of corn, 1,500,000,000 bushels of oats and 1,000,000,000 bushels of wheat are in prospect. Record crops of rye, white and sweet potatoes, tobacco, rice and hay also are predicted. The wheat crop, the greatest ever grown in any country, will be worth more than \$1,000,000,000, while the corn crop's value may reach \$2,500,000,000. White potatoes promise to exceed the former record production by 103,000,000 bushels, and sweet potatoes by 4,000,000 bushels. Other increases over record crops indicated include tobacco, 28,000,000 pounds; flax, 4,200,000 bushels; hay, 2,400,000 tons, and rye, 1,300,000 bushels. The production of the country's leading crops is estimated as follows: Winter wheat, 659,000,000 bushels; spring wheat, 307,000,000 bushels; corn, 2,918,000,000 bushels; oats, 1,400,000,000 bushels; barley, 217,000,000 bushels; rye, 44,000,000 bushels; buckwheat, 18,000,000 bushels; white potatoes, 4,000,000 bushels; sweet potatoes, 63,000,000 bushels; tobacco, 1,083,000,000 pounds; flax, 18,000,000 bushels; rice, 30,000,000 bushels; hay, 75,000,000 tons; apples, 205,000,000 bushels; peach, 60,000,000 bushels.

Apples are selling well and are cheap—50 to 60 cents a basket.

Here's Something Better Than Talk

What's the use of our going on talking to you when a stamp and a couple of days will tell you completely whether we can be of any service to you.

Just send us a sample of coffee that you think pretty well of. We'll match it and tell you what we'll supply it for. That beats talk all hollow.

We should be able to save you money, when we use no salesmen—only the mail. It's found to cost more to sell coffee when it's done through salesmen.

MURPHY & BARWISE
Wholesale Dealers in Teas and Coffees
33 Greenwich St., NEW YORK
ESTABLISHED 1897

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

A Revolution in the Account Register Business



DON'T WAIT UNTIL YOU BURN OUT
Your accounts and business records are protected if you install

The **MCCASKEY SAFE REGISTER**
IN CONNECTION WITH
The **MCCASKEY ACCOUNT SYSTEM**

The most recent addition to

With Only One Writing **The MCCASKEY SYSTEM** The End of Drudgery
FIRST AND STILL THE BEST!



The McCaskey Safe Register OPEN

Minimum capacity 130 accounts—can be expanded to 330 accounts in one cabinet.

A jointless metal cabinet. Records, sales slips, paper money (U. S. legal tender) have not scorched within this cabinet in severe fire tests. **Protect your accounts before it is too late.** More than 125,000 merchants are using **The McCaskey System.** It saves them time, labor, worry and money by cutting out useless bookkeeping. With **only one writing** they obtain **better and quicker results** than under their old three to five writing method.

Let us show you how **The McCaskey System** will more than pay for itself in your business in the course of a few months after it is installed and will continue to earn profits for you year after year.

Write for further particulars. Our nearest representative will gladly call. Use the coupon when writing.



The McCaskey Safe Register CLOSED

Perfect insulation makes the METAL CABINET the best protector against fire.

Perfected after years of costly developing.

MCCASKEY Gravity Expansion Register →

(Wooden Cabinet)

Housing **THE MCCASKEY SYSTEM**

This style holds a minimum of 240 accounts and can be expanded to 440 accounts.

Manufactured in various styles and sizes.



The McCaskey Register Co.

(Incorporated Capital \$3,000,000)

ALLIANCE, OHIO

Branches in all Principal Cities

Dominion Register Company, Ltd., Toronto, Can.; Manchester, Eng.

THE MCCASKEY REGISTER CO., Alliance, Ohio

Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

THE MCCASKEY SAFE REGISTER OTHER MODELS

Name

Address

City and State

Business..... No. of accounts.....

8-16-15—G. W.

The largest manufacturers of carbon coated salesbooks in the world. Also manufacture single carbon salesbooks in all known varieties.

Everybody Knows Them



K NIGHT'S FLAVORING EXTRACTS have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT Cooking Extract Co.

No. 211 Arch Street

PHILADELPHIA, PA.



324.—Some Interesting and Important Law About Buying Goods.

Touching the question of buying goods, and closing contracts for them, and so on, the following letter will be of interest:—

New York, N. Y.

Please tell us whether we are bound in the following case. If we are we will have to change our whole method of buying from outside parties:—

Considerable of our goods are purchased from outside concerns, chiefly in Chicago, Ill., and Omaha, Neb., and the negotiations are by mail. The houses in question do not have a New York agent. About a week ago we received a letter from one of these houses, located in Chicago, offering a quantity of merchandise for late August shipment at a certain price. The market in this line has been strong for several months, and at the time we received the offer, prices were high. We decided at once to buy, and within a few hours mailed a letter accepting the offer and placing the order. About an hour after this we received a tip from a reliable source that the market would break the following day. Our informant mentioned the price to which the market would drop, which made our order, just placed, look like a very bad buy. Accordingly we wired the Chicago house to disregard our letter of even date. The market did break the next day and the Chicago house now seeks to hold us to the order. They duly received our letter of acceptance and say they will ship the goods late August. Have they any right to do that?

Respectfully yours,
MORGAN & BARNES.

They have a perfect right to hold you to the order, and you are undoubtedly bound by it. The reason is that while an offer can always be withdrawn before acceptance, it can never be withdrawn without the other party's consent, *after* acceptance. The offer in your case was under the law accepted the minute you posted your letter. The mail was regarded as the seller's messenger, not yours, and when you committed your letter of acceptance to the mail, it was as if you gave it personally to a representative of the Chicago house.

The fact that your wire doubtless reached the Chicago house before your letter did, makes no dif-

ference. The thing was done the minute you *mailed* your letter.

As a matter of fact, it would have been a binding contract even had your letter of acceptance never reached its destination, or reached it after long delay. I remember a case in which A wrote to B making an offer of some goods, and telling him to reply by letter. B did reply by letter accepting the offer, but the letter went astray and did not get to A until two days after it should have. Meanwhile A waited until time to receive B's answer, and not hearing from him, sold the goods to another buyer. The market had advanced and B sued A for damages for failure to deliver. A of course defended on the ground that he had every right and reason to sell the goods, but the court decided otherwise, and held that a contract existed from the minute B posted his letter. I confess I have never quite seen the justice of this, especially in cases where a letter of acceptance goes astray, for it seems like holding A, in the above stated case, for instance, to something that he couldn't possibly know anything about. However, it is the well-settled law.

As soon as there is an acceptance, there is a contract, but there must without doubt have been an acceptance. As I have explained, there is no question about a flat letter of acceptance, but there may be some doubt when acceptance depends on acts rather than words. I should say that a contract can be accepted by acts.

There was a case in which a firm that wanted to buy goods wrote to a man who made the particular thing wanted as follows: "Upon an agreement to furnish such and such, you can begin shipment in two weeks from date." The seller thought the buyer would take it for granted that he would furnish the goods inquired

about, so he did not reply. He merely went out at once and bought the raw material to fill the order. The next day the order was countermanded. The seller tried to hold the buyer to it, but the court said "no, you never accepted the order."

Let me explain a little more in detail the legal principle that lies behind many of these cases. When A offers goods by mail to B, he chooses the mail as his, A's, messenger, and the mail waits for B's reply. If B replies by mail accept-

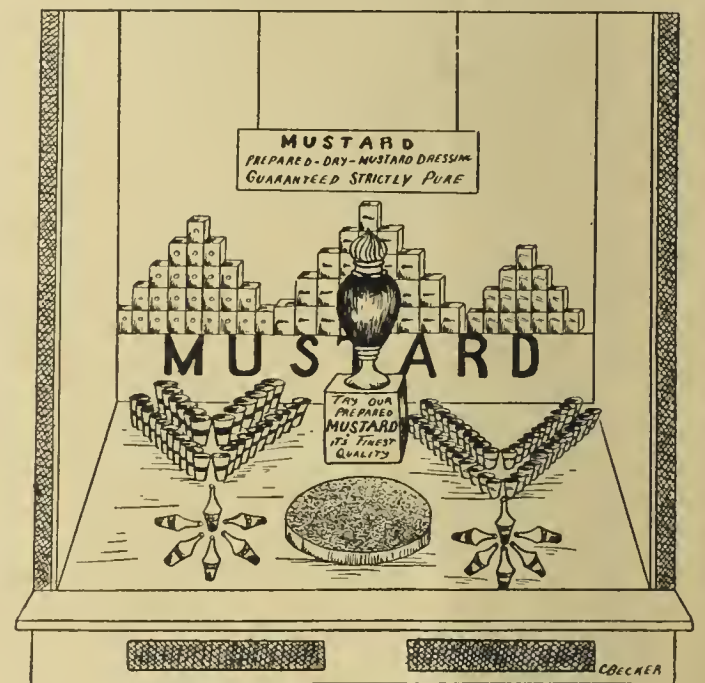
ing, there is legal acceptance and contract when the letter is mailed. But it must be the chosen messenger who gets the answer; otherwise there is no acceptance. For instance A offers goods to B by mail stipulating "if you want these reply by wire only, sometime to-morrow the 8th." If B replies by letter instead of wire, and A has sold the goods before the letter is received B has no remedy, for he took his chance by using his own messenger instead of A's.

What is sauce for the goose is sauce for the gander—after the letter of acceptance is posted, the other party cannot withdraw either even though he posts or wires his withdrawal before the letter of acceptance reaches him.

(Copyright, August, 1915, by
Elton J. Buckley.)

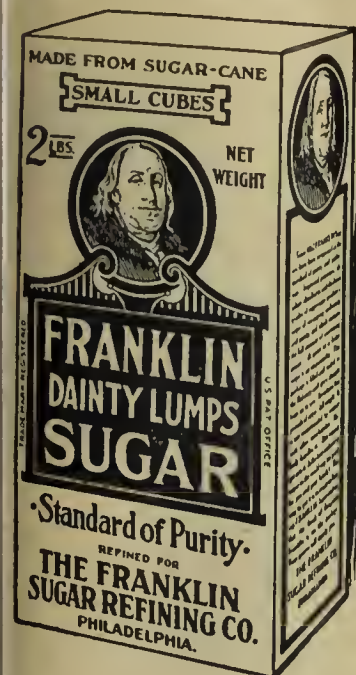
Cantaloupes are plenty, but good ones are scarce. Nearby fruit ranges from 20 to 60 cents. Southern 50 to \$1.25 and Arizonas \$3 per crate. The demand takes all the good fruit readily.

Weekly Window Display Suggestions



Mustard Display.

Start this display by covering the bottom of the window with white crepe paper. Across the rear of the bottom of the window nail a strong four or five-inch board and on the edge of this tack some paper also. The lettering like in cut can be cut from black paper and pasted on or printed on with black paint. Build pyramids of the different size boxes of dry mustard on this board. Make a neat sign card suspended from the top of the window. On each side toward the rear of the window place 5 and 10-cent glasses to form a "V" shape. Arrange a few bottles of mustard dressing on each side toward the front. Cover a small wooden box with white crepe paper and letter like in cut, and on top of this fill a large jar of loose prepared mustard. Now cover the rim of a cheese box with white crepe paper and fill the lid with yellow mustard seed, placing it in the center of the front of the window.



*For Tea
Coffee or
Cocoa*

Franklin Dainty Lumps

(SMALL CUBES OF SUGAR)

Tell your customers about these dainty little lumps of pure cane sugar—small enough to sweeten Tea, Coffee, etc., without waste; small enough to dissolve quickly; daintily packed in sealed Franklin Cartons; superior in every way to old style lump sugar.

*1-lb. and 2-lb. Cartons, 48 lbs. to the Container
Made from Sugar Cane. Full Weight Guaranteed*

THE FRANKLIN SUGAR REFINING COMPANY, PHILADELPHIA

GOLD DUST

**sells the
year 'round**

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"



Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

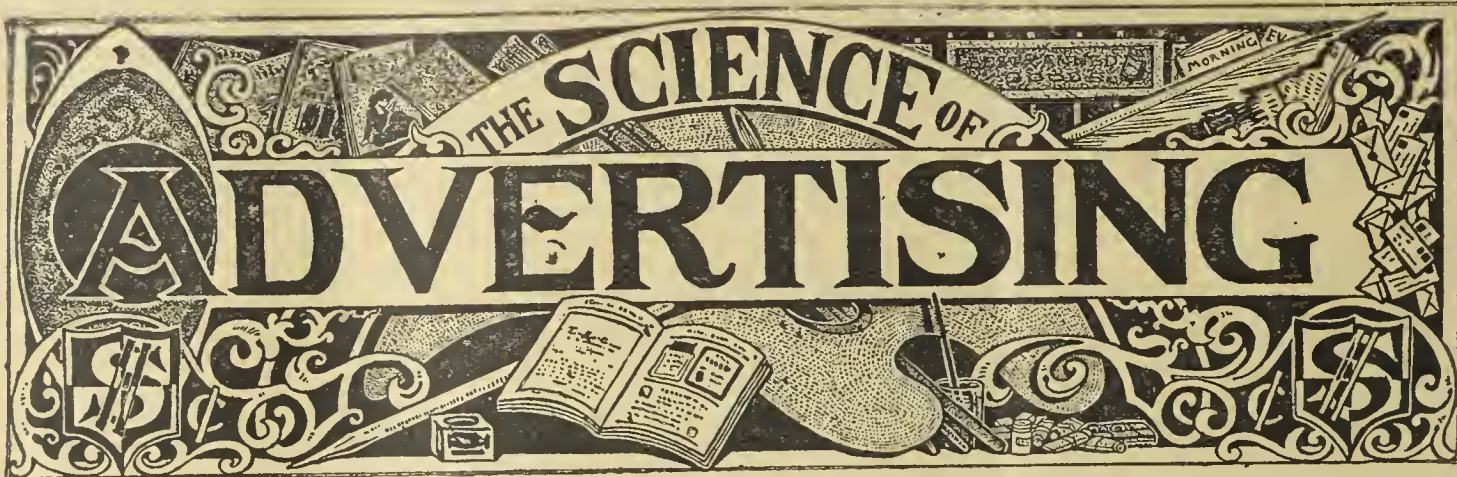
Rumford Baking Powder



None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—it will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.



Editor "Science of Advertising."

Dear Sir:—Inclosed find several of my circulars which I have been using during the last several months.

Yours truly,
JOSEPH ALMES.

Inclosed with this were several circulars of the uniform size of 9 x 12 inches—typical cut-price circulars. Here is perhaps the best:

typical cut-price dodger that one sees kicking about the streets. I should not want to publicly put my store in that class, perhaps not even if it really belonged there. You can make the same points with better looking advertising that will appeal to a better class of consumers as well as to the others. An ex-

salesmanship after you get people in the store. If the useless matter on the top about "our groceries are right," etc., and "buy your groceries and meats," etc., had been left off—it has no strength whatever—there would have been enough space to properly display the goods advertised. I don't just see why so much space was given to the Campbell's soup cuts. If you were advertising Campbell's goods at a cut price there might be some force in calling attention to the bargain by printing the cuts, but it is one of the few articles you are selling at the full price, and you give it more space than anything else. From the standpoint of a cut-price sale, this doesn't look logical.

Herndon, Va., August 7, 1915.
To the Editor.

Dear Sir:—I am a subscriber to your paper and am learning to depend upon it more each week.

I have taken the liberty of inclosing a letter that I am going to send out to my patrons (all farmers), and would greatly appreciate your opinion of it and your criticism before I mail it out.

I have a country store, nearest competitor three miles. Patrons get their milk checks each month, but "pay your grocer last" is their motto.

This is a good stand, but in 20 years two merchants have given up in disgust.

I'm not going to. Hence, this letter.

Thanking you in advance,
Yours truly,

A. H. KIRK.

P. S.—I might add that letters will be typewritten and that all patrons are old friends I have known for years, thus differing from most announcements of this kind.

The proposed letter is as follows:

Each year after inventory we have written you, but we have a suspicion that this year's letter has more "kick" to it than any previous effort.

Our third inventory shows a slight increase in amount of stock, considerable increase in amount of bills due wholesalers and nearly \$1,000 out on credit.

At the present wholesale prices of merchandise we are about convinced that a home merchant cannot do an honest business and do most of it on credit. He can't sell sugar, meal, etc., on long credit and

let Raleigh, Larkin and Sears, Roebuck get cash for the only thing there is any profit in.

Hereafter we propose to compete with these birds in many things, but in order to do it we must have the money to buy to advantage and to discount our bills.

We are tired of shouting hard times (it has been no joke with us), and we believe the times are just about what we make them.

During the next year you won't hear any more hard times at Floris Store; you are going to get the best of service, you are going to buy cheaper than ever before, but on September 1st we are going to close all accounts, and after that date we will do only a strictly cash business.

Competition has already cut many staple groceries to the last cent, but wherever possible we are going to make reductions.

We are not going to cater to patrons of other stores, and our prices, just as far as possible, will be limited to our Floris friends alone.

We are going to ask you to reserve your final opinion of the seeming radical change until you receive our list of prices September 1st.

Yours very truly,
A. H. KIRK.

I think this is a good letter. I think it is a very good letter—reasonable, clear, dignified—and answerable. Only the most narrow minded person could object to it. I have no idea that all of Mr. Kirk's customers will come smilingly forward and start to pay cash the minute they read this letter. I don't think any letter that could be written could do that, but this friendly communication will go as toward as most anything in judgment.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Law Licensing Commission Merchants Upheld.

The law requiring commission merchants to pay a license, provide a demnity bond of \$3,000, to charge 10 per cent. for handling consignments and compelling a detailed account of sales on each shipment, has been upheld by the Supreme Court of Washington in the case of Walter B. & Co. The commission merchants of Washington have been trying to get the law changed to 15 per cent., but the new law stands.

New sweet potatoes are coming forward from North Carolina and farther North and nearby. The price, if good, averages \$3.50, and basket price \$1.25, which is about the same as a week ago.

Special for Three Days, Thursday, Friday and Saturday, April 22d, 23d and 24th

BUY YOUR GROCERIES AND MEATS AT **Joseph Almes'** Northeast Cor. Linden and Franklin Sts. TELEPHONE, DELMARVIA 1777

Our groceries are right
Our service is prompt and reliable
Our prices are low

WHY do people keep on trading here after they know us? Because we treat them right. Here are some of the good things we offer.

5 Stamps with 1 can Horseshoe Salmon 20c	10 Stamps with 1 can Early June Peas, 12c	15 Stamps with 1 large can Collia Peaches 18c
5 Stamps with 1 can Lynx Salmon 12c	10 Stamps with 1 large can Golden Crown Syrup 12c	10 Stamps with 1/2 lb. Black Pepper 10c
5 Stamps with 1 can Campbell's Soup 10c		5 Stamps with 1 large Mackerel 10c
5 Stamps with 1 can Campbell's Pork and Beans 10c		5 Stamps with 1 box Hershey's Cocoa 10c
Large can Tomatoes 10c, 3 cans 25c	Calhoun Peas 7c, 3 cans 20c	Lima Beans, 1 1/2 lbs. 14c
Crushed Corn 10c, 3 cans 25c	Sweetened Ketchup 10c, 3 bottles 25c	Marrowfat Beans, 1 1/2 lbs. 14c
Shoe Peg Corn 10c, 3 cans 25c		Soup Beans, 1 1/2 lbs. 14c
		Yellow Corn Meal 2 lbs for 5c
		Toilet Paper 3 rolls for 10c
25 Stamps with 1 lb. Coffee 30c	1 box Snow Boy Free with 5 bars Lautz Naphtha Soap 25c	
50 Stamps with 1 lb. Black Tea 25c	Salt Filch, 16c lb. Smoked Shoulders, 11c Regular Hams, 17c lb	
40 Stamps with 1 lb. Mixed Tea 30c	Loan Pork, 19c lb. Slicing Ham, 25c lb. Bacon, 28c lb.	

We Have Always a Large Assortment of Cakes Baked by National Biscuit Co. We Give Good Advice Uneeda Biscuit, 4c

We Give One Stamp With Each 10c Purchase, Not Including Stamp Specials

Present This Coupon and Receive
30 EXTRA STAMPS
on a Purchase of 50c or Over

We Give Popular **PURPLE STAMPS**, Worth \$3.00
In Merchandise at the **Smith-Zollinger Co.** BIG DEPARTMENT STORE
Fourth and Market Streets
Let Us Help Fill Your **PURPLE BOOK** Quickly

If Mr. Almes is willing that people should size up his store as a cheap looking place—I mean the people who don't patronize it regularly and whose trade he is trying to get—then he is using the right kind of advertising matter. Because that is the impression which his circulars make on me. I cannot conceive of a store issuing circulars that look like these being of classy appearance. Mr. Almes should have a strong talk with his printer—he is not giving him good work. Of course perhaps Mr. Almes is getting as good work as he is paying for. Perhaps he ordered a cheap job. In that case he and not the printer is to blame. It would be a great mistake in my judgment to deliberately order such printing as this.

I should first change the whole get-up of this sheet. It is now the

perienced advertiser once told me that he believed that the ordinary poor consumer, such as the wife of a laboring man earning \$15 or \$16 a week, was not only not attracted by high-grade advertising matter, but was actually repelled by it because she associated it with high prices. I don't agree with this at all, unless he meant by high-grade advertising, fancy expensive engraved stuff or something like that. As to that, doubtless what he said was true. It is not true, as to advertising matter that merely looks substantial and good. I would always be afraid that even a poor consumer would conclude, if I issued shoddy advertising, that I sold only shoddy goods.

There is too much matter on this circular to allow it to be properly displayed—I should have cut it down a third. Depend more on

\$75 for a Window Display

And you sit down and can't decide whether to make it or not! Altogether we will pay \$175 for Lipton Tea Display as below, capital prize \$75.

It is the most important Window Dressing Contest ever held. When you see how easily these prizes are won, you will be exceedingly sorry you did not win one.

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224.....1.25 each
No. 2050 B.....2.25 each
No. 12 H.....3.50 each
No. 12 F.....3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at \$100, will sell for \$25.

UNANGST DEPARTMENT STORE,
Nazareth, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost \$15, will sell for \$8.

BRIDGE & GEARY, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation typewriting. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. CO.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSCHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 84.

I have an American Slicing Machine that I wish to sell, as I do not have enough call for sliced meat to justify my keeping it. The machine is second-hand to me, has a carborundum grinder attached and will do fair work. Fifteen dollars is what we ask for it.

D. W. DEWEESE,
51 Logan Ave., Sharon, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-

passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new built for me eight months ago by a A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, a using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. The machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$2, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 90.

I have for sale one Pole and Noddy Yoke, with straps, for carriage buggy, made to order, costing \$28, used only a few times; will sell for \$10. Also one double set of harness, with collars and lines, used with above pole, costing \$35 dollars; will sell for \$10, f. o. b. Pennington, N. J.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 91.

1 power Lard Cooler, water jacket cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in s. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—To buy a United States sewing machine; give price and state how long it has been in use. Address Grocer, Pottstown, Pa. 10

WANTED.—A Toledo Computing scale to weigh 10 pounds or more; must be in first-class condition and cheap. F. L. Crissman, East Palestine, Pa. 10

WANTED.—Second-hand National Cash Register, No. 442, in good condition. Also a good second-hand U. S. Slicing Machine. F. L. F., care Modern Merchant and Grocery World. 7

HELP WANTED

WANTED.—High-grade men to call on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 14

WANTED.—A general store man, town in Schuylkill County, Pennsylvania. A man to assist the manager, not afraid of work and to have full charge. Kindly apply and give the best reference. Address L. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 10

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—General store, stock and fixtures, gas and electric light, stock at appraisal; stock and property about \$14,000, clear of incumbrance. Wish to retire. Established 34 years. I. Kepler, North Wales, Pa. 10

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business

will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—Cheap, for a quick buyer, stock and fixtures of a grocery and delicatessen store. Stock clean and good. Fixtures high class. Address 5069 Funston St., West Philadelphia. 9

FOR SALE.—Grocery, fresh meat and provision store, with best location in West Philadelphia. Carries stock of about \$600. Will sell stock and fixtures at inventory. Fixtures hardwood, latest design. Address W. J. 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 8

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—A set of almost new delivery harness; cost \$35, will sell for \$25; they are hand made; also a hand made rubber tire buggy for sale; first tires are not worn hard; will sell for \$60. A. E. Flagler, Quakertown, Pa. 10

FOR SALE.—Huckleberries, 9 cents a quart; summer apples, \$1.75 a barrel, f. o. b. cars here, cash to accompany order or A-1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address

Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

SITUATION WANTED

WANTED.—Manager; man thoroughly conversant with and capable of departmentising a grocery business of \$50,000 to \$60,000 annually, will consider a proposition of this kind after September 1st. Address W. C. M., 32 Hudson St., Trenton, N. J. 9

Dayton
Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

A Sales Repeater

FLEISCHMANN'S
YEAST

is purchased, say, two or three times every week by the housewife who bakes. And every time she comes in for a "cake of yeast" you have a fine chance to talk up and sell her other things too.

BABBITT'S
PURE
CONCENTRATED
LYE

"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.



B. T. BABBITT, Inc.
NEW YORK CITY

Here Is Your Question
Answered

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

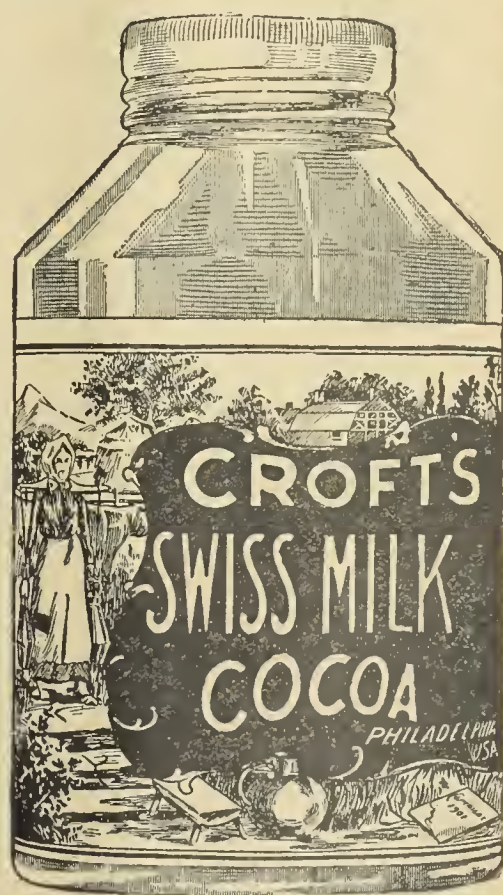
Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. AUGUST 16, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	28
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	28
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	26
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	14
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14	Seeds.....	16
Blacking--Shoe.....	2	Evaporated Milk.....	9	Oysters.....	16	Soda--Bi-Carb.....	19
Bluing--Dry.....	3	Eggs.....	12	Oils.....	19	Soft Drinks.....	19
Bluing--Liquid.....	3	Fancy Groceries.....	13	Olives.....	19	Soap Powder.....	3
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	9
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	14	Stove Polish.....	14
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	19
Butter.....	4	Floor Polish.....	24	Pure Olive Oil.....	19	Syrup and Molasses.....	19
Cakes and Crackers.....	10	Green Coffee.....	3	Peanut Butter.....	19	Smoking Tobacco.....	11
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickled Meats and Fish.....	11	Table and Cooking Oil.....	20
Canned Goods.....	5	Horseradish.....	17	Pickles.....	20	Tapioca.....	15
Canned Meats.....	6	Hominy.....	17	Popping Corn.....	15	Tea.....	20
Catsup.....	4	Honey.....	27	Provisions.....	24	Toilet Soaps.....	24
Cereal Specialties.....	14	Ink.....	17	Plum Pudding.....	21	Tobacco--Plug.....	21
Cheese.....	23	Jars and Jar Rubbers.....	4	Preserves, Jellies, Jams and Marmalades.....	17	Vinegar.....	17
Chewing Gum.....	8	Ketchup.....	18	Prunes.....	3	Wood and Willow Ware.....	3
Chocolate and Cocoa.....	23	Lamp Goods.....	14	Roasted Coffee in Bulk.....	23	Yeast Cakes.....	23
Cider.....	16	Lentils.....	19	Rice.....	27		
Clams.....	16	Lime.....	19	Refined Molasses and Syrups.....	27		
Cleaners and Polishing Compounds.....	17	Lye and Potash.....	20	Rope, Tie Yarn, etc.....	17		
Cocanut.....	13	Lard and Compounds.....	21	Raisins.....	1		
Cornmeal.....	26	Live Poultry.....	25	Sugar.....	2		
Cornstarch.....	9	Laundry Soaps.....	26	Shoe Dressing.....	6		
Condensed Milk.....	12	Laundry Crystals.....	26	Sardines.....	16		
Cottolene.....	3	Laundry Starch.....	15	Saratoga Chips.....	7		
Coffee Essence and Chicory.....	10	Macaroni.....	15	Smoked Fish, Codfish and Mackerel.....	12		
Delikatessen.....	17	Mapleine.....	18	Sauer Kraut.....	23		
Dried Fruits.....	21	Matches.....	18	Salt.....			
Dried Meats.....		Mince Meat.....					

ADVANCES.

Butter.....	1
Eggs.....	1

DECLINES.

Sugar.....	2
Cheese.....	2
Provisions.....	2
Lard and Compound.....	2

SUGAR.

	Barrels.
Cut Loaf.....	6.70
Eagle Tablets.....	7.20
Crystal Dominoes, 24 5-lb. pkgs.....	8.30
" " 60 2-lb. pkgs.....	8.80
Patent Cubes.....	6.05
Confectioners' Lozenge.....	5.95
Powdered.....	5.90
Fruit Powdered.....	5.80
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.10
Granulated, fine or standard, McCahan.....	5.80
" " Franklin.....	5.85
" " extra fine, bbls.....	5.80
" " 2-lb. bags.....	6.10
" " 5-lb. bags.....	6.00
" " 10-lb. bags.....	5.95
" " 25-lb. bags.....	5.95
" " 100-lb. bags.....	5.80
" " coarse.....	5.90
Confectioners' Crystal A.....	5.80
A Confectioners'.....	5.70
A No. 1.....	5.55
A No. 2.....	5.55
Franklin B.....	5.25
Extra C.....	5.10
C.....	4.95

TEA.

	Per lb.
Formosa--	
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choicest, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
Oolong, black--	
Extra choicest, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.25 -.27
Finest, 1/2 and 1/4 chests.....	.22 -.24
Superior, 1/2 and 1/4 chests.....	.20 -.22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.23 -.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.30
Extra seconds, 1/2 chests.....	.23 -.25
Seconds, new, 1/2 chests.....	.22
Imperial, green--	
Firsts, 1/2 chests.....	.38
Seconds, 1/2 chests.....	.25 -.30
Japan, green--	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/2 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green--	
Firsts, 1/2 chests.....	.35 -.40
Hyson, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.32
Seconds, 1/2 chests.....	.25 -.27
Assam, black--	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 100 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 100 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.85
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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	1 lb.	1/2 lb.	1/4 lb.
Lipton's Tea, 50-lb. cases--	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 100 tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 100 tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42 1/2
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
" " 10c., 3 doz.....	.92
Banner Dry Ammonia.....	1 doz. .95 1/2
White Foam, 10 oz., 3 doz.....	.90
" " 16 oz., 2 doz.....	1.35

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz. .75
Mica, 1/2 gross.....	per gross 8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder--	
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 8 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder--	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.--	
1/2 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.80
5 lb., 1/2 doz.....	7.50
Lestle's--	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/2 lb., 4 doz.....	1.30
1 lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING--Shoe.

	Per gross
Mason's, No. 1, 1/2 gross.....	2.70
" " No. 2, 1/2 gross.....	3.00
" " No. 3, 1/2 gross.....	3.30
" " No. 4, 1/2 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's--	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

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Black Shlne, No. 2.....	.45
" " No. 3.....	.75
Tan Shlne, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/4
Mocha Seed Santos, fancy, choice.....	.13 1/4
Carcacas, fancy, washed.....	.16 1/4
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.12 3/4
Santos, fancy.....	.11 3/4
Rio, Golden, fancy.....	.11 3/4
Rio, prime.....	.09 1/4

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/4
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/4
Mocha Seed Santos.....	.15 1/4
Carcacas, extra fancy, washed.....	.20 1/4
Maracaibo, extra fancy.....	.16 1/4
Santos, Peaberry, extra fancy.....	.15 1/4
Santos, extra fancy.....	.15 1/4
Rio, Golden, extra fancy.....	.13 1/4
Rio, prime.....	.11 1/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlona.....	16 50	16.60
Seven Day (f. o. b. N. Y.).....	12 50	12.60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" " imp., 1/2 gross.....	" 2.15
Floto's, improved, 1/2 gross.....	" 2.15

BLUING--Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" " No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	2.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	3.90
French Laundry, large, 1/2 gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.50
" " 16 oz., 1 doz.....	9.90

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BUTTER.

	Per lb.
Tub Butter--	
Creamery specials.....	.30
" " extra, 60-lb. tubs.....	.29
" " first, ".....	.28
" " second, ".....	.27
" " third, ".....	.26
" " dairy, extra, bakers' use, 30-60 lbs.....	.22-.25
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27-.31
Print Butter--	
Prize.....	.28
Gurnee, lbs. and 1/2 lbs.....	.35
Awltru.....	.32
Millen Farm, lbs. and 1/2 lbs.....	.34
Honebe.....	.31
Star or S. D., 1 lb., 20-50 lb. boxes.....	.34
B. B., E. D., 20-50 lb. boxes.....	.33
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.33
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.31
Sheaf.....	27-.28
White Rock.....	.35

CANDLES.

	Per box
P. & G., 8s, 30 lbs.....	.16
" " 16s, 30 lbs.....	.11
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.01
Searchlight, hotel, 16s, 30 lbs.....	.01
Peerless, hotel, 16s, 30 lbs.....	.01
Bright Light, 16s, 30 sets to box.....	1.60

JARS AND JAR RUBBERS.

	Per gross
Mason's--	
Half gallons.....	7.41
Quarts.....	5.01
Pints.....	4.60
Jar Rubbers--	
Double lip, wide, 1 doz. cartons.....	per gross .70
Single lip, wide, 1 doz. cartons.....	per gross .61
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	.40
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	.31
Lightning, pure rubber, bulk.....	per gross .40
Reliable, white rubber, wide.....	per gross .40
" " medium.....	per gross .40
Black rubber, medium.....	per gross .40
5-lb. lots 1 cent per lb. less.....	
Jar Tops--	
1/2-gross boxes, no rubbers.....	per gross 2.00
Jelly glasses, fluted, bbls. 24 doz.....	per doz. .11

CATSUP.

	Per d
Snyder's--	
16 oz., 2 doz.....	2.10
8 oz., 2 doz.....	1.90
Ritter's--	
Tomato, 1/2 pint, 2 doz.....	.90
Tobasco, 1/2 pint, 2 doz.....	.90
Beech-Nut--	
Pints.....	2.20
1/2 pints.....	1.10

KETCHUP.

	Per d
Curtis's "Blue Label," Tomato--	
Small.....	2.70
Medium.....	4.20
Large.....	3.60

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

aked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case 1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
tomatoes—	
Standard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" No. 3	.80
ma Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
ring Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.30
Fancy, Maine, No. 2	1.30
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
Standard, New York, No. 2	1.25
sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.80
sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.80
sifted, Indiana, No. 2	1.10
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.15
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
Standard, Maryland, No. 3	1.00
Standard, New York, No. 3	.85
Standard, Maryland, No. 3	.80

California Canned Fruit.

icots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
lett Pears—	
Extra, No. 3	2.50
" No. 2½	2.30
Extra Standard, No. 2½	2.15
Standard, No. 2½	2.15
ite Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
ches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
ches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
ches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

ew York State, No. 3	.90
" No. 10	2.75
berries—	
syrup, No. 2	1.35
water, No. 2	1.00
ries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ches—	
able, No. 3	1.35
conds, No. 3	1.15
e, No. 3	.85
rtlett, Extra Standard, No. 2½	2.00
ffer, syrup, No. 3	1.00
" water, No. 3	1.00
as—	
avy syrup, No. 2½	1.25
ght syrup, No. 2½	1.00
berries—	
aine, in water, No. 2	1.40
berries—	
tra preserved, No. 2	1.80
erved, No. 2	1.60
water, No. 2	1.20

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz	2.32½
" No. 2, 2 doz	3.75
Clams—	
Star, No. 1, 4 doz	.95
Gold Label, No. 1, 4 doz	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz	4.50
" No. 1, flat, 4 doz	4.50
" No. ½, flat, 4 doz	2.30
Star, No. ½, flat, 4 doz	1.40
" No. ½, flat, 4 doz	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz	1.42½
" 1 lb., round, flat, 6 doz	1.45
Normanna, Bordelaise Sauce, 100s	15.00
" Soused, ½s, oval, 100s	15.00
" high oval, 100s	18.00
" Fresh Mackerel, 100s	19.00
" dgl., Young Mackerel in Olive Oil, ¼s, 100s	15.00
Oysters—	
Boyer's, No. 1, 2 doz	.85
" No. 2, 2 doz	1.65
Victory, No. 1, 2 doz	.80
Kippered Herring—	
Maconache's, plain	11.00
Normanna, Tomato Sauce, 100s	11.00
" Boneless, ½s, oval, 100s	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s	15.00
" Cod, 1-lb. round tins, 100s	23.00
" high oval tins, 100s	18.00
Salmon—	
Hagood's, No. 1, tall	2.45
" No. 1, flat	2.50
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	1.00
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s	11.50
" ¼s, Tomato Sauce, 100s	11.50
" ¼s, oval, Royans a la Bordelaise, 100s	15.00
" Portugese, Olive Oil, ¼s, skinless and boneless, 100s	24.00
Boneless and peeled, ¼s	24.00
" D. & G., ¼s	26.50
" Ispa, ¼s	28.00
" Gondolier, ¼s, 100	18.00
" Landell, ¼s, 100	9.50
" Martell, ¼s, 100	10.50
" ¼s, 100	15.00
" Loyal, ¼s, 100	9.50
Argonauts, ¼s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100	15.00
" ¼s, tomato sauce, 100	15.00
" ¼s, olive oil, 50	13.25
" ¼s, tomato sauce, 50	13.25
Sea Queen, ¼s, olive oil, 100	11.25
Sea Pearl, ¼s, olive oil, 100	9.40
Tea Time, ¼s, olive oil, 100	7.80
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60

Domestic.

American Oil—	
Semhole, standard, key, carton, ¼s	3.90
No. 2, ¼s, 100	3.60
¼s, key, 100	3.80
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" ¼s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	3.60
¼s, 48	3.90
Continental, ¼s, key, 48	3.25
Irma, fancy, ¼s, 50	3.80
Gold Label, ¼s, 50	4.50
" ¼s, 100	7.00
Underwood's, ¼s, 50	4.50
Pickert's, Crown brand, ¼s, 48	4.00
" Columbias, ¼s, 48	3.00

CANNED MEATS. Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz	2.60
No. 2, 1 doz	4.80
Hash, No. ½, 2 doz	1.05
" No. 1, 2 doz	2.30
" No. 2, 1 or 2 doz	3.75
" No. 6, ¼ or 1 doz	13.25
Libby's—	
Compressed, No. 1, key, 2 doz	2.40
" No. 2, key, 1 doz	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz	1.40
" No. 1, 2 doz	2.40
Veribest, tins, small, 2 doz	1.85
" large, 1 doz	3.35

Libby's—	
Peerless, small, 4 doz	.95
" medium, 2 doz	1.40
No. ½, glass, 2 doz	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz	.95
" No. 1, 2 doz	1.85
" No. 2, 1 doz	4.00

Sliced Beef.

Armour's—	
Glass, small	1.85
" large	3.35
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Holly brand
Eric brand

Loaf Goods.

Armour's—	
Beef, No. ¼	1.40
Chicken, No. ¼	2.25
Ham, No. ¼	1.40
Veal, No. ¼	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz	2.60
No. 2, 2 doz	4.80
Libby's—	
No. 1, 2 doz	2.40
No. 2, 1 doz	4.60
King's—	
No. 1, 2 doz	2.50
No. 2, 1 doz	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz	1.95
" No. 1, 2 doz	3.60
Libby's, No. 1, 2 doz	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz	5.75
" No. 1½, 1 doz	7.75
" No. 2, 1 doz	8.50
" No. 2½, 1 doz	11.55
" No. 3, 1 doz	15.35
Libby's, No. 2½, 1 doz	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz	2.50
Chicken Liver, 5 oz., 2 doz	2.50
Armour's—	
No. ¼, 4 doz	47½
No. ½, 2 doz	.90
Ham, No. ¼, 2 doz	1.40
Tongue, No. ¼, 2 doz	1.40
Libby's—	
No. ¼, 4 doz	.45
No. ½, 2 doz	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz	1.95
Libby's—	
No. ¼, 2 doz	1.70
No. ½, 1 doz	2.40
R. & R., No. ½, 4 doz	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz	2.15
" No. ½, 2 doz	3.45
" No. 1, 1 or 2 doz	6.30
Turkey, No. ½, 2 doz
" No. 1, 1 or 2 doz
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	
Ready-made Concentrated Soups—	Per doz.
Eleven varieties, 10½ oz., 4 doz	.90
Chicken	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz	.90
Campbell's, No. 15, 10½ oz., 4 doz	Per case 3.60
All kinds	
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60

Curtice Brothers' Blue Label—	Quarts.	Pints.	½-Pints.
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25
Ritter's, Tomato			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes	.35
¼-lb. tins, 6-lb. boxes	.32
¼-lb. tins, 6-lb. boxes	.31
1-lb. tins, 6-lb. boxes	.30
5-lb. canisters	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.31
½ lb., 6 and 12-lb. boxes	.30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, ¼s, 6 lb.	.19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.	.29
" ¼ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ¼-lb. cans, 6 lbs.	.34
W. H. Baker's—	
Best Cocoa, ¼-lb. size	.33½
" ½-lb. size	.33½
Premium Chocolate, ¼s, 12 lbs	.29
" ¼s, 12 lbs	.29
Best Sweet Chocolate, ¼s, 6 lbs	.20
" ¼s, 6 lbs	.20
Vanilla Chocolate, ¼s, 6 lbs	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ¼-lb. glass jars	.40
Cocoa, ¼-lb. tins	.29
" ¼-lb. tins	.30
" ½-lb. tins	.33
" 6-lb. cans	.30
Baking Chocolate, ¼s	.29
" ¼s	.28
Swiss Milk Chocolate, 48 5c. cakes	1.50
Hershey's—	Per box
Milk, 24s	.85
Breakfast Cocoa, ¼ lb. size, 6 or 12 lb. bxs.	.27
" ¼ lb. size, 6 or 12 lb. bxs.	.28
" ½ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz.
Grand brand, ¼-lb. tins, 2 doz	1.88
" ¼-lb. tins, 2 doz	3.50
" 1-lb. tins, 1 doz	6.50
" 5-lb. tins, 1 doz	per lb. .52
" 10-lb. bags	.50
Daalder's brand, ¼-lb. tins, 12-lb. box	.40
" ¼-lb. tins, 12-lb. box	.39
" 1-lb. tins, 12-lb. box	.38
" 2-lb. tins, 12-lb. box	.

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Almond Milk Chocolate, 48 5c. pkgs. in box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.	.29
Medal Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.	Per can. Per
2-oz. oval cans, 4 doz. in box	.07 1/2 .90
5-oz. oval cans, 3 doz. in box	.18 1/2 2.20
1/4-lb. round cans	.29 3.48
1-lb. round cans	.57 6.84
60 lbs. in case.	Per can. Per lb.
5-lb. round cans	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.	Per
Sweet Vanilla, 4 cakes to lb.	.28
" 8 cakes to lb.	.28
Milk Chocolate, 6 cakes to lb.	.45
" 12 cakes to lb.	.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case	.50
Milk Chocolate Towers, 1/4-lb. boxes, 90 boxes in case	.56
Bensdorp's Cooking Chocolate—	Per lb.
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case	.30
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case	.50
1 lb. boxes, 30 boxes in case	.55
1/2 lb. boxes, 60 boxes in case	.55
1/4 lb. boxes, 90 boxes in case	.56
Van Houten's—	Per tin
Cocoa, 12-lb. boxes, 1-lb. tins	.65
" 12-lb. boxes, 1/2-lb. tins	.36
" 6-lb. boxes, 1/2-lb. tins	.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.
No. 300, unsweetened, 1/2-lb. packages	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box
No. 1, large, 25 cent size, 6 tablets in box	1.10
No. 3, small, 10 cent size, 24 tablets in box	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, large, 25 cent size, 6 tablets in box	1.10
No. 51, small, 10 cent size, 24 tablets in box	1.80
Stollwerck's Cocoa—	Per lb.
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes	.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes	.39

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.	34 1/2	1/4 lb.	.25
1 lb.	41 1/2	1/2 lb.	.30
2 lb.	55 1/2	1 lb.	.40
3 lb.	72 1/2	2 lb.	.52 1/2
4 lb.	86 1/2	3 lb.	.62 1/2
5 lb.	107 1/2	4 lb.	.77 1/2
6 lb.	124 1/2	5 lb.	.89 1/2
8 lb.	152 1/2	6 lb.	1.09 1/2
10 lb.	176 1/2	8 lb.	1.27
12 lb.	201	10 lb.	1.44 1/2
14 lb.	235 1/2	12 lb.	1.69 1/2
16 lb.	298	14 lb.	2.14 1/2
18 lb.	318 1/2	16 lb.	2.29 1/2
20 lb.	356 1/2	20 lb.	2.57
25 lb.	3.95	25 lb.	2.84
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.	Per ream		
15x20, 5 reams in bundle	.48		
20x30, " "	.90		
24x36, " "	1.20		
Butter, Parchment—	Per pkg.		
8x11, 1000 sheets	.60		
9x12, " "	.70		
18x24, 50-lb. bundles of about 1200 sheets	per lb.		.10
Toilet—			
Extra quality, 100 rolls	Per case		5.75
Good " 200 " "	Per case		4.95
Butter, Wax—			
9x12, about 480 sheets	Per pkg.		.14 1/2
White Tea—			
8x11, 100 sheets to pkg., 10 pkgs. to bundle	Per bundle		.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle	Per bundle		.70
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.	15M	.35	.26
1/2 lb.	10M	.43	.31
1 lb.	8M	.56	.41
2 lb.	6M	.74	.54
3 lb.	5M	.89	.63
4 lb.	4M	1.10	.79
5 lb.	3M	1.27	.92
6 lb.	3M	1.56	1.13
8 lb.	2M	1.81	1.29
10 lb.	2M	2.06	1.48
12 lb.	2M	2.40	1.73
14 lb.	1M	3.05	2.20
16 lb.	1M	3.20	2.35
20 lb.	1M	3.64	2.62
25 lb.	1M	4.18	2.71
Flour Sacks, satchel bottom—			
Majestic	Plain		per 100
12 1/2 lbs., 1/4 bbl.	.42		
24 1/2 lbs., 1/2 bbl.	.70		
49 lbs., 1/4 bbl.	1.40		
No. 2, Manilla light weight—			
12 in. rolls	Per lb.		.02 3/4
15 " "	Per lb.		.02 3/4
18 " "	Per lb.		.02 3/4
20 " "	Per lb.		.02 3/4
24 " "	Per lb.		.02 3/4

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Silk Fibre, No. 1—	
9 in. rolls	.02 3/4
12 " "	.02 3/4
15 " "	.02 3/4
18 " "	.02 3/4
20 " "	.02 3/4
24 " "	.02 3/4
30 " "	.02 3/4
Paper Towels—	
50 rolls, 150 towels each, with holder and basket	10.00
10 roll lots	per roll 1.20

CONDENSED MILK.

Eagle, 4 doz.	Per case	6.25
" 2 doz.	Per case	3.15
Challenge, 4 doz.	Per case	4.35
Magnolia	Per case	4.85
Dime	Per case	3.75
Baby, 1 doz., glass	Per case	2.00
Peninsular	Per case	4.40
Star, 4 doz.	Per case	4.85
Anchor, skimmed	Per case	3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.	Per case	3.25
" " small, 6 doz.	Per case	2.25
" family size	Per case	2.55
" hotel size	Per case	3.25
" confectioners' size	Per case	3.50
Silver Cow, small, 6 doz.	Per case	2.25
St. Charles, small, 4 doz.	Per case	1.65
" tall	Per case	3.25
" hotel size	Per case	3.25
" confectioners' size	Per case	3.50
Pearl, tall	Per case	3.25
" small, 4 doz.	Per case	1.65

HIRES CONDENSED MILK



Silver	Per case	\$4.95
Hires	Per case	4.60
Queen	Per case	4.60
Premium	Per case	4.15
Blue Ribbon	Per case	4.15
Gold (Baby)	Per case	2.35
Gold (Tall)	Per case	3.35
St. Elmo	Per case	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles	.10	
Cocoanut Ripple	.11	
Crystal Cookies	.12	
Fruit Cookies	.10	
Graham Wafers	.11	
Grandma Cookies	.10	
Honey Jumbles, XX	.10	
Iced Honey Jumbles	.12	
Lemon Bar	.10	
Lunch Biscuit	.10	
Marshmallow Mayblossoms	.12	
Newtons	.11	
Salines	.13	
Spiced Wafers	.10	
Sugar Cookies	.12	
Sweethearts	.12	
Water Crackers	.09	
7-lb. tin pails—		
Arrowroot Biscuit	.16	
Assorted Bon Bons	.17	
" Teas	.17	
" Slices	.17	
Butters	.16	
Chocolate Bon Bons	.17	
" Butters	.17	
Cocoanut Macaroon	.16	
Fancy Jumbles	.16	
Fruit Sundae	.16	
Lemon Sundae	.16	
Sweet Marie	.16	
Package goods—	Per doz.	
Animals	.45	
Cracker Meal, large	.90	
" small	.45	
Gingerettes	.90	
Gold Medal Soda, small	.45	
" large	.90	
Grabam Wafers	1.25	
Lunch-on-Thins	.90	
Milk Lunch	.60	
Ginger Snaps	.45	
Pink Tea	.90	
Saltona Biscuit	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts.		
Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls. Boxes	
Butter Crackers	.09 .09 1/2	
Oyster Crackers	.09 .09 1/2	
Wine Scroll	.11 .11 1/2	
Cracker Dust	.09	
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.	Per doz.	1.15
" with horseradish	Per doz.	1.15
" large, 1 doz.	Per doz.	1.75
" with horseradish	Per doz.	1.75
Wein Senf, bbls.	Per gal.	
1-gal. stone jars	Per jar	.75
5-gal. kegs	Per keg	2.50

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Prepared Mustard, bbls.	Per gal.	
" 15-gal. kegs	Per gal.	
" 10-gal. kegs	Per gal.	
" 5-gal. kegs	Per gal.	.25-.40
" 2-gal. pails	Per pail	.90
" 1-gal. pails	Per pail	.50
Prepared Special, with spoon, 2 doz.	Per doz.	.95
sifting top, 2 doz.	Per doz.	.46
with horseradish, 2 doz.	Per doz.	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.	Per case	
" loaf	Per case	
Sap Sago, 3 to 10 lb.	Per lb.	
" less than cask	Per lb.	
Roquefort	Per case	
" less than case	Per case	
Parmesan, about 30 lbs.	Per case	
" less than loaf	Per case	
Edam, 12 in case	Per case	
" single	Per case	
" in tin	Per lb.	
" 1-lb. tins	Per case	
Camembert, domestic, wood boxes	Per doz.	
" Autocrat brand, large	Per doz.	
" medium	Per doz.	
Sap Sago, grated, ready for use, 10-oz. bottles	Per doz.	1.75
Parmesan, grated, ready for use, small bottles	Per doz.	2.50
Olmutter Hand, 100 in box	Per doz.	
Edelweis, Romatour and Bier-Kase	Per doz.	
American Swiss, No. 1	Per loaf	.22
" less than loaf	Per loaf	.23
" square loaves, No. 1, about 25 lbs. each	Per lb.	.21
Limburger, No. 1	Per box and 1/2 box	.18
" less than 1/2 box	Per box	.20
Pinxter, from Holland, in tins	Per doz.	2.60
Muenster	Per lb.	20-.22
Brick, No. 1	Per lb.	18-.20
English Dairy	Per lb.	.22 1/2
Pineapple, picnic size, 6 in box	Per box	3.00
" gem size, 6 in box	Per box	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.	Per doz.	4.50
Lunch size, 2 doz.	Per doz.	2.40
Picnic size, 2 doz.	Per doz.	1.35
Trial size	Per doz.	1.00
MacLaren Imperial, club size	Per doz.	1.00
" No. 1 size	Per doz.	2.40
" Roquefort, large size	Per doz.	2.95
" small size	Per doz.	1.45
Fromage de Brie, M. C. C., 1 in box	Per doz.	1.55
Fromage d'Isigny, M. C. C., 6 in box	Per doz.	1.55
Neufchatel, Cow brand, 25 in box	Per doz.	.95
Star Cream or Phila., 12 in box	Per doz.	1.90
Miniature Cream or Phila., 12 in box	Per doz.	.95
Hand, 8 doz.	Per doz.	
" 4 doz.	Per doz.	
" Thuringer, 4 doz.	Per doz.	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight	Per lb.	
Weiner Wurstel, 16 in tin	Per doz.	
" 8 in tin	Per doz.	
Imported Cervelat Sausage, Rolff's	Per lb.	
Imported Frankfurters	Per doz.	
Goose Breast, imported, marked weight, per lb.	Per lb.	
Pate de fois Gras, small	Per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.)	Per doz.	.27 .28
" (H.)	Per doz.	.26 .27
" Peutonic	Per doz.	.24 .25
" Gothaer	Per doz.	.32 .33
Salami (C. W.)	Per doz.	.27 .28
" (H.)	Per doz.	.26 .27
" (G. A. P.)	Per doz.	
Landjager, short	Per lb.	.35
" long	Per lb.	
Mortadella, dry	Per lb.	
Knackwurst, 25 in box	Per box	4.75
" 10 in box	Per box	2.40
Tongue Sausage	Per lb.	.18
Smoked Braunschweiger Liver Sausage	Per lb.	.18
Lachs Ham	Per lb.	.37
Petit Delicatess Frankfurters, plain	Per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut	Per doz.	1.00
Lebanon Beef Bologna	Per lb.	20-.22
Paprika Speck	Per lb.	.18
Mettwurst, half round	Per lb.	.25
Liver Sausage (special), truffle, goose or sardellen	Per lb.	.18
Smoked Thuringer Blutwurst	Per lb.	
" Pfefferwurst	Per lb.	

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars	Per doz.	4.80
" quart glass jars	Per doz.	5.75
" 10-oz. jars	Per doz.	2.50
" tumbler	Per doz.	1.00
Calves' Head, round tins	Per lb.	1.65
Tripe, 5-gal. kegs	Per pail	2.00
Pigs' Feet, 10-lb. pails	Per pail	1.05
" 5-gal. kegs	Per keg	2.25
Russian Sardines	Per pail	.75
" 5-lb. pails	Per pail	.65
" 10-lb. pails	Per pail	1.25
Beef Salad, in glass	Per doz.	1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots	Per keg	.85
Milkers, Y. M.	Per keg	.95
Mixed, standard, bbls.	Per bbl.	6.50
" 1/2 bbls	Per bbl.	
Milkers, standard, bbls.	Per bbl.	
" 1/2 bbls	Per bbl.	7.50
Scotland—		
Mixed, large, fulls, bbls.	Per bbl.	16.50
" 1/2 bbls	Per bbl.	8.75
Milkers, " bbls.	Per bbl.	
" 1/2 bbls	Per bbl.	
Marinerte Herring, imported, about 40 in pail	Per pail	1.25
Roll Herring, imported, about 25 in pail	Per pail	1.00

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Spiced Herring, imported, about 40 in pail	Per pail	1.00
Norway Stockfish, dry	Per lb.	.15
Matjes Herring	Per piece	.04

Bismarck Herring.

Round tins, with key, pint	Per tin	.20
" quart	Per tin	.35
" 2 quarts	Per tin	.60
" 4 quarts	Per tin	1.10
Roll Mops, 4-quart tin	Per tin	1.00
" 2-quart tin	Per tin	.60
" quart tin	Per tin	
Bismarck Herring, 4-quart tin	Per tin	1.00
" 2-quart tin	Per tin	.60
Kruger's Roll and Brat Herring, oval tins, doz.	Per doz.	

Russian Sardines.

Imported, Wallkoff brand.....	per keg
“ 5-lb. pails.....	per pail
“ 10-lb. pails.....	“
Cut Spiced, 10-lb. pails.....	“	1.25
“ 5-gal. keg.....	per keg	2.75
Russian, In glass jars.....	per doz.	.95

— 22 —

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1,					
Lab. Splits.....
Herring, large No. 2,					
Lab. Splits.....
Shore, round, large.....	7.50	4.35
" " medium.....
Ocean Fish	5.50	3.3550
Salmon, red, fancy					
No. 1.....	18.00	9.60
had, Mess, No. 1.....
No. 2.....

Knox Plain Sparkling Gelatine, 2 qt.	Per doz.	1.20
“ Acidulated Gelatine, lemon flavor, 2 qt.		1.20
Cox's, instant, powdered, large.....		1.45
“ “ “ small.....		.90
“ “ “ large, gross.....		17.25
“ “ “ small, gross.....		10.80
Plymouth Rock, pink or white.....		1.17½
Nelson's, large.....		1.50
Bromangelon, assorted, 3 doz.....		.87½
Jellycon, assorted flavors, 2 doz.....		.85
Chalmers Shredded Gelatine, 10c. size—		
Per doz.....		.95
Per gross.....		11.25
5 gross lots, with ¼ gross freeper gross		11.00
Chalmers Shredded Gelatine, 5c. size—		
Per doz.....		.45
Per gross.....		5.25
Chalmers Granulated Gelatine, 15c. size—		
Per doz.....		1.20
Per gross.....		13.80
5 gross lots, with ¼ gross freeper gross		13.50
Mother's, small, 1 doz.....		.45
“ large, 1 doz.....		.85
Cooper's, 1 doz.....		.88
Tryphosa.....		.87½
Pudding, assorted, 2 doz.....per case		1.60
Minute Gelatine, 3 doz.....per case		3.25
Jello, the dainty dessert—	Per case	
Assorted, 3 doz.....		2.70
Straight flavors, 3 doz.....		2.70
Jello Ice Cream Powder—	Per case	
Assorted, 3 doz.....		2.70
Straight flavors, 3 doz.....		2.70
Lipton's Jelly Tablets (not a powder), Fruit		
Flavors: Raspberry, Strawberry, Orange,		
Lemon, Vanilla, Black Currant: Wine		
Flavors: Port, Sherry, Madeira.....per doz.		.90

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....	per lb. .18

"Gilt Edge," 24 pkgs.....	.80
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Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....	
Gilt Edge, 40 lbs.....	.06½
Favorite, Middies, 60 lbs.....	.15

Gilt Edge, 2-lb. bricks, 40 lbs.....	.07
Snow White, 1-lb. bricks, 20 lbs.....	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.09 1/4

Beardsley—	
Tins, large size, 1 and 2 doz.....	1.35
“ small size, 2 doz.....	.90
Small tumblers, 2 doz.....	.90
Large jars, sealed, 2 doz.....	1.35

Bank Cod, large08½
" medium08
Pollock
Hake
In original cases, 450 lbs., ¼c. less.	

New Extra Scaled Herring.....	per box
Boneless Herring, fancy 10-lb. boxes.....	per lb.	.16
Smoked Salmon, whole fish	"	.30
Smoked Bloaters, 503	per box
Finnan Haddies, 30-lb. boxes.....	per lb.

	Per lb.
Hallbut.....	..14
Bass Native.....	..15
Salmon, fresh.....	..14
Eastern Cod.....	..14
Croakers.....	..06
Large Hake.....	..08
Haddock.....	..06
White Cat Fish.....	..14
Red Cat Fish.....	..12
Spanish Mackerel.....	..20
Snappers.....	..12
Eels.....	..12
Rock Fish.....	..16
Lobsters.....	..18
Flounders.....	..27
Flounders.....	..08
Large White Perch.....	..08
Sea Bass.....	..12
Blue Fish.....	..12
Porgies.....	..06
Fresh Mackerel.....	each
King Fish.....	..40
Weak Fish.....	..10
Butter Fish.....	..05
	..08

Absecons, Primes.....	8.50	-	9.00
" Culls.....	4.00	-	4.50
Tuckerton, Primes.....			9.00
" Culls.....			4.50
Cove, Primes.....	9.00	-	10.00
" Culls.....	4.50	-	4.75
Blue Points.....			6.00
Rockaway.....			5.50
" boxes.....			5.75

Pickert's, cans, No. 1.....	per doz.	1.00
" " No. 2.....	"	1.45
Clams.....	per M	7.50 - 9.50
Necks.....	"	5.00 - 6.00

Barrels, 30 lbs	Per lb.
Cases, 17 lbs.....	.20
" 16 1-lb. cartons20
" 30 ½-lb. cartons20
oc. size.....per doz.	1.00

Caraway.....	per lb.	.12 1/2-.13
Celery.....	"	.23 -.25
Poppy.....	"	.17 -.18
Canary, bags.....		.08-.08
Cape, bags.....		.13
Femp, bags.....		.04 1/2
Flillet, 50 lbs.....	per bush.	.50

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs	1.50
Shaker Corn—	
Fancy, bbls.
Less quantity
Hominy—	
Lea's Grits, 24 25	per case 1.80
Pearl, 100-lb. bags.....	per bag 2.05
Grits, 100-lb. bags	" 2.20
Ralston Hominy Grits, 36 25 (2 pkgs. free with every case)
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....	per bbl. 7.40
B, 100 lbs.....	per keg 3.85
Roiled Oats—	
Avena, 180 lbs.....	per bbl. 7.25
" 90 lbs.....	per keg 3.75
" 90 lbs	per sack 3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....	2.50
Instantaneous, 50 15	" 4.00
Colburn's Hasty, 36 pkgs.....	per doz. .85
Pearl, fancy, loose0434
Flake.....	.0634
Minute, 3 doz.....	per case 2.75

	Per case
Ralston Wheat Food, r8s, large	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs	1.85
Postum Cereal—	
1 doz. small and ½ doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins	5.40
½ doz. 8-oz. tins and 1 doz. 4-oz. tins	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size	2.80
3 doz. 10c. size	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wbeatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs....	3.30
" " " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
“ 50 10-oz. pkgs.....	1.85
“ 100 10-oz. pkgs.....	3.25
“ 24 20-oz. pkgs.....	1.75
“ 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pl gs.....	2.25
White Rice, shelled, sacks about 150 lbs	03½-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
“ 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
“ 50 12-oz. pkgs.....	1.60

Imported Best Bordeaux.

The Franco-American Food Co.—		Per doz.
Spaghetti a la Milanaise, No. 1, 4 doz.....	No. 2, 2 doz.....	.90
Freibofer's—		1.35
Elbow Macaroni, 36 ls.....		Per lb.
Straight Macaroni, 36 ls.....		.10
Pastels, 36 ls.....		.10
Spaghetti, 36 ls.....		.10
Elbow Spaghetti, 36 ls.....		.10
All styles, roc.....		.07½
Noodles, ¼ lb., 24s.....		.06
Fancy, long, 25 ls.....		.07¾
Cubes or Elbows, 24 ls.....		.07¾
Spaghetti, 25 ls.....		.07¾
Vermicelli, 25 ls.....		.07¾

Macaroni, short, 25 rs.....	.083½
“ 50 ½-lb. pkgs.....	.04½
Cubes or Elbows, 24 rs.....	.07¾
Spaghetti, 25 rs.....	.07¾
Vermicelli, 25 rs.....	

New Mackerel.

New.	Count.	200lb.	roolb.	50 lb.	10lb.
Ex. Norway, No. 1...	170-190	33.00	17.10	8.75	1.90
Ex. Norway, No. 2...	230-260	27.00	14.10	7.25	1.60
Ex. Norway, No. 3...	320-360	24.00	12.60	6.50	1.45
Ex. Norway, No. 4...	400-450	21.00	11.10	5.75	1.30
Ex. Norway, No. 5...	550-650	15.00	8.10	4.25	1.00
Fcy. Bloaters, XXX	90-110	27.00	14.10	7.25	1.60
Fcy. Shore, No. 1...	150-170	23.00	12.10	6.25	1.45
Fcy. Shore, No. 2...	250-260
Fcy. Shore, No. 3...	300-350
Extra Irish, No. 2...	300-350	18.50	9.85	5.13	1.18
Medium Irish, No. 2...	350-450	18.00	9 60	5.00	1.15
Irish, No. 4...	400-450	17.50	9.35	4.83	1.12
Large Cape Shore...	180-220	12.50	6.85	3.63	.88
Med. Cape Shore...	100-120	13.50	7.35	3.88	.93

our's Solid Extract of Beef—		Per doz.
size 2, 1 doz.	4.45
“ 4, 1 doz.	8.20
“ 8, 1 doz.	15.90
“ 16, ½ doz.	29.75
our's Fluid Beef Extract—		
bottles, size 4, 1 doz.	5.00
“ 8, 1 doz.	9.00
“ 16, ½ doz.	17.00

	Per bbl.
ota.....	7.75
Midas.....	8.25
Medal.....	7.85
urne.....	7.25
op.....	8.05
ury's Best.....	7.75
er Idem.....	6.10
of the West.....	6.65
am.....	6.55
l Vell.....	7.75
er.....	7.35
Seal.....	6.85
White.....	7.75
er's Best.....	7.50
h Imperial.....	7.50

1 lb. Prepared Doughnut, Cake, Ginger-	
bread and Tea Biscuit Flour—	Per case
12, 14-OZ.....	1.44
12, 28-OZ.....	2.40
(Either straight or assorted cases)	

Ir's Buckwheat, medium, 223.....	1.50
Flap Jack Flour, 18s.....	1.42½
Jerry Buckwheat, 36 23 ;.....	2.75
Pancake, 36 28.....	2.60

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes.	.17
Red Star, fancy.	.17
Dos Palamos, choice.	.09 1/2
" crown slabs.	.08 1/2
" standard.	.09 3/4
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10 1/4
50-60	.08 3/4
60-70	.08
California—	
40-50, 25-lb. boxes	.10 3/4
50-60, "	.09
60-70, "	.08
90-100, "	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Extra Desserts, 20 pkgs.	3.30
Connosseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 3/4
California, Loose—	
Muscata, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 is.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/2-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/2-lb. pkgs., 15-lb. case	.29
1/2 and 3/4-lb. pkgs., 15-lb. case	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 roc. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	.87 1/2
Millemans, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle	.50
Continental, red, 1 doz.		.32 1/2
" black, 3 doz.	per box	.67 1/2
" Writing Fluid.	per qt.	.50
Royal, black, 3 doz.		.25
Stafford, Commercial, 32		.60
Thaddeus Davids Co.—		
Electro Chemical Writing Fluid.	per qt.	.65
Square, Oriental Red, 2 oz., 1 doz.	per doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.		.40
" Magic Black, 2 oz., 1 doz.		.40
" Electro Chemical, 2 oz., 1 doz.		.40
Letterine, show card ink, 2 oz., all colors.		1.00

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top.	4.20	4.50	5.10	
Sun, Crimp, Lustre brand.	3.00	3.60	4.50	
Electric, No. 2.				per doz. .75
" slim.				.75
Rochester, "				.75
" 12 inch.				1.25
Success, No. 1, 10 inch.				.90
" 12 inch.				1.25
No. 0, Tubular Lantern Globes.	5 doz.	2.75		
Cold Blast.	5 doz.	3.25		
Jumbo Chimneys, plain.	per doz.	.75	.85	
" dec., 207.		.90	1.00	
Banner Burners.	No. 0.	No. 1.	No. 2.	
	.40	.50	.70	
Oil Cans—				Per doz.
1 gal., glass.				2.25
1 gal., galvanized, Pearl.				1.75
5 gal., Lennox, spout.				5.50
5 gal., "				6.00
5 gal., Columbia.				7.00
5 gal., Banner.				8.00
5 gal., Climax, pump.				10.00
5 gal., Home Rule, pump.				12.00
Lanterns—				
No. 0, Standard.				4.00
No. 0, Dash.				7.50
Cold Blast.				7.50
Nu Style Lanterns.				8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case.	3.60
" " " " 5 case.	3.50
Bird's Eye, " " 5 case.	3.50
Search Light, D. D., No. 5, 1 gross, 1 case.	4.85
" " " " 5 case.	4.60
Crescent, No. 5, 1 gross, 1 case.	4.50
" " " " 5 case.	4.25
Blue Hen, No. 2, " 1 case.	1.85
" " " " 5 case.	1.75
Coast, No. 1, 3 gross, 1 case.	2.85
" " " " 5 case.	2.70
" " " " 5 gross, 1 case.	4.75
" " " " 5 case.	4.50
Globe, " 3 gross, 1 case.	3.00
" " " " 5 case.	2.85
" " " " 5 gross, 1 case.	5.00
" " " " 5 case.	4.75
Doric, " 1 gross, 1 case.	1.15
" " " " 5 case.	1.10
" " " " 5 gross, 1 case.	5.50
" " " " 5 case.	5.25
Monument City, No. 1, 1 gross, 1 case.	1.05
" " " " 5 case.	1.00
" " " " 3 gross, 1 case.	3.00
" " " " 5 case.	2.85
Lord Baltimore, " 1 gross, 1 case.	1.05
" " " " 5 case.	1.00
" " " " 3 gross, 1 case.	3.00
" " " " 5 case.	2.85
" " " " 5 gross, 1 case.	5.00
" " " " 5 case.	4.75
New Fast Mail, " 1 gross, 1 case.	1.10
" " " " 5 case.	1.05
" " " " 3 gross, 1 case.	3.15
" " " " 5 case.	3.00
" " " " 5 gross, 1 case.	5.25
" " " " 5 case.	5.00
Search Light, Strike on Box—	
Vulcan, No. 37, gross.	.50
" 50 gross.	.45
Home, 5 gross.	.40
" 25 gross.	.40

MINCE MEAT.

None Such—	Per case
1/2 gross, with 3 pkgs. free	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons.	3 doz. to case 2.70
" "	6 1/2 doz. to case 5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	.13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrel's, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 1/2

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National—	Per lb.
18-lb. canakins.	.07 3/4
30-lb. pails.	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08 1/2
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb.	.05 1/4
" " " " 3-box lots		.05
Banner, sifting, 25 is.		.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test.	

OLIVES.

Extra Queen—		Per doz.
Imported, No. 10, 2 doz.....		1.40
“ No. 19, 1 doz.....		4.25
“ No. 32, 1 doz.....		6.50
“ No. 8, 4 doz.....		.90
Stuffed—		
Ring, 4 doz.....		.90
Fancy, No. 15, panel bottle, 2 doz.....		2.15
“ No. 10, panel bottle, 2 doz.....		1.40
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs	
X.....	1.30 2.45	5.30
XX.....	1.45 2.60	5.75
XXX.....	1.50 2.70	5.70
XXXX.....	1.60 2.90	6.10
Mammoth.....	1.95 3.50	7.70
Pails, large, 1 gal.		1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
½-gal. tins, 5 gal.	15.25
¾-gal. tins, 10 gal.	27.00
½-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.	14.20
¾-gal. tins, 10 gal.	25.00
½-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans.	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
“ 24-oz.	10.50
“ 16-oz.	7.75
“ 8-oz.	4.25
“ 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
“ “ half-gallon	2.75
“ “ quart	2.80
“ “ pint	2.90
“ “ half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
½ “ 2 tins	2.90
¼ “ 4 tins	3.00
⅛ “ 8 tins	3.10
1⁄16 “ 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles.	.90
48 5 1/2-oz. bottles.	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2.	per case 6.90
Fancy, 8 cans.	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/2-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz.	2.30
Medium, 2 doz.		1.40
Small, 2 doz.		.90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb.	.24 1/4
Almonds, Ne Plus Ultra, bags, about 75 lbs.		.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.		.18
Filberts, bales, about 220 lbs.		.13 1/2
Brazils, large, bags, about 180 lbs.		.09
Pecans, large, bags, about 160 lbs.		.13 1/2
" medium.		.12 1/2
Mixed Table Nuts, 25 lbs.		.14 1/4
Peanuts, Green—		
Jumbo.		.07 1/2
Fancy, hand picked.		.06 1/2
Virginia, choice.		.05
Peanuts, Roasted—	Per bush	
Jumbo.		1.80
Fancy, hand picked.		1.50
Virginia, choice.		1.25
Big Nickel.	100 cartons	3.75

PICKLES.

Sweets—		
16 gals., 1800.		14.00
32 gals., 3600.		27.00
48 gals., 5400.		40.00
16 gals., 2400.		16.00
32 gals., 4800.		31.00
48 gals., 7200.		46.00
16 gals., 5000.		20.00
32 gals., 10000.		39.00
16 gals., 7500.		58.00
Sweet Mixed—		
16 gals.		12.00
10 gals.		8.00
5 gals.		4.25
Sour and Dills—	Sour.	Dill.
16 gals., 600.	6.00	6.00
32 gals., 1200.	11.00	11.00
45 gals., 1800.	16.00	16.00
16 gals., 800.	6.50	6.50
32 gals., 1600.	12.00	12.00
48 gals., 2400.	17.50	17.50
16 gals., 1200.	7.00	7.00
32 gals., 2400.	13.00	13.00
45 gals., 3600.	19.00	19.00
Cbow-Chow—		
16 gals.		9.00
10 gals.		6.50
5 gals.		3.50
Cuban Relish—		
16 gals.		11.00
10 gals.		7.50
5 gals.		4

ed Stock—	Per lb.
.....	.12½-.15
.....	.11½-.14
.....	.08½-.13
yes.....	.15-.16
lives.....	.17-.17
and Barnyards.....	.10-.12
Dressed.....	.14-.15
.....	.16-.16
.....	.11-.12
ethers.....	.13-.13
.....	.16-.17
mba.....	.18-.18
.....	.11½-.11½

h Steer Tongues.....	each	-.80
Tongues.....			-.60
Heads, scalded.....		.50	-.75
st breads, veal.....	per pair	.75	-.80
" beef.....	per lb.	.25	-.30
Livers.....	" "	.25	-.30
Kidneys.....	per doz.		1.25
Livers.....	" "		.10
lks.....	per doz.		1.20
ts, beef.....	per lb.		.05
l, beef.....			16.00
er loin, beef, western.....			.22
a Pork, loins, city.....			.16
" western.....			.16

		Per lb.
ys—		
tern, young hens, 8 to 10 lbs.....	.20	-.22
" young toms, 15 to 17 lbs.....	.22	-.23
l hens and toms.....	.20	-.21
ommon to good.....	.15	-.18
RS—		
delphia, fresh killed, 3 lbs. and		
nder to pair, fancy.....	.32	-.36
delphia, fresh killed, 3½ to 4 lbs.		
o pair.....	.32	-.36
delphia, fresh killed, 3 to 3½ lbs.		
o pair, fancy.....	.32	-.36
—		
tern, fancy, heavy.....	.18	-.22
avy Roasters, 4 to 5 lbs.....	.21	-.22
r to good.....	.17	-.18
ocks.....	.14	-.15
PS—		Per doz.
me, large, fancy.....	4.00—	4.50
ted.....	3.00—	3.50
rk.....	1.75—	2.00

g Chickens, nearby, 1½ to 2 lbs.21	-.23
g Springers.....	.20	-.23
.....	.17	-.18
ers12	-.13
s, young15	-.16
old.....	.14	-.15

	Per doz
er's, pure.....	.95
it jelly, apple flavor, 30 lbs. full weight,	
per pail	1.00
mmel's, 8-oz. tumblers.....	.80
onal, 16 oz., 2 doz.....	.87½
" 3-lb. tins, net weight ..	1.95
ves—	Per lb
mmel's, pure, 12-oz. jars, 2 doz...per doz.	1.60
onal, 30-lb. pails.....	.09½
hwark, 30-lb. pails.....	.07
" 3-lb. toy pails.....per doz.	3.05
mmel's, pure, 12-oz. jars, 2 doz.....	1.60
hwark, assorted, jars, 2 doz.....	.90
e Marmalade—	
ley's, Imported, 4 doz.....	1.90
mmel's, pure.....	1.50
Nut Brand Conserves—	

Fruit Butters—		Per doz.
Apple, Southwark,	30 lbsper pall	1.15
“	full 5-lb. silp cover tins,	
	1½ dozper case	1.60
“ Schlummel's,	30-lb. pailsper lb.	.06¼
“	3-lb. silp cover tins, 1 dozper doz.	2.60
“	2½-lb. stone jars, cloth top, ½ doz ...per doz.	2.90
“	40-oz. stone crock, glass top, ½ doz ...per doz.	3.15
“ Mother Cook's, No. 14,	2 dozdoz.	.90
Peach, 30-lb. pails.....per lb.	.07½

Guaranteed full U. S. strength			
	5c. sz.	10c. sz.	25c. sz.
.....	.45	.85	1.95
.....	.40	.85	1.95
re.....	.45	.85	1.95
mphor.....85	1.95
nters' Commercial45	.85	1.95
.....	.45	.85	1.95
.....	.45	.85	1.95
ills.....	.45	.85	2.95
barb.....	.45	.85	1.95
ac.....	.45	.85	1.95
Balsam.....75	1.95
ecture.....	.45	.85	1.95
rnica.....	.45	.85	1.95
Malta.....	.45	.85	1.95
rops.....	.45	.85	1.95
ordial.....	.45	.85	1.95
.....	.45	.85	1.95

Castoria, Fletcher's.....	per doz.	2.80
" " Fletcher's.....	"	.80
Carbonate of Ammonia.....	per lb.	.13
Epsom Salts, in barrels.....	"	.02½
Glauber Salts.....	"	.02½
Glue, ordinary.....	"	.11
" white.....	"	.20
Gum Arabic.....	"	.50
Haarlem Oil.....	per doz.	.40
Husband's Magnesia.....	"	2.90
Jamaica Ginger, Hires', flasks.....	"	.90
Licorice, P. & S., 5c. stick, imported.....	"	.36
" " M. & R., 5-lb. boxes.....	per lb.	.23
" " lozenges, 5-lb. boxes.....	"	.27
" " 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	"	.24
" root.....	"	.12

Rosin	"	..04½
Roach Powder, BB, 4-oz. cans	2.00
"	roc. size	per doz. .80
Roach-sault, roc. size	per doz. .80
Saltpetre, crystal, about 350-lb. bbls.	per lb. .14½
"	granulated, about 100-lb. kegs
		per lb. .14½
Sulphur, flour, 175-lb. bbls.	per 100 lbs. 2.50
"	100-lb. bags
		per 100 lbs. .08¼
"	less quantity
		per lb. .03
Venetian Red	" .02
White	" .02

.....	1.00
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Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax.....	"	.03
Silver Sand.....	per bbl.	1.20
Tar, pts.....	per doz.
" qts.....	"
" gals.....	each
" 34 bbls.....	"
" bbls.....	"
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size ..		2.25
McCord's Magic Medicine, 25c. size.....		2.00
" 50c. size.....		4.00
McCormick's Tasteless Chili Tonic, 25c. size		2.00
" 50c. size		4.00
Reliable Brand Headache Powders, 10c. size		.80
Borax, 20-Mule Team—		
48 1-lb. cartons.....		4.80
72 10-oz. cartons.....		4.80
96 1/2-lb. cartons.....		3.20

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size90
“ No. 4 size	2.85
Rose, No. 2 size	1.25
“ No. 4 size	2.75
Pistachio, No. 2 size90
“ No. 4 size	2.85
Almond, Apple, Apricot, Peach, Pear, Pine- apple, Raspberry, Strawberry...No. 2 size	.90
“ No. 4 size	2.25
Lemon, No. 2 size90
“ No. 4 size	2.00
Orange, No. 2 size90
“ No. 4 size	2.00
Crescent Manufacturing Co., Seattle—	Per doz
Mapleine Flavoring, ½ oz.90
“ “ 1 oz.	1.75
“ “ 2 oz.	3.00
Crescent Brand, bottles, ½ oz.90
“ “ 1 oz.	1.75
“ “ 2 oz.	3.00
“ “ 4 oz.	5.25
“ “ 8 oz.	9.00
“ “ pints	16.50
“ “ quarts	30.00
“ “ ½ gallons	5.00
“ “ gallons	9.00

Liquid Rennet and Tablets.

Old Orchard, bbls	per gal.
" 1/2 bbls., 28 gals.....	per 1/2 bbl.
" kegs, 14 gals.....	per keg

Adams', counter jars, 100 5c. pkgs.....	2.75
" boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

3. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 1/2-lb. dustproof cartons..	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06 1/2
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 1/2-lb. cartons, sterilized06 1/2
Comet, natural brown, 1-lb. cartons, sterilized06 1/2
Comet Coreal, 1-lb. cartons, sterilized ..	.06 1/2
Sola Japan Unkoted06 1/2
J. S. & H. Craig, Inc.—	
Imperator06 1/2

Vorchester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 lbs to the bbl., roc. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
Less Ivory, 24 large cartons to case.....	1.50
Few than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. dis- count may be allowed.	

Curkee's, large, 1 doz	4.25
" " small, 2 doz. $\frac{1}{2}$ pints	2.50
Schimmel's, small, 2 doz.per doz.	.90
My Wife's, large, 2 doz. pints	2.50
" " small, 2 doz. $\frac{1}{2}$ pints	1.50

Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
" Crystal Brand, 24 2½-lb. pkgs., per case		.80

Lea & Perrins'—	Per doz.
Worcestershire, large	4.50
“ small	2.50
Worcester, Campbell's, No. 8, 2 doz.90
North of England, No. 8, 2 doz.	82½

	Per lb.
Babbitt's, $\frac{1}{4}$ s, 25 lbs.....	.05 $\frac{1}{2}$
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
" $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.06
" $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 $\frac{1}{2}$
" $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{4}$ and $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
Ice-lb. kegs.....	.02 $\frac{1}{2}$
Bl-Carb.....	.03

Clicquot Club Co.—		Per
Ginger Ale, Sarsaparilla, Birch Beer, Blood		
Orange, Lemon Soda, Root Beer ... 2 doz.		2.10
Charles E. Hires Company—		
Hires Household Extract, for making root-		
beer at home, 1 doz.....		1.60
Hires Carbonated, pints, 2 doz.....		2.00
“ Ginger Champanale, 50 pints		8.00
Welch's Grape Juice—		Per case
Quarts, 1 doz.....		4.00
Pints, 2 doz.....		4.50
Half-pints, 3 doz.....		4.50
4-oz., 6 doz.....		4.50
Half-gals., 8 bottles.....		4.50
Schuhle's Grape Juice, quarts, 1 doz.....		4.00
“ “ pints, 2 doz.....		4.50
“ “ ½ pints, 3 doz.....		4.50
5 per cent. discount on 5 case lots.		
Walker's Grape Juice—		
Quarts, 1 doz.....		4.25
Pints, 2 doz.....		4.75

The Franco-American Food Co.—	
Individual.....	Per doz.
1 lb90
2 lb	3.00
5 lb	5.00
3 lb	7.25
Richardson & Robins'—	
Individual, 2 doz.....	.85
Round conical, with key, No. 1, 1 doz.....	2.25
" " " No. 2, 1 doz.....	4.20
Atmore's Philadelphia, seedless—	
Individual, 2 doz.....	1.90
Cans, No. 1, 2 doz.....	2.30
" " No. 2, 1 doz.....	4.10
" " No. 3, ½ doz.....	3.25
" " No. 4, ¼ doz.....	4.35

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, ½ doz.....	30 00
Discount to dealer 23¼ per cent.	

Young's Pearl Cleanser, 40 16-oz	per box	2.75
Kleenatub	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz.....	per doz.	.80
Putz Liquid, large, 3 doz	per doz.	1.50
" small	"	.75
Putz Paste, large	"	.65
Old Dutch Cleanser, 4 doz.....	per case	3.40
" " 5-case lots.....		3.30
Babbitt's Cleanser, 5c. size, 100 cans		3.85
" " 5c. size, 50 cans		1.95
Kosher Cleanser, B. T. Babbitt, 5c. size, 50 cartons.....		1 75
Spic and Span, Babbitt, Liquid Metal Polish, $\frac{1}{2}$ -pt. cans, 3 doz.....		2.50
Imperial Cleanser, 6 doz.....	per doz.	.45
Swift's Trade Cleanser, 50 cans.....		3.00
Sunbright Cleanser, 72 cans.....		2.75
Red Seal Cleanser, 4 doz.....		1.90
Bon Ami Powder, 3 doz. cans.....		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans.		1.60
Orona Soap and Cleanser—	Per doz	
No. 1, 10c. size.....		.85
No. 2, 15c. size.....		1 20
No. 4, \$1 size.....		8.40
No. 5, \$2 size.....		16.80
Orono Alumishine—		
No. 1, 10c. size.....		.85
No. 2, 25c. size		2 00

	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 40 x-lb. bars finerl, Wrigley, 100s.....	1.50
Apolio, E. Morgan, 36s.....	3.50
72s.....gross	9.50
" " "	9.50
Don Ami, 36 sc. cakes....	2.50
Ta-Brite, 72 cakes.....	3.00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
" " "	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" " "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
" " "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100 12 oz.	3.05
Lotus, white	100 1dry.	5.20
" " "	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" " laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners'	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" " "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
" 50 10c. bars		3.30
Flve-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 10c. size		3.75
" " " 20 25c. size		3.75

Tollet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" " 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	8.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Conti, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapolio, 1/4 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" 50s.	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s.	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size	3.75
" " 100 5c. size	3.75
" " 24 family size	3.75
" " 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" " 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c.	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" " 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" " 100 16-oz. pkgs.	3.75
" " 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
10 " "	3.75
25 " "	3.70
Fels Soap Powder can be included with shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb. 6, 10, 25 lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.36
Ginger, African, Crystal	.12
" Cocbin	.14 1/2
Mace	.24
Nutmegs, ground	.17
Pepper, Singapore	.17
" Butchers'	.17
" Red	.16
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.21
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.91
Pepper, black, original bags	.14 1/2
" less quantity	.26 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, Isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 2-lb. pkgs.	" .03 1/2
" 48 1s.	" .03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs.	" .05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 1/2
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" " 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 1/2
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" " 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 1/2
Celluloid, 64 10c. pkgs.	5.00
" " 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" " 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" " large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Blrd Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., " "	.12
12 oz., " "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, " "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

	Per doz
Selser's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	2.90
" " 24 2 1/2 lb.	2.30
" " 12 5 lb.	2.25
" " 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" " 24 1 1/2 lb.	1.75
" " 24 2 lb.	2.15
" " 24 2 1/2 lb.	2.65
" " 12 5 lb.	2.60
" " 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Mary Jane, 24 2 lb.	2.15
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
10c. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
" " "	3.95
6, Household	2.75
7, " "	3.00
6, Monogram	3.25
7, " "	3.60
Daisy Parlor	3.30

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.75
No. 126, Ruby	2.60
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.60
No. 687, Double Leader Swing, Protector	3.50

Buckets.

	Per doz.
Painted, 2 hoops, flat	1.70
" 3 hoops, flat	1.80
Galvanized, 10 qt.	1.60
" 12 qt.	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb.....	per 1000	1.4
“ 2 lb	per 1000	1.8

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, August 23, 1915.

No. 8.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

{ Filbert 3286
{ Filbert 3287
ate Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
World Publication Co.

n independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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A Case of Boycotting a Premium Plan

Pennsylvania Subscriber Asks This Paper's Judgment on the Ethics and Advisability of the Stand of a Retail Grocers' Association Where the Effect is to Drive Business Away From Town.

The following letter is an interesting contribution to the literature of premiums:—

Williamsport, Pa., Aug. 13, 1915.

To the Editor:—

Would you please give me your opinion in regard to the following situation:—

In this city there is a Retail Grocers' Association; in this city also, some of the more wide-awake merchants are conducting that Universal Moving Ticket plan which has often been advertised in your paper, and therefore we presume has your sanction. Among the enthusiastic users of this plan there is a baker, a wholesale coffee-roasting concern, a flour manufacturer, etc., all these pack the ticket coupons in their goods, which are handled by grocers. Now after the plan has started nicely and is just getting to be a fine-paying proposition for the man using it, along comes this Association and says that its members will not handle any goods in their stores which contain Universal Movie Tickets.

Now, on the other hand, the Movie Ticket Company, which is a very honorable concern in our estimation, and in the estimation of all others who are using it in this town, made the following arrangement with the aforesaid baker, miller and coffee man when they sold them the tickets. "If you use these tickets we will agree not to allow any of our other users handling your commodities to pack them in their goods coming into your town, hence you can keep the coffee, bread, flour trade, etc., in Williamsport."

Now, Mr. Editor, do you honestly think that this Association is justified in boycotting the packers of these tickets? It means to either let them continue to use them and keep the money in Williamsport or allow some out-of-town concern to pack them and to send the money out of town. The tickets are proving a big success around here and are given out by at least twenty or more retailers in different lines. Everybody, in fact, is saving them, so it would be a slight matter for the people to switch their bread, coffee and flour trade to some out-of-town concern. We know for an absolute fact that one out-of-town baker would use these tickets if the ticket company would allow them to pack them in the bread which he ships to Williamsport, but they will not. This bakery, nevertheless, is going to use them in other towns which do not conflict with the Williamsport bakers' vicinity.

The local baker told me to-day that this plan had already helped his business to a noticeable extent. Why should this Association endeavor to stop this worthy cause when it has gained so much headway so far with this man and would naturally do it for others. "What is sauce for the goose is sauce for the gander, too." This Association is very strong on the trade-at-home proposition and in

my mind, that is a very good incentive to create that here.

We would appreciate your very immediate reply to this matter.

Very truly yours,
SIMON'S GROCERY COMPANY,
Harold H. Miller, Manager.

We know the Retail Grocers' Association of Williamsport to be a live and intelligent organization, and we assume that its stand on the movie ticket plans is of a piece with its opposition to all kind of premiums. If its attitude on the movie tickets would drive them from the city, that would be one thing. If its attitude would merely prevent local packing concerns from using

them, and switch the trade to out-of-town packers—and perhaps out-of-town retailers—that is another thing. If, in other words, the members of the Williamsport Grocers' Association are obliged to have movie tickets in their town, as it would seem they are, then we respectfully suggest that they might find it better to handle them in such a way that their local packers can get some benefit from them.

We believe that under retail business conditions as they exist to-day, it is totally impossible to drive premiums from a community. There will always be retailers who believe it is good business to handle them. Therefore when a boycott of premium plans or premium goods is proposed, the question always is: is it possible that this can accomplish the purpose, or is it, on the other hand, more likely to react on the boycotters?

Philadelphia Jobbers Decide to Cut to Cost Prices of Trademarked Brands

Start With Kellogg's Toasted Corn Flakes, Shredded Wheat and Cream of Wheat. The Scheme is an Effort to Compete With the Enlarging Girard Grocery Company. Eighteen Local Jobbers Organize Co-operative Buying Plan and Ask Manufacturers for Extra Discounts.

Some very interesting developments are taking form among the wholesale grocers of Philadelphia and Eastern Pennsylvania, in connection with the question of competing with the Girard Grocery Co., the collateral corporation of the Philadelphia Retail Grocers' Association. The extension plans of the Girard Grocery Co. have already been published. They comprehend the absorption of the assets of the Philadelphia Retail Grocers' Association, the increase of capitalization, the soliciting of many new members without the former \$200 initial investment and the selling of goods to everybody who will buy. All who are watching the situation believe that these plans will make the Girard Co. the largest and most powerful co-operative organization in the United States. Needing no profit, it can of course sell at prices which the most energetic and intelligent jobber cannot in many cases meet.

The local jobbers realize this fully, and have already laid plans to meet it. Their plans are two-

fold. Some eighteen of the local jobbers have organized a sort of co-operative buying organization which is apparently being managed by Max Pincus, of John Price & Co. Those interested decline to give out a list of the eighteen members of this plan, but they give out a list which they say contains the names of those who are *not* interested. If this list is accurate, it makes the following jobbers participants:—

Reeves, Parvin & Co., Samuel Howell, Comly, Flanigen & Co., H. Kellogg & Sons, E. Klein, James Crawford, Githens, Rexsamer & Co., J. Gillespie & Son, J. Graham & Son Co., William J. Graham & Co., Hiester, Rieff & Co., H. K. Kindig & Co., Kirk, Foster & Co., Merchants' Wholesale Co., William Montgomery & Co., John Price & Co., Thomas Roberts & Co., John Scott & So., Charles Shaw & Son, J. Frank Shull Co., Wilson & Richards.

Apparently there is nothing to this plan except co-operative buying. Already its promoters have

approached several manufacturers and in consideration of a single order covering eighteen jobbers have asked for extra discounts, some cases up to 5 per cent. The promise was also made that the salesmen of the eighteen members would push the goods of manufacturers who granted extra concessions. So far as is known, the plan has not yet gotten any extra concessions to speak of.

Whether this plan is designedly part of another one which the jobbers have also organized in their own defense is not clearly known, but it probably is not. A number of the larger Philadelphia jobbers had a conference a few days ago and decided to concertedly cut the price of a considerable list of advertised trade-marked articles. It is said that about ten jobbers have gone into this scheme, which is not favored by the Tri-State Wholesale Grocers' Association. The argument of the jobbers appears to be that by holding up the price of the trade-marked goods, notably Cream of Wheat, Kellogg's Toasted Corn Flakes and Shredded Wheat, they have been at a serious disadvantage in competing with the Girard Grocery Co. They sold at list, while the members of the Girard, direct or indirectly, got the benefit of lower prices. Therefore the jobbers who are in this plan will—fact already have started to—cut the package goods in question to cost. Kellogg's Toasted Corn Flakes Co., for instance, they are selling at \$2.60.

But few trade-marked brands make any attempt to-day to fix and hold their prices, and there is therefore not as much ammunition as there would have been a few years ago. But while the regular jobbers may not have sold all these goods at list, they have sold them above cost so that their cut to cost makes a considerable slash.

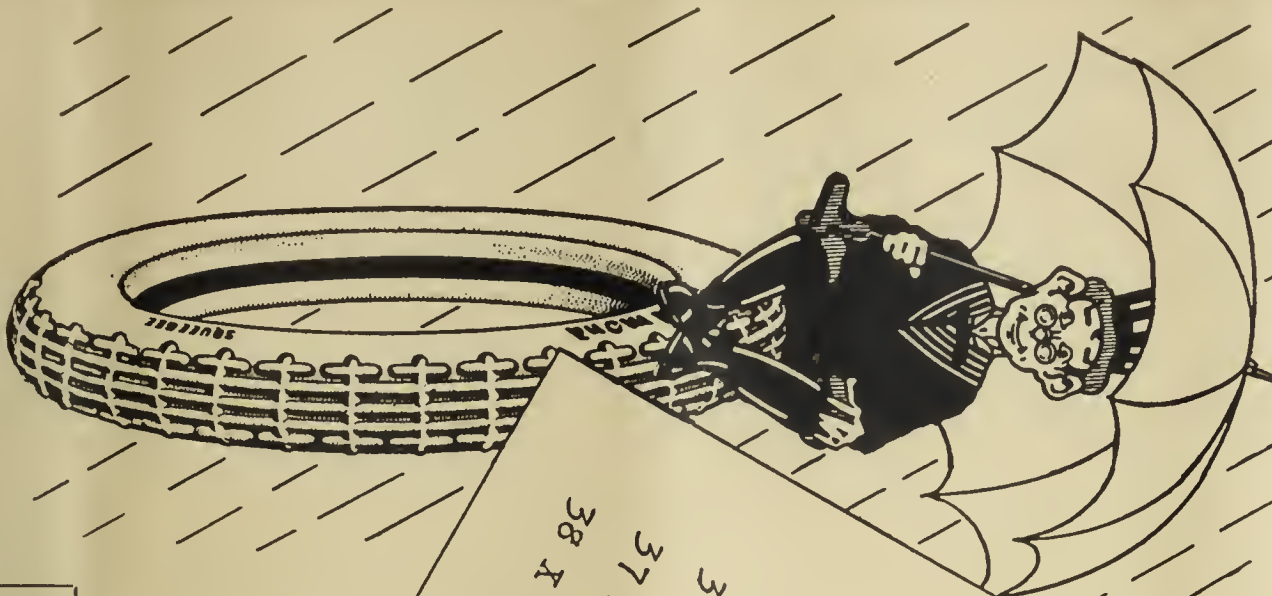
The interesting question is how the manufacturers will take it. Some of them have threatened to cut off all jobbers cutting below list, but nothing like that has happened yet, and there is reason to believe that no such action will happen. In one case a Norristown jobber called up the Philadelphia agent of a large manufacturer and complained that the Philadelphia jobbers were coming into his territory and slashing the prices of this manufacturer's brand. The agent told him to go ahead and meet the cut

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WITH THE EDITOR

A Letter and the Answer.

Is our answer to this letter right or wrong?—

St. Clair, Pa., Aug 12, 1915.

To the Editor:—

The Bell store has come to town and cut the life and profit out of business. Can you advise how to hold trade from going there?

Yours truly,
W. R. MASON.

We regret that there is no royal road to relief from these conditions. The Bell Company is a chain-store concern and naturally can do more than any single store. To beat it you must give the public something better than the Bell Co. gives, either in quantity, quality, price or service. The chance is you cannot do better either in quantity or quality, for the same markets are open to you both. As to price, you may or may not be able to compete with the Bell store. It is unquestionably buying cheaper than you are, but it does not follow that it can—or cares to—sell cheaper, for its overhead expenses are extremely heavy and it is carrying some dead wood.

You practically have but one chance, as we see it, and that is with service. You can give your customers better service than the Bell store can, and in that way may gain an advantage over the Bell store which will enable you to hold trade against it. By service we do not alone mean such factors as politeness in the store and prompt delivery, but personality. No Bell store has any personality. It is one link of a long chain, run by employees, often not even residents of the town. People deal with it because they think they can buy cheaper and that is practically their only reason.

As against this take your store. It is run by you, a citizen of the place, known to everybody in it. People who come find you there—

you are on the job, you greet them, you talk with them, you take an interest in their trade. The two stores are totally different places. One has a heart, the other has none. A big store doesn't need a heart so much, for obviously it cannot have one in the same sense, but a small store without a heart is a pretty cold proposition.

Any merchant with a personality can give it to his store, and can make it a place people will be glad to go to. As long as things are about equal, they will give it the preference over a Bell store. But if the Bell store is selling Kellogg Toasted Corn Flakes for eight cents while you are asking ten, no amount of personality, no perfection of service, can get you the preference with all the people, though it will with some. Such competition is pretty nearly impossible to meet, unless you are in shape, or can get in shape, to sell at eight too.

Here is an interesting letter to "Trade," a Baltimore, Md., canners' paper, by a Maryland pea packer:—

Lineboro, Md., Aug. 4, 1915.

Dear Sir:—I was very much interested in your July 26th, 1915, issue, to see that the Wisconsin pea packers have begun to realize that they were selling peas below cost. I am very much surprised that they have not seen their losses before this.

I believe the Eastern pea packers ought to wake up, as well as Wisconsin. I do not know how we will exist, selling peas at such demoralizing prices. I had the pleasure this week of receiving an order from a broker for 1700 cases of Sifted Peas at 50 cents delivered, and I politely told him that I had no 50-cent peas to offer.

The consumer is paying as much for a can of peas as he ever did. Who in God's world is making the money? I know. Do you? If you don't, make a guess. He's making

the money at the packer's expense and loss.

In Philadelphia last year I saw Wisconsin peas selling for 55 cents delivered—for the same peas I was asking 80 cents f. o. b. factory. Gentlemen, do you know the time has arrived when we either must have a stiff backbone or get out of business? Why can't we all begin together and at once stop giving our goods away, and instead get as much out of our day's work as a day laborer. If we can't do that and haven't backbone enough, I think we had all better stop packing peas for a year or two.

Yours truly,
A. G. GENTZ.

We have reported from time to time that canned peas are selling below cost. So, incidentally are canned tomatoes. The above letter reveals the situation as to peas very clearly and forcibly. It is fully as bad as there pictured, and there is also truth in the suggestion that some retailers do not sufficiently give their customers the benefit of low prices in the producing markets.

The real reason for the depressed prices of canned peas, however, is the fact that there are too many packers, and even in an average year they produce more peas than the consumption will take. Let some of them get out or reduce their output, and probably they will be able to sell their product at a profit.

The new plan of the Philadelphia jobbers to actively compete with the enlarged Girard

The Local Jobbers' New Plan of Competition. Grocery Co. is explained in another column. They

propose to cut the prices of various trade-marked goods like Kellogg's Toasted Corn Flakes, Shredded Wheat, and so on, to actual cost. Their theory is that the members of the Girard have been buying these things at cost plus a margin for expenses, and they, the jobbers, have always lost out in the competition

because they have been holding prices up to list. From now on they will go in and compete not only meeting any price which the Girard or any other company makes on these articles, but by going one better by selling at cost. Cost we presume means buying cost, so that the jobbing seller will pay out his expenses, which vary from 5 to 8 per cent. In other words, a long list of specialties, which the jobber has made good money in the past, now join sugar on which he usually makes a loss. The burden of loss which must be made up by the profit on other articles, now becomes that much greater, necessitating, it would seem, the charging of even greater profits on the articles that still remain profitable.

Surely a most radical move! It would seem shortsighted to the outsider, though we hesitate to criticize it as we cannot know all the facts and circumstances. Certainly it looks on its face like cutting the ground from beneath your own feet. What will the manufacturers say? Take the Kellogg Toasted Corn Flakes Co. It has always been particular to cut off firms which would not hold the price—will it have the courage to cut off all the jobbers who are now cutting its corn flakes to \$2.60? Or will it not likely decide that it is useless to go on protecting the trade against their withdrawal and withdraw all restrictions, selling the chain stores which in the interest of jobbers it has for years refused to sell. If the Kellogg Co. is consistent, it will now have to cut these jobbers off, and since this, not made up some how, would seriously curtail its trade, it might decide to go direct to the retailer. A somewhat unpleasant possibility which surely the jobbers must have considered.

H. G. Flint Leaves Philadelphia for Better Position.

Local Manager for Shredded Wheat Co. Appointed General Sales Manager With Headquarters in Niagara Falls. A Capable, Popular Man.

The local trade will both regret and rejoice over the announcement

that H. G. Flint who has for the last few years represented the Shredded Wheat Co. in Philadelphia, is to leave this market and establish himself in Niagara Falls. The rejoicing comes because he has been appointed to one of the highest positions in the Shredded Wheat Co.—general sales manager.

This is one of the best commercial positions in the United States, without a doubt, and equally without doubt the new incumbent is one of the best men in the United States for that kind of a position. Mr. Flint succeeds James Traverse, who goes to the Pacific Coast as general manager of the Pacific Coast Shred-

ded Wheat Co., with territory everything west of the Rocky Mountains.

Mr. Flint has been with the Shredded Wheat Co. for about 10 years. He was formerly the company's agent in Chicago and made the same high record of efficiency there that he has in Philadelphia.

company has done a phenomenal business under him in the Philadelphia territory. He was president of the Philadelphia Association of Manufacturers' Representatives for a while, and has always been conspicuous in anything which promised to help the trade. Flint is a good chap and everybody will be sorry to see him leave. He succeeded in Philadelphia by Ernest Pallman, formerly of the Boston office.

AMONG THE TRADE.

Glass jars advanced \$1 during the week, making the price for jars in large quantities \$5.53 per gross. They were \$3.53 at the beginning, which was below cost. The \$2 advance which has occurred since has been on caps and on the jars.

A Handy Store Truck.

Now is your chance to obtain a first-class handy truck below the regular price as the Howe Scale Co. of 508 Market street, Philadelphia, have a special sale on for two weeks. Their price during this sale is a dollar and twenty-five cents, delivered free in Pennsylvania, West Virginia, Maryland and Delaware.—Adv.

Hams, Bacon, etc., Are Not "Package Goods" in Pennsylvania

Therefore They Do Not Need to Bear Statement of Weight. So Says Attorney-General in Official Opinion to Chief of Weights and Measures Department.

The Attorney-General of Pennsylvania has been appealed to by James Sweeney, Chief of the Bureau of Standards, for an official opinion as to whether hams, bacon and similar commodities, when enclosed in the casings in which they are usually packed, are package goods within the meaning of the Pennsylvania act of 1913, requiring all package goods to bear a statement on the label of weight, measure or numerical count. The Attorney-General says in his judgment they are not package goods. The same question arose under the Federal act, and the United States authorities decided that hams, bacon, etc., were not package goods and need not carry the weight. In New York State, however, the Attorney-General is taking the posi-

tion that these goods are package goods and must bear the weight.

The opinion of the Pennsylvania Attorney-General is as follows:—

Replying to your inquiry under date of the 11th inst., relative to the application of the Act of June 24, 1913, P. L. 965, to wrapped hams, bacon and other commodities, I beg to advise as follows:—

It is apparent that the object of the act is protect purchasers against fraud and deception as to the quantity or amount of the commodity purchased.

Section 7 of the act provides: "If in package form, the quantity of the contents shall be plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count: Provided, however, that reasonable variations shall be permitted; and tolerances and also exemptions as to small packages shall be established by rules and regulations made by the chief of the Pennsylvania Bureau of Standards."

Your specific question is, "under the provisions of that section, do

hams and bacon covered with paper or cloth, or sold in wrappings of any kind, constitute a package within the meaning of the law?"

The answer to this question suggests itself very readily when it is borne in mind that the object of this legislation is to protect persons in the purchase of commodities "in package form;" in other words, where commodities are sold per package, or by the package as such, as of a given weight or quantity, without weighing or measuring. In such case, the law provides that "the quantity of the contents shall be plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count," obviously so that the purchaser will in that way be advised and know the quantity of the contents received. The term "package form" was accordingly intended to apply to such commodities as are put up in artificially determined sizes or quantities, fixed by the manufacturer or merchant, and intended to pass as such.

Section 1 of the act provides: "that the word 'commodity,' as used in this act, shall be taken to mean any tangible personal property sold or offered for sale." Hams and bacon, therefore, would come under this broad definition of the term "commodity;" but whether the sale of hams and bacon covered with paper or cloth, or sold in wrappings of any kind, would be a sale "in package form" would depend on whether or not they were sold per package as such or by separate and individual weight. You do not state the facts on this point necessary to specifically determine the question, but if I understand correctly, hams and bacon so cov-

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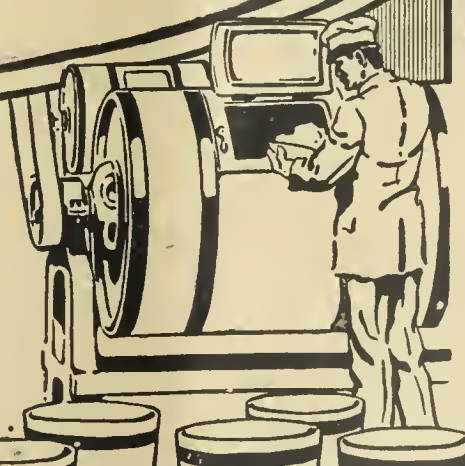
"Dandelion Brand" Butter Color

gives the top price shade of yellow.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

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BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

ered or wrapped are not sold per package as such, the weights of the hams and bacon not being uniform, but are in each instance sold by weight per ham or bacon as wrapped, of which the purchaser is fully aware.

I am, therefore, of the opinion that, as to hams and bacon covered with paper, cloth or other wrapping and so sold, the act does not apply, and in such case it is not necessary that the quantity of the contents be marked on the outside of such package. The words "in package form" were similarly construed in reference to the same subject-matter in the case of State

v. Swift & Co., 120 N. W. Repr. 1127 (Neb.).

The reasoning in this opinion applies to all other commodities referred to in your communication. If they are sold per package as such, "the quantity of the contents must be plainly and conspicuously marked on the outside of the package in terms of weight, measure or numerical count," as the act provides. If they are wrapped merely for sanitary purposes and are not so sold, but in each instance are weighed, though with the container, covering or wrapper, of which the purchaser is fully aware, the act does not apply.

The New York Letter

Interesting Variation Between Offerings of Different Coupon Companies. Why New York State Thinks Cased Hams and Bacon Are Package Goods. Former Weights and Measures Superintendent Starts New Enterprise. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 20, 1915.

A student of the premium plan made an interesting investigation during the week, the purpose of which was to learn the comparative value of the offerings which the large coupon companies were making in their catalogues. He selected the goods of the United Profit-Sharing Corporation, the Mutual Profit Coupon Corporation and the Universal Profit-Sharing Company.

In making comparisons he selected the same trade-marked goods on the theory that any difference that he might find could not be accounted for in difference in quality. The United Profit-Sharing catalogue offers a Gillette Safety Razor for 250 certificates, and the Universal offers it for 245. The United Profit-Sharing Corporation offers a Bissell's Carpet Sweeper for 175, while the Mutual offers it for 165. A certain camera costs 500 certificates with the United Profit-Sharing Corporation, while with the Mutual it costs only 475. The same difference according to this investigator is the same with a large variety of articles.

The case brought by the State of New York against Armour & Co., on the theory that the latter's hams and bacon are package goods and must bear the weight on the wrapper is still dragging through the courts. The Attorney-General filed his brief during the week and its argument is interesting. Part of it is as follows:—

1. The wrapper for bacon sold was a container within the meaning of Article 2 of the General Business Law.

It is asserted at the outset that no case law in New York State or in any other decides this question. The New York Legislature has defined a container as a wrapper, as well as a carton, box, crate, barrel, keg, drum, parcel, jar, bag, package, etc., and the terms of the law make it quite clear that the wrappings in dispute constitute a container.

The New York Statute is radical, a step in advance, and intended to reach all cases where goods at the time of sale are actually covered or wrapped up.

It is not required that if I buy ten pounds of sugar and the grocer weighs it that he shall mark the bag he puts it into for delivery. I have asked for ten pounds of sugar and I am given ten pounds of sugar. However, if I ask for a particular bacon I see hanging wrapped in a heavy covering, or for a can of Whitehouse coffee, I am entitled to know how much that container weighs.

The merchant cannot say I will weigh a package of grapes or a wrapped ham or bacon before your very eyes, and if you are fooled into paying grapefruit prices for cardboard, and meat prices for grease and paper, it is your own fault.

Several cases are cited in support of the argument that wrappers are containers and it is stated that decisions alleged to favor the defendant are not relevant, as they concern other laws than that of New York.

2. The sale of paper at meat prices constitutes a violation of Section 16 of the General Business Law. Section 16 provides:—

Method of sale of certain commodities. All meat, meat products and butter shall be sold or offered for sale by weight. All other commodities not in containers shall be sold or offered for sale by standard weight, standard measure or numerical count, and such weight, measure or count shall be marked on a label or tag attached thereto; provided, however, that vegetables may be sold by the head or bunch.

The dealer has the following alternative:—

a. Weigh the meat separately, and charge meat prices for so many pounds of meat, then put the wrapper on for delivery and charge for the wrapper or not, as he sees fit. The meat packers object to this because of the probability of shrinkage between the time of packing and sale.

b. Sell the wrapper and meat together and mark the weight of the meat or the weight of the whole with the weight of the wrapper.

The plaintiff claims that in the case before the bar he was charged \$1.56 for meat, in which was in-

cluded a payment of 10c. for wrapping. The wrapper, including labor and all, only cost 2½c. Objection is raised to charging for the wrapper and telling the customer he is paying for meat. It is suggested that the price of the meat might be raised so as to cover the charge for paper, provided his customer knows how much meat he is getting, or a special charge might be specified for wrapping.

Evidence concerning the trade custom is regarded as favoring the contention of the people. The brief shows some interesting computations in this connection which indicate how large a loss has been borne by the purchasers. The figures compiled from the figures of the Thirtieth United States Census follows:—

1909—NEW YORK STATE.

Hams, quantity in lbs.	51,636,936
Value	\$7,053,027
Shoulders, bacons, sides, quantity in lbs.	59,266,364
Value	\$8,064,612

It is estimated that about one-third of the hams sold are wrapped, and on the same basis as existed in the present case, where there was one ounce of paper to every pound sold, this would mean that the value of paper sold in this State six years ago at the rate of 13 cents a pound was \$314,954. The paper in the case on trial was sold at 26 cents a pound.

Dr. Reichmann, formerly superintendent of Weights and Measures in

this State, has organized a new plan he calls a "Service Department," the object of which is to safe-guard weights and measures. The objects of the plan in brief are as follows:—

1. To maintain the weighing and measuring instruments of whatever form, type or make in correct condition.

2. To issue certificates of correctness.

3. To act as consultants and experts for clients in any matters relating to weights, scales or measures or methods of their use.

4. To act as efficiency engineers in matters of weighing and measuring methods.

5. To make investigations for clients.

6. To keep clients informed on all weights and measures matters of interest in their business.

7. To act as mediators for clients in any weights and measures disputes.

8. To co-operate for clients with the United States Government, State, county or city weights and measures officials.

Of course, it is a private enterprise entirely.

A well-known representative of the California fruit industry who was in New York during the week said it was intimated out there that the dried fruit yield of California for 1915 would reach approximately \$22,500,000. The

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Feeling Sore.—It's human nature to feel sore when you're told disagreeable things about yourself, but it isn't human sense to keep up that soreness. If you have a boss who tells you things straight from the shoulder don't discourage him by quitting or holding out a sorrowful frown. The way to stop his hard knocks is to stop the cause. He's trying to get you in line and make you fit. If you hadn't the stuff in you to get in line, ten to one he wouldn't waste his nervous force.

A lot of us are never really tried out till we start working under the leadership of a real business man. Then our second schooling begins. To flare up and display a rebellious spirit is silly. The man is putting you right and the thing for you to do is to see his point and act accordingly.

Study Your Employer.—Get a line on him, so to speak, same as you do with a good customer. Make your ideas work in harmony with his. Perhaps there are not two employers in the grocery business to-day who act and think alike, or whose methods are alike. By conforming to such ideas in a general way you get his good will and his confidence.

This does not mean that you should be without initiative or that you should have no ideas of your own. It means rather that you should avoid antagonism and cultivate a full sympathy with the man who is endeavoring to make a success of his business.

Giving Samples.—Do you know there's an art in disposing of samples even though they may be insignificant samples? I never was very much in favor of throwing them in order boxes. Handing them to a customer along with a few words about the goods is better. It's more highly valued. It associates more directly the store with the goods. It's more of a complimentary affair. Make the most of samples. They cost you nothing.

Can You Print a Sign?—No one can teach you—but you. Practice do it. Commence on common wrapping paper. Every one you make will be better—just a trifle better than the previous one. The first will be something horrible to behold. The fifth will be readable; of course this is a accomplishment isn't demanded by the concerns, but we can't all work for the concerns to start with.

ected yield of dried peaches is 100,000 pounds, of apricots 40,000,000 lbs., and of prunes 130,000,000 lbs.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged. Fair demand for August. Coffee easy and quiet. Receipts large in Brazil and prices barely steady. Mills dull and quiet on large stocks. Sugar unsettled and declined both raw and refined.

Raws about $\frac{1}{4}$ c. cheaper and refined 10 points. New seedless raisins priced $\frac{3}{4}$ c. above a year ago. Other dried fruits quiet and unchanged. Apricots firm. Spot salmon easier, in spite of short supplies. Domestic sardines unchanged. All standard canned vegetables weak except corn. Wheat easier and fractionally lower. Flour unchanged and maintained on former high prices. Provisions slightly firmer but undertone weak.

The Grocery Markets

Tea.

The tea market shows no change for the week, except that low grade teas, from lack of demand, are going off somewhat. The general market, however, is still steady to firm, with a good consumptive demand. This course August has not been up to last August, when the war began, causing a tremendous flurry in tea, but it is showing a very satisfactory movement.

Coffee.

The coffee market is still very satisfactory, meaning Rio and Santos in particular. Receipts continue to pile up in Brazil and the situation down there is not at all promising. The market for all grades of Rio and Santos can be held at a fraction lower than a week ago. The demand is very quiet. Mild coffees are unchanged, weak, and ruling on a low level. The demand is quiet, although prices would seem to be a safe purchase. Mochas show a decline of 1¢ a pound. Java is firm and quiet.

Sugar.

The sugar market shows considerable uncertainty. Apparently the speculation to which the market is now subject is the result of speculators. Raws have declined a fraction of a cent during the week and refiners are now quoting granulated at 5.70. Some of them have held at that right along, but others have not. It looks like there will be even lower prices for sugar in the near future in spite of the fact that we are now entering into the season of greatest demand. The consumptive demand at present is large, as everybody is afraid of the market. Domestic beet granulated is still offered pretty generally at a substantial fraction, perhaps

averaging $\frac{1}{4}$ cent below the Eastern refiners' prices.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is quiet and will remain so until the hot weather is over. Prices are unchanged. Sugar syrup is very strong and ranges from 4 to 6 cents per gallon above normal. This is on account of heavy foreign demand. Blackstrap molasses is also very strong because of the demand for it for use in making alcohol. Probably prices are 3 cents per gallon above normal.

Fish.

Norway mackerel are about \$1 higher than a week ago, although it is said that some new supplies are on the way, which would naturally tend to lower prices instead of raising them. The advance is due to small supply in this country. Irish and shore mackerel show no change for the week and light demand. Cod, hake and haddock are unchanged and very dull. Future prices have not yet been named, but will be shortly. One or two packers have named prices on futures of Alaska salmon of \$1.40 in a large way, f. o. b. the coast. If the reports of catch are true this price is

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

You Must Make the First Move

¶ If we only knew who all of you were we'd send everybody a sample of high-grade **Coffee** and a quotation based on mail dealings entirely.

¶ But we don't, so you must make the first move. We get the best results from matching and quoting on **Coffees** that have been bought through salesmen. We always shine well in a comparison like that. It is fundamental that the mails are cheaper than salesmen.

DURYEE & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES
533 Greenwich St. NEW YORK ESTABLISHED 1897



Big Value for Your Money and Time

¶ No single article you can stock will give you more for your money and your time than **Wheatena**. It sells regularly and constantly without pushing, and it has never been made the sport of cutters.

¶ Packed very unusually and guaranteed the same way.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90¢ doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

low. Spot salmon is unchanged. Imported fish is firm. Norway herring are quoted at around \$1.60 as compared with the normal price of \$1.15. Portuguese sardines are firm and advancing, as are Norway sardines. Of French sardines there are practically none. Domestic quarter oils show no change for the week; demand light.

Canned Goods.

Tomatoes are unchanged for the week. The price for Maryland 3s, in a large way, f. o. b. on spot, being 65 cents per dozen, with 67½ cents the average price for futures. Demand is poor in spite of the fact that these figures are below the cost of production. Peas are heavy and weak. Large sales of new pack have been made at a very low price and until these have been distributed there will be no heavy demand for them. Reports from Maine show a short pack and the situation is firm. All other grades of canned goods unchanged and quiet. Apples are unchanged and dull. California canned goods, both spot and futures, are both dull, cheap and heavy. Small Eastern staple canned goods are unchanged and show no demand.

Dried Fruits.

Prunes are unchanged and quiet. In spite of every apparent reason for a lower market, the situation is steady. Apricots, peaches and currants are all dull at ruling quotations. The California Raisin Combination are naming a price on seedless raisins of ¾ cent above last year. New prices on seeded raisins are expected within the next two weeks. Seeded raisins are expected to open about like last year.

Beans and Peas.

Domestic pea beans are a shade higher during the week, due to good demand. Marrows unchanged and very scarce. California limas are working up a trifle and the demand is moderate. Green and Scotch peas dull and unchanged.

Butter.

The butter market is steady and unchanged, while the make continues liberal. The average quality of the present production is unusually fine; consumptive demand is normal and will probably continue good for some time to come. No important change is in sight.

Eggs.

Fine fresh laid eggs are firm at an advance of 1 to 2 cents a dozen.

The percentage of fancy stock is still light and these grades of eggs are being sought for. Medium and low grades are not wanted and are sold at varying concessions. The receipts of eggs are gradually becoming less and the market is firm.

Cheese.

The cheese market is steady and unchanged, with a light consumptive demand. Prices are about the same as about a week ago, with the make somewhat larger than usual at this season owing to the very favorable weather. The market is steady and prospects are that prices will have to be slightly reduced in order to stimulate trade.

Provisions.

All smoked meats are steady at a decline of a quarter to a half on all grades. There is a fair consumptive demand. Stocks are very large and the situation is not firm as the consumptive demand is very moderate. Pure lard is steady and unchanged, as is compound. Barreled pork, dried beef and canned meats are steady to firm at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our agents in Norway report by cable that the first cargo of new catch of Iceland Herrings has arrived there. The herrings are large, fine, fat, and of excellent quality, but prices prevailing are about twice as high as is usual at the beginning of the season. As herrings are so very scarce, and the demand so big, even the high asking prices will not stand in the way of the quick sale of those herrings. From Holland no herrings can be imported as yet, firstly: as prices are very high, in fact too high to admit of any importation, and secondly: the quality is not such that it would be advisable to import these herrings in the United States. Our friends in Holland expect a more reasonable market before long.

It seems impossible to get supplies of suitable Sardines from Portugal at the present time, and stocks here are very insignificant and none abroad. Importers have finally waked up, and now when they are unable to get further supplies for the present at least, they are advancing their prices on what stock they have left, after they have slaughtered their holdings at prices way below European parity. Now, when there is a demand, they have nothing to offer.

On Norwegian Sardines the situation is similar. There are still some cheap lots being offered in the market, mostly of unsatisfactory quality. No cheap Sardines can be had at the present time from Norway, as the catch at present is only the very best quality of Norwegian Sardines. These, of course, are not scarce, but prices are high. When the small available supply of the cheaper grade of Norwegian Sardines is exhausted here (no stocks of those in Norway at the present time) the trade will have to get accustomed to buy a better grade of Sardines, which will certainly do no harm, but will be of great benefit to the trade in general. The price for the highest grades of

Norwegian Sardines is so very reasonable, and so very cheap in comparison with other Sardines, that it seems to be a pity that the Norwegians continue to pack some of the cheaper grades, which have never been, and never will be, of satisfactory quality.

STROHMEYER & ARPE Co.

New York.

Spices.

The market is more active, especially in black pepper. Other articles are moving in a very satisfactory way. Stocks here are small, and buyers must consider the probable delay in shipping. The export demand is also large; therefore, indications really point to a steady and higher market.

Pepper.—Prices are practically unchanged. Demand has been very good. Markets abroad are generally higher than here.

Red Pepper.—In very active demand. The supply continues very small and continued high prices are therefore likely.

Cloves.—Are firmer and in better demand. It is likely that prices will advance.

Pimento (Allspice).—Market practically unchanged notwithstanding it was thought the hurricane which swept the north coast of Jamaica during the last week would do great damage to crops. Telegraphic communication, however, has been cut off and we may have more definite information before the close of the week.

Mace.—In fair demand at generally unchanged prices.

Nutmegs.—Fairly steady. Market value unchanged. Present price we consider safe.

Cassias.—In better demand at steady prices. Saigon is scarce. Batavia is active and firmer in price. China grades are also in fair demand.

Gingers.—In better inquiry. African crop has now been shipped. It is reported to total about 250 tons against 1600 to 1700 tons during 1901.

Green Ginger Root.—In very active demand. The article is scarce and prices are steadily advancing.

Tapiocas.—Fairly steady at prices which are really below import cost.

Paprikas.—In better demand. Hungarian grades exceeding scarce. Spanish grades in fair supply at steady prices.

Seeds, Herbs, etc.—Celery and Thyme have advanced and very likely to be higher. The celery crop is positively short. Quotations from Marseilles fully 3 to 4 cents higher than prices here; therefore, further advances expected.

Laurel leaves and French Marjoram also higher.

McCORMICK & CO.

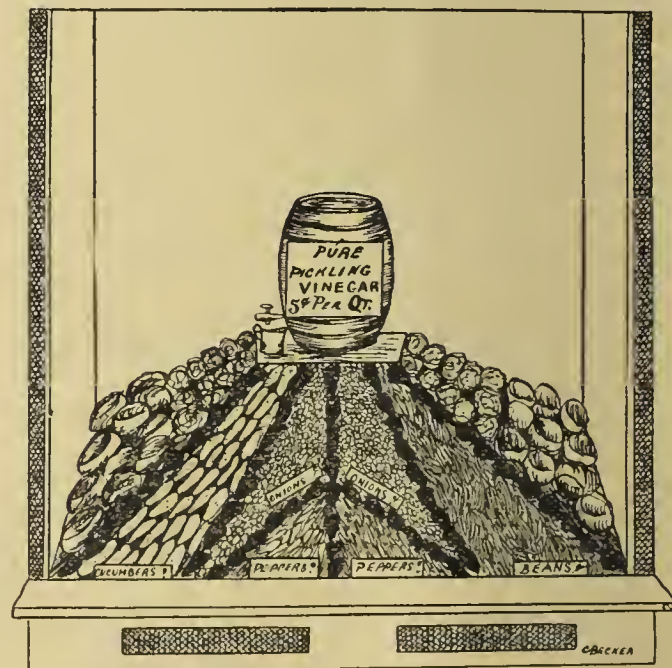
Baltimore, Md.

Walter Baker & Co. Ltd. Receive Still Another Grand Prize.

The Grand Prize for superiority in Cocoa and Chocolate preparations has been awarded to Walter Baker & Co. Ltd., Dorchester, Mass., at the Panama-Pacific Exposition at San Francisco. Only a few weeks ago this Company was awarded the Grand Prize at the Panama-Pacific Exposition at San Francisco.

Inclosed find check in payment of subscription for two years. Please consider the "Modern Merchant and Grocery World" one of the best trade papers published, and eagerly look for it each Monday.—R. H. Huyett, Birdsboro, Pa.

Weekly Window Display Suggestions



Pickling Vinegar.

This window display has both a vinegar and vegetable display. First put a small barrel of vinegar on a strong box about two feet high at the rear of the window. Put a price tag on the barrel like the illustration. Now make a slant of boards from the sides and front of the box to the bottom of the window. Arrange the large vegetables such as white and red cabbage, cauliflower, etc., near the back of the window. Use mangoes to space off the different kind of vegetables. Toward the front arrange the smaller vegetables such as cucumbers, onions, hot peppers and beans. Have a card for each kind, stating the name and price of the vegetable.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The American Grocers' Society.
Mechanicville, N. Y.,
August 13, 1915.
the Editor.

Dear Sir:—Inclosed find letter from the American Grocers' Society, Newark, N. J. Can you enlighten me as to who these people are and if any dependency can be placed on their mailing matter?

Yours truly,
CAMFIELD BROS.

This correspondent has been sent a copy of a recent issue of this paper, in which the plan of the American Grocers' Society was discussed, and in which readers were advised, as they have frequently done before, not to invest in the stock of the company mentioned.

Ice Making Machine Wanted.
Garden, Pa., August 13, 1915.
the Editor.

Dear Sir:—Can you tell me where I can get an ice-making machine? Which would be cheaper, to get ice in the winter or to make it in the summer?

Very truly yours,
GLENN W. KIZER.

Get in touch with the York Mfg. Co., York, Pa., or with the Brecht Co., 174 Pearl street, New York

Cartons Wanted.

unbury, Pa., August 13, 1915.
the Editor.

Dear Sir:—Please give us the names of firms making a specialty of cartons, in which we may pack

Yours very truly,
WEIS PURE FOOD STORE.

Messrs. Brown & Bailey, Frank-
and Willow streets, or the Lock-
and Folding Box Co., 251 South
d street, both Philadelphia.

Good Idea, But It Won't Work in Pennsylvania.

Cyler, Texas, Aug. 12, 1915.
the Editor.

Dear Sir:—I desire a little information and know you can furnish which will be very highly appreciated by me.

A party residing here owes me a large grocery account. This party is employed by a Philadelphia shoe concern, and I desire to know whether or not there is in the State of Pennsylvania a garnishment law?

If so, I can manage to sell this account to some live young Philadelphia attorney who could garnishee the salary of the man who owes me and in that way make collection of the amount.

I have used every known means here to make the collection and with no success whatever.

Yours very truly,
SAM V. GOODMAN.

There is no garnishment law in Pennsylvania. The only thing you can do here is to get judgment against your debtor and take him into court and cross-examine him as to whether he has property. If he has nothing except his salary, you are no better off than you were in the beginning.

A Directory of Jobbers and Manufacturers.

Statesboro, Ga., Aug. 12, 1915.
To the Editor.

Dear Sir:—I wish to get a book or list of leading wholesalers, jobbers and manufacturers of groceries. If you do not publish such a book or list I will be glad if you will refer me to who does. If you have it send me a copy if it is not more than \$1. If more do not send it.

Yours truly,
H. CLARK.

The book you want is Thomas' Food Trades Directory, published by the Thomas Publishing Co., of New York City.

Selling Eggs by Weight.

Wendell, N. C., Aug. 16, 1915.
To the Editor.

Dear Sir:—I buy quantities of eggs and chickens; so much per dozen for eggs and per piece for chickens. Would it not be a fine plan to buy and sell each so much per pound? First, for the eggs, a clerk could handle them twice as fast by weight; second, it would then be treating all customers alike. I have bought eggs at 25 cents per



Here's a Big Money-Maker

\$25 to \$60 extra profit for you each week if you install a Butter-Kist Pop Corn Machine. Hundreds of store-keepers are reaping a harvest of nickels. One of these machines installed in a store last January took in \$2,065 the first five months. Hundreds of like records prove the Butter-Kist Popper nets much more profit per square foot than anything else in the store, for 70c out of every dollar's worth of pop corn you sell is clear, clean profit. Big, constant demand. All-year spot-cash business. No stock

to carry. Butter-Kist is a trade-builder for the entire store. It is backed by a big national advertising campaign.

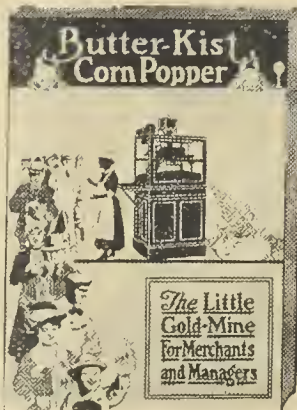
43,000,000 Advertisements for Butter-Kist Pop Corn

in national magazines and weeklies during 1915 have made Butter-Kist a national treat in every state in the union.

This great advertising campaign is making customers and profits for every Butter-Kist owner and operator and increasing his general store profits. Hook your store to this great national advertising campaign and make big money from the greatest confectionery campaign of the year.

Free Service to Butter-Kist Owners and Operators

Aside from our national advertising our free service to Butter-Kist operators puts you in touch with the very latest and best pop corn and merchandising information. We furnish free motion picture slides, display posters, and have Free Cut Service



BUTTER-KIST The Delicious Pop Corn

*A Flavoury, Savory Confection
In a Class of Its Own*

Ask for Butter-Kist—the new kind of pop corn. Its appeal is irresistible—once you taste it. Every crisp, crackling, snow-white kernel is perfectly popped and evenly buttered. The kernels at the bottom are like those at the top. No 5c treat so delicious—none so pure and healthful.

**BUTTER-KIST
POP CORN**

All this is possible only with the Butter-Kist Corn Popper, more accurate than human skill or hands. It feeds itself—pops the corn—sorts it and butters each kernel perfectly. Merchants everywhere are installing Butter-Kist Pop Corn Machines and coining big money.

Pay From Your Sales

A small down payment puts this Butter-Kist Pop Corn Machine in your store with all Butter-Kist privileges; pay balance on easy installments. Soon pays for itself out of the money it earns.

Get This Book Free

Facts, figures, photographs, proofs of profits, etc., shown in our new book, "The Little Gold Mine." Sent free postpaid. Every day gained may mean \$5 to \$15 extra profits to you

HOLCOMB & HOKE MFG. CO.
1735 Van Buren Street
Indianapolis, Ind.

dozen weighing $1\frac{3}{4}$ pounds. Another standing waiting says, "count mine," and I see they are not larger than guinea eggs. I say to him, I can't give you but 15 or 20 cents a dozen for them, and he would say hand them here and take them across the street and sell them to my competitor for 25 cents per dozen, and they only weighed 1 pound scant. Still that customer thought I was trying to take advantage of him.

I enjoy reading the "Grocery World and General Merchant" fine.

With best wishes and much success to you, I beg to remain,

Yours truly,

J. W. PERKINS.

Of course eggs ought always to be sold by weight, and they are being sold by weight in some sections, though this is by no means anything like general. It will become so eventually, however, we believe.

A Business-Bringing Plan Proposed.

Johnsonburg, Pa., Aug. 16, 1915.
To the Editor.

Dear Sir:—I have bought out my father, who has been in business for over twenty-five years. He did mostly a credit business and naturally had to carry a lot on his books. We have about eight pay days a month, so there is a lot of money in circulation all the time, and I have been thinking of having one day each week for a special cash day; everything sold that day for cash and have special prices, etc.

Do you think this would work well with the credit business? I want to do some advertising in newspapers, etc., and do not understand how to get it up in good shape, and if you could refer me to some good book or a publication of some kind that would give me some

ideas how to arrange it, etc., it would be a good help to me.

Inclosed find envelope for your reply.

Yours truly,

L. G. MEEHAN.

We believe that a special cash day, on which everything would be sold for cash, might work, provided that the inducements offered were real and substantial. The difficulty you will encounter will be the effort your credit customers will make to induce you to sell them the specials on credit. As to this you should be rigid and inflexible—the minute you give in once you are gone. If the plan doesn't work you can easily abandon it.

The best way to educate yourself to do good advertising is to take some good correspondence course in advertising like that of the Page-Davis Co., of New York. Books with stock advertisements in are all right, but they lay no foundation for capable work.

July Failures Show Smaller Increase.

Outside of Hat Business, All Lines Show More Failures Than in July, 1914, Though Not So Great as in Last Few Months.

The report of July failures is at hand, and with the exception of the

hat business every line shows an increase over July, 1914. The increases, however, are not so great in most lines, which is a very clear indication of better conditions.

The figures are as follows:—

General Stores.—July, 1915, 141; liabilities, \$767,983; July, 1914, 101; liabilities, \$694,803.

Grocery Stores.—July, 1915, 300; liabilities, \$1,108,908; July, 1914, 260; liabilities, \$713,797.

Clothing and Furnishing.—July, 1915, 136; liabilities, \$956,765; July, 1914, 127; liabilities, \$953,906.

Dry Goods.—July, 1915, 80; liabilities, \$490,253; July, 1914, 48; liabilities, \$1,899,394.

Shoes.—July, 1915, 41; liabilities, \$237,331; July, 1914, 33; liabilities, \$213,500.

Hardware.—July, 1915, 33; liabilities, \$282,017; July, 1914, 27; liabilities, \$205,605.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws. Then by placing the boxes on top of each other, you create an attractive space-saving display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.



EXQUISITELY DELICIOUS for cold desserts, puddings, sauces, icings, confections.

MAPLEINE

The Master Flavor, rich and mellow.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

The Week's One-Time Ads.

You fellows that have cars, whether they're to sport around in or to deliver goods with—I want you to listen to me while I tell you that if you're wise you'll use Diamond Tires. The only car I own is a baby coach, and as long as that keeps full I don't suppose I'll ever have any other kind of a car, but I know a lot of people that own cars and the talk I hear is Diamond Squeegie Tires. You can buy them at square prices—no fake discounts—and they stand up and give you all kinds of mileage. I suppose every fellow has his mind all made up what kind of a car he'll get when he gets one, and what kind of tires he thinks are best, and all. My tires are going to be Diamonds, as long as they're as good as they are now. I want you to look at the page ad. of Diamond Tires in this issue—there's something in it that you as a tire buyer ought to be interested in. The Diamond people

have kept a record of half a million Diamond Tires, and they've put it in a pamphlet and will send it to you. If you care a ding whether you're getting the right kind of mileage for your tire money, you ought to get that pamphlet and read it. Good thing to do it to-day, before you have another blow out.

There's another half page ad. for the Butter-Kist Popcorn scheme in this week. You remember the last one they had. Don't think because this is popcorn there isn't any money in it for you. There's plenty of money in it—sure more than there is in flour, or sugar, or soap at 3 for 10. I tell you hundreds of stores have put in the Butter-Kist machine and are simply coining money out of it. Only requires a little cash—the machine pays the balance out of its own profits. Gee I wish I had a store so I could put one in!

JIMMY MANDER.



No Poisonous Gases in this Effusion

Strict neutrality and equal rights to all belligerents.

We are busy in creating and not destroying.

Our nation is one of peace and prosperity.



SYRUPS—Our prices on Syrups are below the general market. Foresight and large purchases when the market was lowest has placed us in a position to give you extra value at the price. Nothing nicer than our **Challenge Table**, some prefer **Royal Table**, others **Very Best**, **Gilt Edge**, **Ex. Amber**, **King B**, **Starlight**, **Crescent**, **White Clover**, etc. A very fine flavored Sugar Syrup, **Mighty Fine**, at 24c. Also a full line of selected New Orleans Molasses in bbls. or $\frac{1}{2}$ -bbls. Buy your sweets of us.

FODDER YARN—A corn crop of three billion bushels means the use of a lot of Fodder Yarn. We offer the best sisal yarn, medium size, in coils of 50 and 100 lbs., price per lb. 6c.

PREMIUM TEA—We offer a choice quality of Black Tea, a blend selected for its cup quality, packed in $\frac{1}{2}$ -lb. packages, 50 lbs. to the case, per lb. 40c. A handsome piece of chinaware with each $\frac{1}{2}$ -lb. package. Make a display of the chinaware and it will sell the Tea. A trade winner.

WHITE COVER JAR TOPS—Now that the preserving season is here we want to call attention to this new improved sanitary cap, self sealing and fits any Mason jar, it is destined to replace the old-style zinc cap. Very simple in operation and a perfect seal. Include a $\frac{1}{2}$ -gross box with your next order. Price per gross \$2.50. Retail at 30c. a doz.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA.

Clean, Uncoated Rice



¶ Retailers who have given **Imperator** uncoated rice a chance have sometimes wondered why they sold so much more rice with no extra effort.

¶ One reason is that **Imperator** rice is uncoated—clean and natural—and consumers like that when they once understand it. The other reason is that it is fancy head rice of unusual quality.

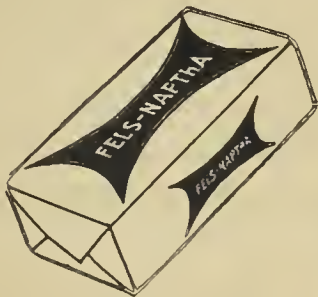
¶ Write to us, please.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.

Most Women Know

all about **Fels-Naptha** soap—know by experience that it *will do* all its makers claim. Grocer's time is not taken up trying to sell **Fels-Naptha**, because it sells itself. (The quality's there.)

Fels & Co.
PHILADELPHIA



HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM
You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, *Forbes Building,* Coshocton, Ohio



BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA



What I'd Do to Beggars if I Had a Store.

D'ye know, I don't mind these beggars that you see on the street so much—you can get by them without even looking at 'em, if you want to. The beggars that would get my goat are the ones with skirts on that come in your store and goo goo coin out of the drawer.

Of course it ain't any of my business in a way, for I ain't got a store and ain't likely to have one—not this week, anyway. But I see so much of it, and get so het up about it sometimes, that I feel as if it was my money.

One of my customers almost had a stroke before my face the other day because he couldn't say what he wanted to, to a woman that came in. She came in with her leg-pulling smile on and started in to work him. He couldn't say what he had a mind to, and holding it in blame near killed him.

She was a W. C. T. U. woman.

"We're going to give a peach festival on Mrs. Jackson's lawn next Friday," she said, "and you can't guess what one of the ladies said about you at the meeting last night."

Ever been asked to "guess what it is" when you were red mad and wanting to stick a finger in somebody's eye? Gee, but it's jolly!

The boss didn't hump himself trying to guess, so Mrs. W. C. T. U. went on without him:—

"She said I'm sure dear good kind Mr. Shuman will give us part of the peaches."

Then she laid back 'on her haunches, as it were, and he-he-ed.

Dear good kind Mr. Shuman looked as grumpy as an old mare with the colic.

"And they sent me here to see if you would," she went on. "You've always been so kind and generous to us."

"Are you going to buy any of the peaches?" asked dear good kind Mr. Shuman. You see what he was

getting at, as they'd only stuck him for part of 'em.

"We hope to find dear good kind friends who will give them all," said the female, laughing like a little devil, and Mr. Shuman's dear good kind face fell like a bum sponge cake. They had him. They always have you and if you think you've got gall enough to turn 'em down, go ahead and try it.

Men don't come to beg these things. If it was men, you could tell 'em to get the hen out of here; nothing doing—"I've got a sore face." It's always these blamed W. C. T. U. women, and P. D. Q. Lodge women, and church women and all the other women—they come bringing in their cheeky touches, with a threat in every word, and you simply have to stand there and swallow it.

"I'll think it over and let you know," said dear good kind Mr. Shuman, and the W. C. T. U. woman went out.

"How many other fruit people are there in town here?" I asked him.

"Twelve beside me that amount to anything," he said.

"All right. What you want to do is to call 'em all up right away, tell 'em about this hold up and ask 'em if they'll stand with you not to give up. Make 'em pay for their stuff for once."

"Huh!" he said in disgust, "these fellows haven't got a bit of backbone where it comes to a thing like that."

"Shame 'em, anyway," I said.

"Oh, no," he said, "no use."

Between you and me, I have a hunch that it was dear good kind Mr. Shuman that didn't have the backbone. Sometimes, if he works up to it, he can look real fierce, but if you stand up to him for five minutes you can get his socks.

"Know what I'd have said to that woman if I could?" he said.

"Nope."

"I'd a said, 'see here, Mrs. Stokes, you've been coming here to me for the Women's Union for two years asking for things, and you've never spent a cent of real money with me yet. If you do buy anything in my line it goes to Jenkins, who's brother-in-law to your president. You don't even buy of me yourself for your own house. You come down here and jolly me about dear good kind and all that sort of thing, but I'm getting a little sick of it. I don't get any trade to speak of out of your members anyway, and you don't seem to be doing much in the temperance line. Why should I keep giving my goods away all the time—does your husband give his hardware away?"

As he went on he talked louder and louder and when he got to the end people began to rubber in from the street. I suppose they thought I was a good member of the W. C. T. U. and I'll bet dear good kind Mr. Shuman thought I was too for a minute, for he acted up and glared at me just as if I'd been Mam Stokes.

He felt a heap better after he'd let that out on me; I was glad he did—it didn't hurt me a mite and it tickled him.

When he was all done, I looked at him admiringly.

"By George, but you're a brave boy, Joe, to stand right up and say what you think like that. I sure do cotton to a man that can talk straight right to people's faces. I know a lot of men that wouldn't have told a woman that for any money; they'd have waited till she went out and then exploded. But just see how you stood right up to her like a man. Gee!"

That made him mad.

"All right," he said, "you come in here and run this store and see what you'd do about it. Why you—I'll bet any money you'd be so big a

coward you'd give up before people asked you to!"

Mebbe I would. Mebbe I would. But I don't think so until I'd first tried out a scheme another customer of mine was working the last time I heard from him. He was pestered by these female beggars the same as everybody else, and he stood it until he got sick. Then he fixed up this scheme. When a woman comes in to touch him now, he says "I can't give you anything outright Mrs. So-and-so—I've made a run against that, but I'll give you a thing off on everything you buy of me. That's fair enough, ain't it?"

"How many people took advantage of that?" I asked him.

"One so far out of maybe a million," he said. "A fire company. The others weren't calculating. They buy anything at all, and some of them got sort of miffed because I put it the way I did."

What I'd like to do to the people who try to pull your legs, I had a store, is to welcome 'em with the best bow I could cook up and then say I couldn't think of talking business until they had refreshments, and then give 'em a Pat Green Sunday (that ain't spelled right, I'll bet).

My hunch is that if these schemes that people beg for ain't able to keep themselves by their own members, then they ought to die. There ain't a tiny mite of reason why the storekeeper of the place should keep 'em; lawsy me, they got enough to do to keep themselves.

THE STROLLER.

Good Dry Goods Business is the Outlook.

Marshall Field & Company, in their weekly review of the dry goods trade, say:—

Although there have been fewer merchants in the markets than a year ago, reports from those in indicate an optimistic feeling for excellent retail business this Fall.

Current wholesale distribution of dry goods has not been as satisfactory as that of the corresponding week a year ago, due in a large measure to adverse weather conditions throughout the country.

Collections continue to be satisfactory.

ACKERMANN'S COFFEE IMPROVE

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK

California Growers Believe Prunes and Honey Must Both be Advertised to Consumers

Production Particularly Has Outstepped Demand. If European Trade Drops We Are Left With Enormous Surplus. Honey Handicapped by Retail Prices Which Are High Because of Slow, Small Sales.

California producers of prunes and those of honey—the best crops of both are produced in California—are talking very seriously of doing general national advertising in order to increase the demand for these two products, which has not kept pace with the production.

This is so with prunes especially. Total production in three years amounting to 549,850,000 pounds of prunes only a little more than one-third of 287,757,340 pounds, were consumed in the United States, the remainder, 262,092,660 pounds, going to foreign countries, with Germany as the heaviest customer. Since the war, this foreign trade has almost entirely stopped. This is so because of the trade barriers which prevent the free exportation of goods into the countries at war, but it is almost impossible to get carriers, ocean freight having been increased enormously, and the international banking system has been very seriously affected, credit is an uncertain quantity and may become even more so.

And yet in the face of a consumption reduced almost by one-half, prune orchardists have planted 100,000 acres of prunes within the next two or three years, which will come into bearing and will increase the present crop, produced on 1,000,000 acres, by almost one-fifth. The remedy for the overproduction which apparently exists at present is to be found, according to the statements of many growers, in increased national advertising. By increasing the domestic trade in prunes we can make ourselves independent of conditions abroad, and if foreign trade should again be restored to normal it will simply create an increased demand which will insure good prices. Increased consumption is necessary for the welfare of the prune producers. A succession of good crops has put them in bad conditions

under our present market situation, for the carry-over of any crop, whether it is prunes or peaches or apricots, vitally affects the market for the coming crop.

Apropos of this subject the First National Bank of San Jose, Cal., has sent out a letter to some of the more influential prune growers, reading in part as follows:—

We have an enormous American consuming power and in former years this took the bulk of our product, but we neglected this when Europe overbid in prices and our domestic demand has become dormant.

American trade follows American advertising, and "breakfast foods" have become the popular demand because they have been advertised largely.

We can build up a similar demand for our dried prunes and apricots (of which we produce the best) by systematic advertising. If the Boards of Supervisors and the Chambers of Commerce would spend their advertising funds this year on such a campaign, it would do those who put up the money more good than a continuation of bidding for tourists.

The honey business is pretty much in the same condition. The growers complain that retailers in the East hold prices up and thus restrict consumption. They admit, however, that the root of the trouble is that households as a rule buy little honey at a time, and that infrequently and irregularly. Consequently the grocer does not and can not sell it at a small profit, as he does flour, sugar and other staples. He can not afford to, and will not do it except on goods which turn over rapidly, without effort and without waste. Honey kept on grocers' shelves a considerable time will granulate, and it is of little use for the salesman to assure the customers that that is a sign of perfectly pure honey. They do not dispute the fact, but it does not interest them. They want honey that will pour, and not candied honey.

It is said that all the bee journals in California are agitating a plan to advertise honey to the consumer, much as California raisins and oranges have been advertised.



Years of fruit packing experience have made SUN-KIST possible

Raisins— the SUN-KIST Kind

Your customers will use more raisins if they can get the SUN-KIST Kind.

There's no use ignoring the fact, good raisins will sell like hot cakes and build up trade—poor raisins will drive customers away.

SUN-KIST Raisins have an individuality of their own—not only in *the way they sell* but in the satisfaction they give.

The SUN-KIST Kind are the best of Fresno County's raisins. Packed by people who own the SUN-KIST Brand and control and guard its quality.

They are not packed or controlled by any association or combination of growers or packers.

SUN-KIST Raisins—whether *seeded* or *seedless*—will make friends and customers—

They are the kind you want.

Packed—and backed—by 50 years' experience.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW

SUN-KIST

Canned Fruits
Canned Vegetables
Dried Fruits and Raisins

Make Your Store a SUN-KIST Store



325.—Workmen's Compensation Acts and the Small Employer.

An Error Corrected.—Before beginning this week's article, I wish to confess to the making of a perfectly inexcusable error in some figures in the recent article on "The 80 per cent. clause in Fire Insurance Policies." After explaining the theory on which calculations were made, under this clause, I wrote this paragraph, among several others (the others were correct) by way of illustration:—

Suppose your stock again to be worth \$5,000, and you carry only \$2,500 insurance—50 per cent. instead of 80 per cent. of the total value. If the loss is \$3,000, you will collect \$1,500, just 50 per cent.

This should have read—"If the loss is \$3,000, you will collect \$1,875, just 62½ per cent." The error was wholly stupid and I can only hope it was so obvious that nobody was deceived by it.

To my mind the most important legal development for a long while, remembering the large number of business people of all classes which it affects, is the workmen's compensation acts which have already been passed in about thirty States, and are being passed in more all the time. Probably within a comparatively few months, all States will have a workmen's compensation law.

The States which have already passed a compensation act are: New York, Pennsylvania, Connecticut, Illinois, Iowa, Kansas, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, Rhode Island, Wisconsin, Arizona, California, Massachusetts, Maryland, Nevada, Oregon, Texas, West Virginia, Ohio, Washington.

The reason for the extreme importance of these laws is that they completely change the relation of an employer toward his employees. He is now practically helpless to defend himself against the expense of accidents which may happen to them while in his service. If the

accidents happen, he must in most cases pay for them. The theory which the law goes upon, in enacting these laws, is that the employer, called upon now to face this virtually certain expense without chance of defense, will add it as an item to his cost account, and the public will pay it, which, says the law, is as it should be. Incapacitated workers should be maintained by the public. And employers generally are rather accepting this view, and are not worrying much inasmuch as they are expecting to collect all the expenses of the new law from the public.

In some States the workmen's compensation act applies to any employer large or small, except a farmer and the employer of domestic servants. The little retail grocer who has one clerk beside himself is as subject to it as the Baldwin Locomotive Works. If his one clerk, through his own gross carelessness, gets a hand cut off in a meat chopper, the employer must go on paying him a percentage of his wages for several hundred weeks. This is so in the great majority of the States. A very few, like Rhode Island, apply the law only to employers with more than five employees. Nevada applies it to employers with more than two employees, but most States apply it to all.

In some States, as in Oregon, an employer is not actually forced to pay for his employees' accidents under the workmen's compensation act. That is, all employers are not—with employers in the hazardous employments it is made compulsory, but other employers—such as merchants, and artisans generally—can take their choice: pay under the compensation act, or allow themselves to be sued for damages in the old way. The law in Oregon and most other States that do this, however, says to the employer, "if

you reject fixed compensation and take a chance on being sued, you will be deprived of your usual defenses if you are sued." Of course this indirectly makes it compulsory after all, and it is therefore expected to bring the employer into line for the fixed compensation.

What I mean by depriving an employer of his usual defenses is this: Take Pennsylvania before a workmen's compensation act was passed. John Jones is a merchant employing clerks. One of them in passing through a shipping room, falls through a trapdoor and breaks his leg. On the ground that it was negligence to leave the door open, the injured clerk sued for damages. The employer could defend on three grounds:—

1.—The door was left open by another clerk, who was a fellow servant of the clerk who was hurt. Under the law I am not responsible for injuries caused by fellow servants.

2.—The clerk was himself negligent (contributory negligence) in not seeing that the door was open and avoiding it. Therefore he cannot recover damages.

3.—The clerk knew that the trapdoor had to be open more or less, and in passing through the room he assumed the risk.

Many and many a suit for damages has failed because the employer successfully raised some or all of these defenses. And in all justice, certainly the second one should be raised. An employee who is hurt because of his own carelessness ought not to be allowed to put the cost of his injury on his blameless employer. But under the workmen's compensation acts, the employer who goes into court to defend the suit of an injured employee, has almost no defense at all. Except "the accident didn't happen," which of course would be im-

possible in most cases. The wilful misconduct of the injured employee causing the accident, is another possible defense, but wilfulness not easy to prove.

The course under all the acts, to paying for employee's injuries is substantially the same, though details differ. In most States employer must pay for any accident happening to an employee if it arises out of the employment. Occasionally exceptions are made where the accident was intentional caused by the injured employee's own act, or by the wilful act of fellow employee, or where it was caused by intoxication, or—in Kansas—by wilful failure to use safeguards provided by the employer. The Ohio law goes to the limit.

It provides that the employer must pay for "all injuries not self-inflicted received in the course of employment causing disability beyond one week or death."

In all States the disability caused by the accident must continue at least one week and in most States it must continue two weeks. The period provided for the payment of part wages to the employee varies. In Pennsylvania, for instance, 66 per cent. of the regular wages must be paid for various periods, depending on the injuries. For the loss of one hand, it is 175 weeks. In case of death a lump sum to the relatives.

Practically all the State laws require the employer to furnish some sort of guarantee that the payment will be made. This is done by taking insurance, sometimes in a State insurance fund created by the act, and sometimes in any company that an employer may choose. In some States an employer who can show himself abundantly solvent is exempted from the need of taking insurance.

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NOTE.—Requests for information this department should tersely set in full all the facts bearing on the case and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office later than Tuesday of each week, to insure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. Inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

ASSOCIATION NEWS.

Pennsylvania Retail Merchants' Association.

The official programme of the convention of the Retail Merchants' Association of Pennsylvania, which will be held at Exposition Park, Pottsville, Pa., on September 6th, 7th, 8th and 9th is as follows:—

Monday, September 6th.

10 A. M.—State Executive Committee and Directors Retailers' Mutual meet in joint session at Erie.
3 P. M.—Secretaries' Meeting. Auditorium, Exposition Park, Pa.

PROGRAMME.

Secretaries' Convention.

3 P. M.—Call to order. E. O. Potts, president.
3.10 P. M.—Roll call.
3.15 P. M.—Minutes.
3.20 P. M.—Greeting. E. O. Potts, president.
3.25 P. M.—Committee appointments.

The following subjects will be discussed by the delegates. The order of each subject will kindly confine his remarks to five minutes, ten minutes will be allowed for discussion.

3.40 P. M.—"The Secretary, His Value to the Community." Lead by J. W. Gilds, of Easton.

3.55 P. M.—"Is Publicity an Asset or a Hindrance to a Secretary." Lead by George McGarry, Johnstown.

4.10 P. M.—"Methods of Creating and Holding the Interest of the Members." Lead by C. A. Bell, of Pittsburgh.

4.25 P. M.—"How Do You Make Yourself Work." Lead by Reno Schuch, Philadelphia.

4.40 P. M.—"Amalgamating the Mercantile Secretaries' Association with the Commercial Secretaries' of Pennsylvania." Lead by Chas. Ketchum, Washington, Pa.

4.55 P. M.—Address "Co-operation." A. A. Woods.

5.10 P. M.—Address, "Pennsylvania Plan and What It Should Mean to the Secretary." C. M. Wessels. Question Box. Geo. L. Dobie in charge.

Report of Nominating Committee.

Election of Officers.

New Business.

Adjournment.

Messrs. Rittenhouse, Ed. O'Brien, A. Wood, J. A. Edgar, Wm. Medley, Robt. A. Kerr, D. J. Crawford, C. A. Bell, M. H. Longhill, J. W. Gilds, O. H. Best, T. Messick, J. C. Rearick, J. F. Barry, J. F. Emmerson, A. M. Howes, are appointed as a Knowledgeable Committee. Your job is to make each Secretary acquainted with the other fellow. Get on the job, no excuses go.

Tuesday, September 7th.

Morning Session.

9 A. M.—Reception and registration of delegates and guests.

10 A. M.—Call to Order. Samuel P. Scheik, President Meadville Association.

Invocation: Rev. J. G. Lauderbaugh, Meadville.

Address of Welcome: Hon. Jno. Reynolds, Mayor of Meadville.

Response: Reno Schuch, Secretary Philadelphia Retail Grocers' Association.

Introduction of Presiding Officer.

Reading of Convention Call. A. M. Howes.

President's Address: J. Denny O'Neill.

Appointment of Committees: Credentials, Press, Resolutions, Pennsylvania Plan, Auditing.

Delegates' Reports: What Did You Do Last Year That We Should Do This Year?

(Delegates are requested to present briefly salient points of achievement.)

Introduction of Resolutions.

Question Box.

Adjournment for luncheon.

Afternoon Session, 2 P. M.

Call to Order.

Communications.

Report of Credentials' Committee.

Report of Secretary and Treasurer.

Report on Legislation: Wilmer Crow, Harrisburg, Pa.

Address: "Community Development." Chas. M. Ketchum, Washington, Pa.

Open Discussion on Mr. Ketchum's address.

Reports of Organizers.

Roll Call of Delegates for suggestions for improving conditions of local associations.

Opening of Question Box.

"Wit and Humor." H. Diamond, Galion, Ohio.

Address: "Reaching the Individual Members Through the Group Method." A. M. Howes, Erie, Pa.

Discussion on above address.

Greetings from Tri-State Wholesale Grocers' Association. James Hewitt, President; A. M. Graves, Secretary.

Greetings from Pennsylvania Pharmaceutical Association. E. W. Heffner, Lock Haven, Pa.

Adjournment.

Balance of afternoon to be spent in Park sight seeing.

Evening.

Card Party.

Reception and Dance—compliments of Park Manager, H. O. Holcomb, Esq.

Wednesday, September 8th.

Morning Session, 9 A. M.

Call to Order.

Reading Minutes of Previous Session.

Committee Reports.

Questions and Resolutions.

Address: "Make the Hire Worthy of the Laborer." J. C. Norris, New Castle, Pa.

Discussion on above address.

Address: "Figuring Profits." E. A. Walton, Advertising Manager of Burroughs Adding Machine Co.

Discussion on above address.

Paper: "The Workmen's Compensation Law, and Its Relation to the Retail Merchant." Thos. M. Hyndman, Esq., member Philadelphia Bar.

Discussion.

Appointment of Election Board. Nomination of Officers and Convention City.

Continuation of Association Reports.

Announcement.

Adjournment for luncheon.

Afternoon Session, 2 P. M.

Call to Order.

Reading Minutes of Previous Session.

Committee Reports.

Election of Officers and Convention City.

Questions and Resolutions.

Address: "How Far Should a Mercantile Association Go in Taking Up Civic Matters." Theo. Landsberg, Erie, Pa.

Telling it to Your Customers

It is the purpose of National Biscuit Company advertising to tell *your* customers, wherever you are, just what N. B. C. products are and how good they are. This creates a demand for N. B. C. crackers, cookies, wafers and snaps—by name.

But it does more. It makes selling easier and quicker. Customers know just what they want—no time wasted "wondering" what to buy.

Have National Biscuit Company products in sight—they help to make business good.



Baronet Biscuit—particularly good with beverages, iced or hot. Retail at 10c a package.

NATIONAL BISCUIT COMPANY

Discussion.

Address: "Essentials of a Successful Business." H. W. Shaffer, Lock Haven, Pa.

Discussion.

Address: Edward T. Sargeant, Superintendent of Schools.

Adjournment.

Auto trip to Meadville, visiting Chamber of Commerce and Business Men's Association rooms.

Wednesday Evening.

"A Trip Through the Midway."

Thursday, September 9th.

Morning Session, 9 A. M.

Call to Order.

Minutes of Previous Session.

Report of Resolutions' Committee.

Report of Committee on Pennsylvania Plan.

A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

Awarding of Prizes.

Discussion—Ten-minute talks on the following:—

(a) Should the Scope of the State Association Be Broadened?

(b) What Changes, If Any, Should Be Made in the Pennsylvania Merchant?

(c) How Can We Best Provide a Legislative Fund?

(d) What is the Best Means to Employ to Protect the Merchant from the Inroads of the Transient Merchant?

(e) What is the Best Method to Meet the Catalogue House Evil?

President's foreword for the year, and outline of work.

"Banking," Jas. M. Dunbar, Meadville.

New Business.

Adjournment.

Lake trips and in the evening a moonlight sail on "Beautiful Con-neaut."

One of the important items before the convention will be the proposed change of name to the "Pennsylvania Commercial Bodies."

Pennsylvania Organization Notes.

Dubois Association has 127 members in good standing. F. M. Timlin is president and J. A. Slaughenaupt, secretary.

The Greensburg Association has appointed D. W. Bortz and S. A. Clements delegates to the State convention.

W. C. K. Fisher and Irwin E. Hep-ler will represent the Reading Grocers' Association at the State convention.

Erie has elected its eight directors as delegates to the State convention.

Pittsburgh grocers will present the name of D. E. Durbin as a candidate for State President and will make a bid for the next State convention.

New Castle will present the name of J. C. Norris as a candidate for State President.

The New Brighton Association will be represented at Meadville by O. L. Barnes and Fred J. Roth.

J. Allen Brandt, President of the Pottstown Business Men's Association, has severed his connection with Dives, Pomeroy & Stewart, and is now sales manager for the Schultz Baking Co.

Lock Haven Association has admitted forty-six members since January. There will be a net gain for the year, but a small one owing to death and other causes.

The picnic of the Berwick Association on August 11th was a great success. Everything was free, even transportation.

The Royersford Business Men's Association has arranged for an outing

for its members and clerks on August 19th. Stores will be closed all day.

Milton has a newly formed Business Men's Association.

The Pittsburgh Butchers' Association will be represented at the convention by a full quota of delegates and in addition, twenty-five of its members will attend.

Mr. Smedley addressed the newly formed Business Men's Association of Royersford on Monday, August 9th. There was an attendance of about fifty, and the meeting was an interesting one. The meeting was called to order by President James B. Richards, and the Secretary, William Jacobs, read the minutes of last meeting, after which Mr. Smedley made an address. This

was followed by short talks by John Wagoner, president of the Borough Council; H. C. Saylor, councilman and druggist; C. W. Bailey, Jacob Peterman, J. A. Buckwalter, A. F. Tyson, of Spring City, and V. P. Blundin. Royersford is an enterprising town and its merchants are live wires. It is expected that great good to the community and merchants will result from this association.

The Business Men's Association of Tarentum, have established permanent headquarters on Wood street. These will be opened all day and a card of invitation has been sent broadcast inviting the people to make use of them to meet their friends, to wait on trains and street cars, to rest when tired, to use the phone, write letters, to leave or send packages to. This is a step forward for progressive Tarentum, and is

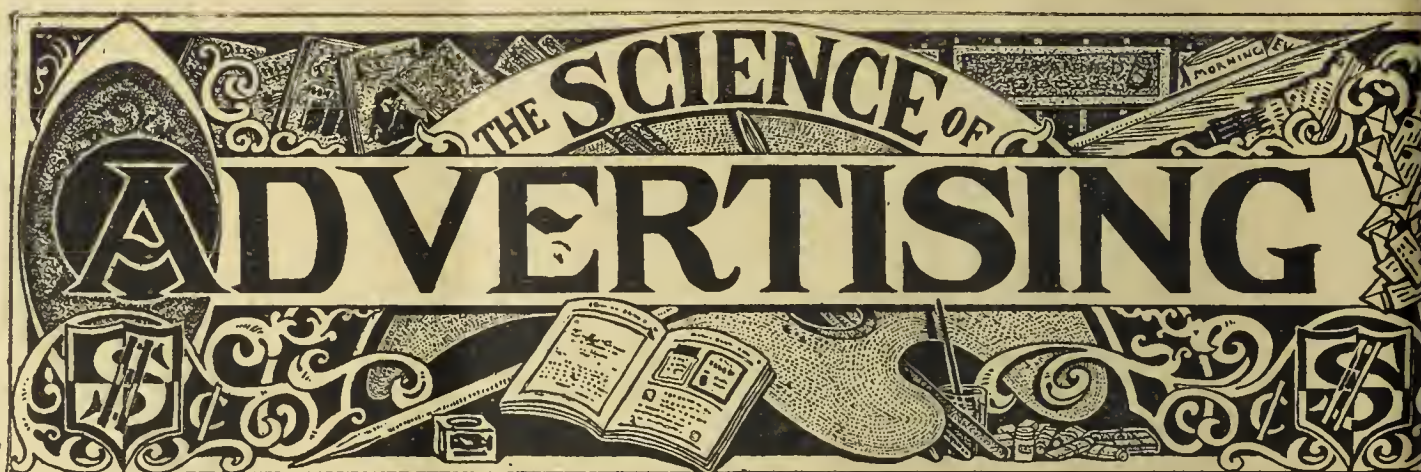
another link in the chain of service which is welding citizens and merchants close together.

New Castle will be well represented at the State convention. E. O. Jones and C. E. Jones have been elected delegates.

The Philadelphia Grocers' picnic at Willow Grove on August 11th was a big success. Every visitor had a good time.

The Frankford Retail Grocers' Association will hold a family picnic at Maple Grove Park on August 25th.

The Inland Grocers' Association, Altoona, will be represented at the convention by Geo. H. Nugent, the efficient secretary of the organization.



A word or two this week about advertising schemes, inspired by a little device which fell out of the pigeon hole in which I keep the matter sent in to this department. It is a gelatine or rather a celluloid capsule, transparent, looking precisely like those in which the unlucky ones among us take medicine from time to time. Inside is a rolled strip of paper, bearing the following:—

I started to talk about advertising schemes, using the Pomerantz capsule as a test. Human nature is such that I suppose possibly nine out of ten people—I'm not sure that it wouldn't be ten out of ten—will open a thing like this when they come across it. That is an illustration of the value of curiosity to the advertiser who can invoke it. And they will read what is inside, if it is short. I have no doubt that

get direct business. Then once in a while he will spring a little scheme like this to give general publicity and help the work along. The scheme gets business whatever—it is useless expect it to—but it keeps Pomerantz before the public and makes people think of his store first. Schemes are good things in their place. I know advertisers who never use any other kind of advertising. Somebody happens to meet them on the street and mentions one of their schemes they think they are getting returns, but they aren't. Returns like that are mere flashes in the pan—they seldom increase a business. The ideal advertising method for an advertiser in a small town or city, or an advertiser in a restricted neighborhood in a large city, is regular advertising calculated to get orders, mixed with occasional bit of cleverness for sake of emphasis.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

A SURE CURE FOR THE BLUES

PHONE US FOR GOOD EATS

DOSE—ADULT, Male or Female, any hour of DAY or NIGHT—
Some Boiled Tongue, Chicken Salad, Potato Chips and Pretzels.

We have the Finest Delicatessen Store in West Philadelphia.

POMERANTZ, 52nd and Walnut Sts. ARE YOU HUNGRY?

"Pomerantz" is a pretty clever advertiser. I have seen considerable of his stuff, and if I remember rightly, have reproduced some of it in this department. His advertising has that individual touch that is worth its weight in diamonds, and that every advertiser should work night and day to get. The big advertisers pay thousands of dollars every year to hire it, but hundreds of advertisers, even small advertisers, have it naturally, if they would only strip the husks off it and develop it.

everybody who opened the Pomerantz capsule read enough of it to know that Pomerantz the delicatessen man, was behind it. Right here is the point I want to make about advertising schemes—that is all they can be expected to accomplish, and the advertiser who expects them to do more is going to get left. My judgment is that Pomerantz uses advertising schemes exactly as they ought to be used. He does regular advertising all the time. As I remember it, it is advertising of goods and prices, calculated to

\$75 for a Window Display

And you sit down and can't decide whether to make it or not! Altogether we will pay \$175 for Lipton Tea Display as below, capital prize \$75.

It is the most important Window Dressing Contest ever held. When you see how easily these prizes are won, you will be exceedingly sorry you did not win one.

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes September 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation typewriting. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new; built for me eight months ago by an A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell to quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, am using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed ad-

justments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250 will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 90.

I have for sale one Pole and Neck Yoke, with straps, for carriage or buggy, made to order, costing \$28, used only a few times; will sell for \$10. Also one double set of harness, with collars and lines, used with above pole costing \$35 dollars; will sell for \$10 f. o. b. Pennington, N. J.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 91.

1 power Lard Cooler, water jacketed cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Yeast and Fleischmann

When your average customer thinks of yeast, she recalls the name Fleischmann.

That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in s. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—To buy a United States sewing machine; give price and state how long it has been in use. Address J. C. Pott, Pottstown, Pa. 10

WANTED.—A Toledo Computing scale to weigh 10 pounds or more; must be in first-class condition and cheap. F. L. Crissman, East Palestine, Pa. 10

HELP WANTED

WANTED.—High-grade men to call on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 15

WANTED.—A general store man, town of Schuylkill County, Pennsylvania. A man to assist the manager, not afraid of work and to have full charge. Kindly apply and give the best reference.

Address L. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 10

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—Stock and fixtures of a well established grocery store, with or without property, on a prominent corner, has all conveniences, all cash trade, no teams, no delivery, doing better than \$1,000 monthly; will sell at inventory; stock about \$2,000. Owner too old to continue, wishes to retire; business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—General store, stock and fixtures, gas and electric light, stock at appraisement; stock and property about \$14,000, clear of incumbrance. Wish to retire. Established 34 years. I. Kepler, North Wales, Pa. 10

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all

new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Cheap, for a quick buyer, stock and fixtures of a grocery and delicatessen store. Stock clean and good. Fixtures high class. Address 5069 Funston St., West Philadelphia. 9

FOR SALE.—Grocery, fresh meat and provision store, with best location in West Philadelphia. Carries stock of about \$600. Will sell stock and fixtures at inventory. Fixtures hardwood, latest design. Address W. J. 2, care Grocery World Publication Co., 927 Arch St., Philadelphia. 8

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—Just published, "Pennsylvania's Compensation Act Explained." R. Brodsky, Ph. D., Compensation Expert, 867 Drexel Building, Philadelphia. 25 cents copy. 10

FOR SALE.—A set of almost new delivery harness; cost \$35, will sell for \$25; they are hand made; also a hand made rubber tire buggy for sale; first tires are not worn hard; will sell for \$60. A. E. Flagler, Quakertown, Pa. 10

FOR SALE.—Huckleberries, 9 cents a quart; summer apples, \$1.75 a barrel, f. o. b. cars here, cash to accompany order or A-1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia. 10

SITUATION WANTED

WANTED.—Manager; man thoroughly conversant with and capable of departmentising a grocery business of \$50,000 to \$60,000 annually, will consider a proposition of this kind after September 1st. Address W. C. M., 32 Hudson St., Trenton, N. J. 9

Dayton Moneyweight Scales

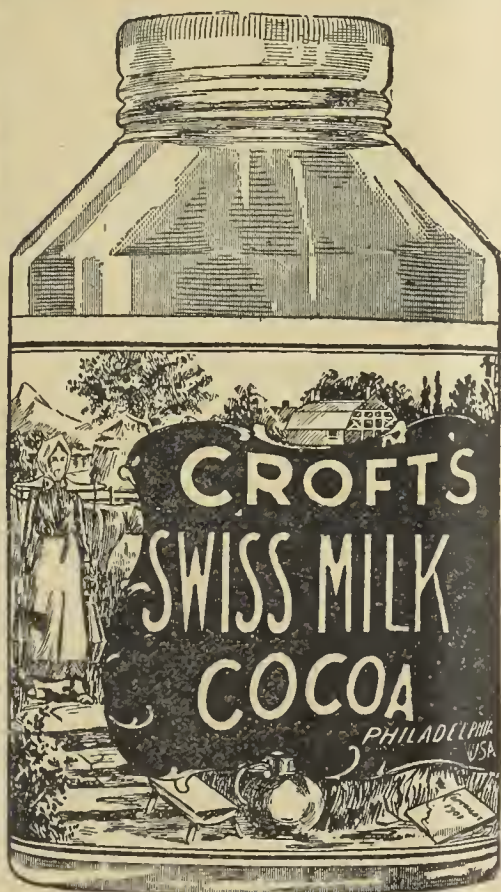
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as **Croft's Swiss Milk Cocoa**.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

Get Our Prices on Salesbooks First

¶ We make everything in **Salesbooks** you can think of—duplicating, triplicating, carbon-coated, single carbon and all of their combinations. All sorts of counter pads, too. You won't find our sort of carbon paper in most books. We specialize in it because the copy is so important.

¶ We sell entirely by mail—get our prices and samples before you place another order. Our books will stand up with anybody's and our prices may please you very much.

Order through your jobber.

The F. D. Crane Co.
CANISTEO, N. Y.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. AUGUST 23, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	28
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	28
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	26
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	20
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	16	Seeds.....	16
Blacking--Shoe.....	2	Evaporated Milk.....	9	Oysters.....	19	Soda--Bi-Carb.....	19
Bluing--Dry.....	3	Eggs.....	12	Oils.....	19	Soft Drinks.....	19
Bluing--Liquid.....	3	Fancy Groceries.....	13	Olives.....	19	Soap Powder.....	19
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	3
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	9
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	14
Butter.....	4	Floor Polish.....	24	Peanut Butter.....	19	Syrup and Molasses.....	19
Cakes and Crackers.....	10	Green Coffee.....	3	Pickled Meats and Fish.....	11	Smoking Tobacco.....	11
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickles.....	20	Table and Cooking Oil.....	20
Canned Goods.....	5	Horseradish.....	17	Popping Corn.....	15	Tapiooca.....	15
Canned Meats.....	6	Hominy.....	27	Provisions.....	20	Tea.....	15
Catsup.....	4	Honey.....	17	Plum Pudding.....	24	Toilet Soaps.....	24
Cereal Specialties.....	14	Ink.....	4	Preserves, Jellies, Jams and Marmalades.....	21	Tobacco--Plug.....	21
Cheese.....	12	Jars and Jar Rubbers.....	4	Prunes.....	17	Vinegar.....	17
Chewing Gum.....	23	Ketchup.....	4	Roasted Coffee in Bulk.....	3	Wood and Willow Ware.....	3
Chocolate and Cocoa.....	8	Lamp Goods.....	18	Rice.....	23	Yeast Cakes.....	23
Cider.....	23	Lentils.....	14	Refined Molasses and Syrups.....	27		
Clams.....	16	Lime.....	10	Rope, Tie Yarn, etc.....	27		
Cleansers and Polishing Compounds.....	24	Lye and Potash.....	18	Raisins.....	17		
Cocoanut.....	17	Lard and Compounds.....	20	Sugar.....	1		
Cornmeal.....	13	Live Poultry.....	21	Shoe Dressing.....	2		
Cornstarch.....	26	Laundry Soaps.....	25	Sardines.....	6		
Condensed Milk.....	9	Laundry Crystals.....	26	Saratoga Chips.....	16		
Cottolene.....	12	Laundry Starch.....	15	Soups.....	7		
Coffee Essence and Chicory.....	3	Macaroni.....	22	Smoked Fish, Codfish and Mackerel.....	12		
Delikatessen.....	10	Mapleine.....	18	Sauer Kraut.....	23		
Dried Fruits.....	17	Matches.....	18	Salt.....	23		
Dried Meats.....	21	Mince Meat.....	18				

ADVANCES.

Sugar.....
Eggs.....

DECLINES.

Cottolene.....
Flour.....
Fresh Fish.....
Provisions.....
Dressed Poultry.....-1-
SUGAR.

	Barrels.
Cut Loaf.....	6.85
Eagle Tablets.....	7.35
Crystal Dominoes, 24 5-lb. pkgs.....	8.45
" " 60 2-lb. pkgs.....	8.95
Patent Cubes.....	6.20
Confectioners' Lozenge.....	6.10
Powdered.....	6.05
Fruit Powdered.....	5.95
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.25
Granulated, fine or standard, McCahan.....	5.95
" " Franklin.....	6.00
" " extra fine, bbls.....	5.95
" " 2-lb. bags.....	6.25
" " 5-lb. bags.....	6.15
" " 10-lb. bags.....	6.10
" " 25-lb. bags.....	6.10
" " 100-lb. bags.....	5.95
" " coarse.....	6.05
Confectioners' Crystal A.....	5.95
A Confectioners'.....	5.85
A No. 1.....	5.70
A No. 2.....	5.65
Franklin B.....	5.40
Extra C.....	5.25
C.....	5.10

TEA.

	Per lb.
Formosa--	
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choice, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
Oolong, black--	
Extra choice, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.25 -.27
Finest, 1/2 and 1/4 chests.....	.22 -.24
Superior, 1/2 and 1/4 chests.....	.20 -.22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.23 -.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.30
Extra seconds, 1/2 chests.....	.23 -.25
Seconds, new, 1/2 chests.....	.22
Imperial, green--	
Firsts, 1/2 chests.....	.38
Seconds, 1/2 chests.....	.25 -.30
Japan, green--	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/2 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/2 chests.....	.32
Young Hyson, green--	
Firsts, 1/2 chests.....	.35 -.40
Hyson, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.32
Seconds, 1/2 chests.....	.25 -.27
Assam, black--	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .45 .46
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

-2-

Lipton's Tea, 50-lb. cases--	1 lbs.	1/2 lbs.	1/4 lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42 1/2
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
" 10c., 3 doz.....	.92
Banner Dry Ammonia.....	1 doz. .95 1/2
White Foam, 10 oz., 3 doz.....	.90
" 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. .75
Mica, 1/2 gross.....	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder--	Per case
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.80
6 oz. " 12 doz.....	12.25
Rumford Baking Powder--	per doz.
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.--	
1/2 lb., 4 doz.....	.45
1 lb., 2 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., 1/2 doz.....	7.30
Leslie's--	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/2 lb., 4 doz.....	2.30
1 lb., 2 doz.....	4.40
1 lb., 1 doz.....	4.65

BLACKING--Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
" No. 2, 1/4 gross.....	3.00
" No. 3, 1/4 gross.....	3.30
" No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.95

SHOE DRESSING.

	Per doz.
Mason's--	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" Russet.....	.75

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Black Shline, No. 8.....	.45
" No. 3.....	.75
Tan Shline, No. 2.....	.45
" No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.13 1/2
Carcacas, fancy, washed.....	.16 1/2
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.12 3/4
Santos, fancy.....	.11 1/2
Rlo, Golden, fancy.....	.11 1/2
Rlo, prime.....	.09 1/2

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/4
Mocha Seed Santos.....	.15 3/4
Carcacas, extra fancy, washed.....	.20 1/2
Maracaibo, extra fancy.....	.16 1/2
Santos, Peaberry, extra fancy.....	.15 1/2
Santos, extra fancy.....	.15 1/2
Rlo, Golden, extra fancy.....	.13 3/4
Rlo, prime.....	.11 1/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	2.15

BLUING--Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" No. 2, 3 doz.....	8.50
" Mammoth, 3 doz.....	3.60
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 32 1/2 pc. pkgs., 16 1/2 pc. pkgs.....	per box 2.15

BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/4 gross.....	3.90
French Laundry, large, 1/4 gross bbl.....	per bbl. 8.10
Admiral, 4 oz., 3 doz.....	4.00
" 8 oz., 3 doz.....	6.50
" 16 oz., 1 doz.....	9.50

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BUTTER.

Tub Butter--	Per
Creamery specials.....	
" extra, 60-lb. tubs.....	
" first, ".....	
" second, ".....	
" third, ".....	
" dairy, extra, bakers' use, 30-60 lbs.....	.22-
" 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27-
Print Butter--	
Prize.....	
Gurnee, lbs. and 1/2 lbs.....	
Awltru.....	
Milken Farm, lbs. and 1/2 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	27-
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	per box
" 16s, 30 lbs.....	
Paraffine, 42, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Mason's--	Per
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers--	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops--	Per
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's--	Per
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's--	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Beech-Nut--	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtlee's "Blue Label," Tomato--	Per
Small.....	
Medium.....	
Large.....	

CANNED GOODS.

Red Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....per case	1.90
Knicker's, No. 2	1.40
Van Camp's, No. 2	1.40
Crushank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
matocs—	
Standard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" No. 3	.80
na Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
ing Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
d Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.30
Fancy, Maine, No. 2	1.30
Whole Peg, No. 2	.85
Whole grain, No. 2	.75
Standard, New York, No. 2	1.25
ifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.80
ifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.80
ifted, Indiana, No. 2	1.10
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
ifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
otzsh—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.15
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ach—	
Standard, Maryland, No. 3	1.00
er Krout—	
Standard, New York, No. 3	.85
" Maryland, No. 3	.80

California Canned Fruit.

icots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
lett Pears—	
Extra, No. 3	2.50
" No. 2½	2.30
Extra Standard, No. 2½	2.15
Standard, No. 2½	2.15
te Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.25
Standard, No. 2½	2.25
ches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
ches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
ches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

es—	
New York State, No. 3	.90
" No. 10	2.75
cherries—	
Syrup, No. 2	1.35
Water, No. 2	1.00
ies—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ches—	
ble, No. 3	1.35
onds, No. 3	1.15
, No. 3	.85
ttlett, Extra Standard, No. 2½	2.00
lfer, syrup, No. 3	1.00
" water, No. 3	1.00
s—	
avy syrup, No. 2½	1.25
ht syrup, No. 2½	1.00
erries—	
ine, in water, No. 2	1.40
berries—	
Extra preserved, No. 2	1.80
Served, No. 2	1.60
Water, No. 2	1.20

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" " No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.95
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	4.50
" No. 1, flat, 4 doz.	4.50
" No. ½, flat, 4 doz.	2.30
Star, No. ½, flat, 4 doz.	1.40
" No. ½, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" " 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, roos.	15.00
" Soused, ½s, oval, roos.	15.00
" " high oval, roos.	18.00
" Fresh Mackerel, roos.	19.00
" dgl., Young Mackerel in Olive Oil, ½s, roos.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconachie's, plain	11.00
Normanna, Tomato Sauce, roos.	11.00
" Boneless, ½s, oval, roos.	11.00
Roe—	
Normanna, Mackerel, red, oval, roos.	15.00
" Cod, 1-lb. round tins, roos.	23.00
" " high oval tins, roos.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.45
" No. 1, flat	2.50
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	1.00
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.	11.50
" " ½s, Tomato Sauce, roos	11.50
" " ½s, oval, Royans a la Bordelaise, roos.	15.00
" " Portuguese, Olive Oil, ½s, skinless and boneless, roos.	24.00
Boneless and peeled, ½s.	24.00
" D. & G., ½s.	26.50
" Ispa, ½s.	28.00
" Gondolier, ½s, 100.	18.00
" Landell, ½s, 100.	9.50
" Martell, ½s, 100.	10.50
" " ½s, 100.	15.00
" Loyal, ½s, 100.	9.50
Argonauts, ½s, 100.	14.00
Orion, smoked, ½s, key, 100.	8.00
Tomato sauce, ½s.	15.00
Truffled, ½s, key, 100.	12.50
Spiced, ½s, 100.	10.00
Royanette, oval, ½s, 100.	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.	15.00
" " ½s, tomato sauce, 100.	15.00
" " ½s, olive oil, 50.	13.25
" " ½s, tomato sauce, 50.	13.25
Sea Queen, ½s, olive oil, 100.	11.25
Sea Pearl, ½s, olive oil, 100.	9.40
Tea Time, ½s, olive oil, 100.	7.80
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s.	3.90
No. 2, ½s, 100.	3.60
½s, key, 100.	3.80
Irma, ½s, 100.	4.00
Pickert's, Rival brand, carton, ½s, 100.	3.90
" " ½s, 100.	6.00
Mustard—	
Irma, ½s, 100.	4.00
½s, 100.	3.60
½s, 48.	3.90
Continental, ½s, key, 48.	3.25
Irma, fancy, ½s, 50.	3.80
Gold Label, ½s, 50.	4.50
" " ½s, 100.	7.00
Underwood's, ½s, 50.	4.50
Pickert's, Crown brand, ½s, 48.	4.00
" " Columbias, ½s, 48.	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" " large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Holly brand
Erie brand

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.60
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.	2.50
Chicken Liver, 5 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.
" No. 1, 1 or 2 doz.
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" " No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 15, 10½ oz., 4 doz.—			Per case
All kinds.....			3.60
No. 10. cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.....			3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....per case	3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....per case	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.....case	3.60
Curtice Brothers' Blue Label—	
Green Turtle.....	Quarts. Pints. ½-Pints
" clear.....	6.50 3.50 2.00
Terrapin.....	7.25 3.75 2.25
All others.....	7.25 3.75 2.25
Ritter's, Tomato.....	3.15 1.75 1.25

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb
roc. tins, 6-lb. boxes35
¼-lb. tins, 6-lb. boxes35
½-lb. tins, 6-lb. boxes31
1-lb. tins, 6-lb. boxes30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes31
½ lb., 6 and 12-lb. boxes30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....	.19
Walter Baker & Co.'s—	Per lb
Premium, ¼ lb., 12 lbs.....	.29
“ ¼ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ⅛ and ¼-lb. cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
“ ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size33½
“ ¼-lb. size33½
Premium Chocolate, ⅛s, 12 lbs29
“ ⅛s, 12 lbs.....	.29
Best Sweet Chocolate, ⅛s, 6 lbs.....	.20
“ ⅛s, 6 lbs.....	.20
Vanilla Chocolate, ⅛s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars.....	.40
Cocoa, ½-lb. tins.....	.29
“ ¼-lb. tins.....	.30
“ 1-lb. tins.....	.33
“ 5-lb. cans30
Baking Chocolate, ⅛s.....	.29
“ ⅛s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.85
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
“ ¼ lb. size, 6 or 12 lb. bxs.	.28
“ ½ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz
Grand brand, ¼-lb. tins, 2 doz.....	1.88
“ ½-lb. tins, 2 doz.....	3.50
“ 1-lb. tins, 1 doz.....	6.50
“ 5-lb. tins, 1 doz.....	.52
“ 10-lb. bags.....	.50
Daalder's brand, ¼-lb. tins, 12-lb. box40
“ ½-lb. tins, 12-lb. box39
“ 1-lb. tins, 12-lb. box38
“ 2-lb. tins, 12-lb. box37
“ 5-lb. tins, 60-lb. box36
“ 10-lb. bags, 100-lb. box.....	.35
Runkels—	
Decorated Cocoa, ⅛s, 6 and 12-lb. boxes....	.36
Labelled Cocoa, ⅛s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, ⅛s, 6 and 12-lb. boxes30
“ ⅛s, 6 and 12-lb. boxes31
Dairy Milk Chocolate, 24 cakes to carton....	.80
Almond Bars, 24 cakes to carton.....	.80
“ 12 roc. cakes to carton80
Vanilla Sweet Chocolate, 24 cakes to carton80
“ ⅛s, 6 and 12-lb. boxes.....	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes24
Vienna Sweet, ⅛s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
Lowney's—	Per lb
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.29
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs29
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs.....	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box.....	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins33
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins33
Cocoa, 12-lb. boxes, 6 boxes in case, ¼-lb. tins34
“Diamond” Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box80

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FANCY GROCERIES.

London Staple Paste, 5-lb. cans.....per lb.	.35
Thovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle....." "	3.25
ers, Nonpareil, 1/4-gal. kegs.....	1.50
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size....." "	2.25
" " " 1/4 size....." "	2.00
" " " 1/2 size....." "	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case....." "	4.50
" " small, 24 to case....." "	4.25
ries in Maraschino, glass, 1 doz....." "	7.00
m Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb." "	2.20
rie Powder, pints....." "	3.60
" " 4 oz....." "	2.40
" " 2 oz....." "	1.40
inch Peas, extra fins.....per case
" " fins....." "
" " moyens....." "
Cann's Irish Oatmeal—	
1-lb. cans.....per doz.
3-lb. cans.....per tin
1-lb. cans....." "
ntley & Palmer's Petit Beurre Biscuit...lb.	.22
" " Dinner Biscuit....." "	.33
" " Breakfast Biscuit....." "	.32
Packed 7 and 5 lbs. in a can.
El Pepper, ring, pints.....per doz.	1.25
" " 4 oz....." "	.60
Es, stone jars, 4 doz....." "	1.75
odore Marquett Mushrooms—	
first choice.....per case	24.00
choice, 100 tins....." "	22.00
extra, 100 tins....." "	26.00
otel, 100 tins....." "	20.00
files, 1/2.....per tin	.25
" 1/4....." "	.40
" 1/2....." "	.75
" 1/4....." "	1.50
imps, pickled, small size....." "	1.30
" " Dunbar's, 2 doz.....per doz.	2.80
is in Cordial, Bishop's, 1 doz....." "	6.50
stalized Ginger, 1-lb. tins....." "	4.00
" " 1/2-lb. tins....." "	2.25
le Juice, Rose's....." "	4.50
or Rose Water....." "	2.25
" " Peach Water....." "	2.25
ed Olives....." "	5.25
Franc-American Food Co.—	Per doz
roths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes—	
per tin, 100 cubes.....	1.70
" " 50 cubes....." "	.90
" " 12 cubes each....." "	2.75
ko Clam Bouillon—	
1-oz. bottles, 1 doz.....	2.00
" " 1 doz....." "	3.75
os, 1-oz. bottles, 1 doz....." "	3.75
os, 1-oz. bottles, 1 doz....." "	3.75
45, 1-oz. size.....per doz.	.85
ros, 25c size....." "	2.00
uns, 100 cubes.....per 100	1.65
our's Beef, Clam and Chicken Cubes—	
small boxes, 12 cubes, 1 doz.....per tin	2.50
medium boxes, 50 cubes....." "	.90
large boxes, 100 cubes....." "	1.70
our's Concentrated Bouillon—	
rs, size 2, 1 doz....." "	3.50
" " 4, 1 doz....." "	6.75
" " 8, 1 doz....." "	13.00
" " 16, 1/2 doz....." "	25.00
our's Tomato Bouillon—	
bottles, size 4, 1 doz....." "	2.50
" " 12, 1 doz....." "	6.50
" " 5.....per bottle	3.00
ancy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

our's Solid Extract of Beef—	Per doz.
rs, size 2, 1 doz....." "	4.45
" " 4, 1 doz....." "	8.20
" " 8, 1 doz....." "	15.90
" " 16, 1/2 doz....." "	29.75
our's Fluid Beef Extract—	
bottles, size 4, 1 doz....." "	5.00
" " 8, 1 doz....." "	9.00
" " 16, 1/2 doz....." "	17.00

FLOUR.

Per bbl.	
ota.....	7.75
Midas.....	8.25
Medal.....	8.70
bourne.....	7.25
op.....	8.05
our's Best.....	7.75
per Idem.....	5.90
rs of the West.....	6.15
eam.....	6.05
rd Veil.....	7.75
er.....	6.85
l Seal.....	6.55
dy White.....	7.75
rker's Best.....	7.35
th Imperial.....	7.50

Prepared Flours.

ella Prepared Doughnut, Cake, Ginger-	Per case
bread and Tea Biscuit Flour....." "	1.44
oz. 14-oz....." "	2.40
oz. 28-oz....." "	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

er's Buckwheat, medium, 12s.....	1.50
" " Flap Jack Flour, 18s.....	1.42 1/2
" " Jerry Buckwheat, 36 ss.....	2.75
" " Pancake, 36 ss.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" " Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about
2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel...	3.25
Red Kidney, fancy, new, grain bags about
2 1/2 bushel.....	3.95
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
ooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 ss.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags....." "	2.20
Ralston Hominy Grits, 36 ss (2 pkgs. free
with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats—	
Avena, 180 lbs.....per bbl.	7.25
" " 90 lbs.....per keg	3.75
" " 90 lbs.....per sack	3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 ss....." "	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose....." "	.04 3/4
Flake....." "	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	3.85
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 ss.....	1.85
" " family, 10s.....	1.85
Quaker F. S. Hominy, pearl or gran., 24s.....	1.85
" " " 10s.....	2.85
Mother's Hominy, pearl or gran., 24s.....	1.85
" " Cornmeal, large, yellow, square,
" " 10s.....	1.85
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, no china, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 ss.....	3.45
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofers Bread Crumbs, 1 lb.....	.06
" " Unsweetened Zwiebach.....	.08 1/4

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" " Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.....	1.45
" " small.....	.90
" " large, gross.....	17.25
" " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, roc. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	2.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant: Wine	
Flavors: Port, Sherry, Madeira...per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. plgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/4-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 ss.....	Per lb.
Short, 25 ss.....	.12
Cubes or Elbows, 24 ss.....
Spaghett, 25 ss.....
Vermicelli, 25 ss.....	.12
Alphabet, 25 ss.....

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghetti a la Milanese, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofers—	Per lb.
Elbow Macaroni, 36 ss.....	.10
Straight Macaroni, 36 ss.....	.10
Pastels, 36 ss.....	.10
Spaghett, 36 ss.....	.10
Elbow Spaghett, 36 ss.....	.10
All styles, roc.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 ss.....	.07 3/4
Cubes or Elbows, 24 ss.....	.07 3/4
Spaghett, 25 ss.....	.07 3/4
Vermicelli, 25 ss.....	.07 3/4

Choicest Grades.

Macaroni, short, 25 ss.....	.08 3/4
" " 50 1/2-lb. pkgs.....	.04 1/4
Cubes or Elbows, 24 ss.....	.07 3/4
Spaghett, 25 ss.....	.07 3/4
Vermicelli, 25 ss.....

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	37.00	17.10	8.75	1.90	
Ex. Norway, No. 2.....230-260	33.00	14.10	7.25	1.60	
Ex. Norway, No. 3.....320-360	24.00	12.60	6.50	1.45	
Ex. Norway, No. 4.....400-450	21.00	11.10	5.75	1.30	
Ex. Norway, No. 5.....500-650	15.00	8.10	4.25	1.00	
Fcy. Bloaters, XXX 90-110	27.00	14.10	7.25	1.60	
Fcy. Shore, No. 1.....150-170	23.00	12.10	6.25	1.45	
Fcy. Shore, No. 2.....250-260	
Fcy. Shore, No. 3.....300-350	
Extra Irish, No. 2.....300-350	18.50	9.85	5.13	1.18	
Medium Irish, No. 2.....350-450	18.00	9.60	5.00	1.15	
Irish, No. 4.....400-450	17.50	9.35	4.88	1.12	
Large Cape Shore.....100-120	12.50	6.85	3.63	.88	
Med. Cape Shore.....180-200	13.50	7.35	3.88	.93	

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08½
" 25 lbs.	.08½
" 48 pkgs.	.08½
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palms, choice	.09½
" crown slabs	.08½
" standard	.09½
Cherries—	
California, Royal Ann, pltted, 25 lbs.	.16½
Eastern, pitted, 25 lbs.	.16½
Peaches—	
Jumbo, Yellow, 25 lbs.	.09½
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06½
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11½
Nectarines—	
Extra choice, 25 lbs.	.11½

Foreign.

Citron, 10 lbs.	.16½
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10½
Crystal, fancy, 40 pkgs.	.08½
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	per case... 2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 10c. pkgs.	.06½
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	per box .65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10½
50-60	.08½
60-70	.08
California—	
40-50, 25-lb. boxes	.10½
50-60	.09
60-70	.08
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box 3.30
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.00
Connoisseur, 20 pkgs.	Per lb. .08½
California Seedless—	
Thompson, 50 lbs.	.07½
Sultana, fancy, 50 lbs.	.07½
California, Loose—	
Muscatsels, 4 crown, 50 lbs.	.08½
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08½
Fancy Ondara Layers, 28 lbs.	Per pkg. .08½
Seeded—	
Knighthood, 36 pkgs.	.08½
Owl, fancy, 36 pkgs.	.07½
Seedless—	
Not-a-Seed, 36 pkgs.	.09½
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.	3.25
24 ½-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 ¼-lb. pkgs.	1.80
24 ½-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
¼-lb. pkgs., 15-lb. case	.29
½ and ¾-lb. pkgs., 15-lb. case	.28½
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz. .87½
Milleman's, No. 8 bottles, 2 doz.	.82½
Schramm's, large tumbler, 2 doz.	.77½
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle .50
Continental, red, 1 doz.	.32½
" black, 3 doz.	per box .67½
" Writing Fluid	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	per doz. .40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top	4.20	4.50	5.10	
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2	per doz. .75			
" slim	.75			
Rochester, " 12 inch	.75			
" 12 inch	1.25			
Success, No. 1, 10 inch	.90			
" 12 inch	1.25			
No. 0, Tubular Lantern Globes	5 doz. 2.75			
Cold Blast	5 doz. 3.25			
Jumbo Chimneys, plain	per doz. .75			
dec., 207	.90			
Banner Burners	No. 0. .40	No. 1. .50	No. 2. .70	
No charge for packages				
Oil Cans—	Per doz.			
1 gal., glass	2.25			
1 gal., galvanized, Pearl	1.75			
5 gal., Lennox, spout	5.50			
5 gal., " spigot	6.00			
5 gal., Columbia	7.00			
5 gal., Banner	8.00			
5 gal., Climax, pump	10.00			
5 gal., Home Rule, pump	12.00			
Lanterns—				
No. 0, Standard	4.00			
No. 0, Dash	7.50			
Cold Blast	7.50			
Nu Style Lanterns	8.50			

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
" " " 5 case	3.50
Bird's Eye, " " 1 case	3.50
" " " 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " 5 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " 5 case	2.70
" " " 5 gross, 1 case	4.75
" " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " " 5 gross, 1 case	5.00
" " " 5 case	4.75
Doric, " 1 gross, 1 case	1.15
" " " 5 case	1.10
" " " 5 gross, 1 case	5.50
" " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 3 gross, 1 case	3.00
" " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " " 5 gross, 1 case	5.00
" " " 5 case	4.75
New Fast Mail, " 1 gross, 1 case	1.10
" " " 5 case	1.05
" " " 3 gross, 1 case	3.15
" " " 5 case	3.00
" " " 5 gross, 1 case	5.25
" " " 5 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

None Such—	Per case
¼ gross	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09½
Barrels and halves, 400 and 250 lbs.	.09½
Wooden pails, 20, 40 and 68 lbs.	.09½
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08½
Condensed, cartons	3 doz. to case 2.70
" 6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1½-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" ½ doz.	3.00
Canakins, 10 lbs.	Per lb. .13½
" 20 lbs.	.13
" 40 lbs.	.12½
Homemade Style, Moist—	
Klts, 10 lbs.	.11½
" 25 lbs.	.10¾
" 50 lbs.	.10½
Schimmel's—	
Barrels, halves and 30-lb. klts.	.08
18-lb. canakins	.08½

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National—	Per lb.
18-lb. canakins	.07½
30-lb. pails	.07½
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09½
Tubs, 70, 35 and 18 lbs.	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08½
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05½
" 3-box lots	.05
Banner, sifting, 25 lbs.	.06½

OILS.

Stove Gasoline	Per gal. .
Headlight, 150 test	. .

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
½-gal. tins, 5 gal.	15.25
¼-gal. tins, 10 gal.	27.00
½-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.	14.20
¼-gal. tins, 10 gal.	25.00
½-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trols Croix, French, 8 ½-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half-gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
½ " 2 tins	2.90
¼ " 4 tins	3.00
⅛ " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5½-oz. bottles	.90
48 5½-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87½
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Loubo, large, 1 doz.	1.57½
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14¼-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6½-oz. jars, 2 doz.	1.35
" 4¼-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92½

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb. .24
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.30
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13
" medium	.12
Mixed Table Nuts, 25 lbs.	.14
Peanuts, Green—	
Jumbo	.07
Fancy, hand picked	.06
Virginia, choice	.05
Peanuts, Roasted—	Per bus.
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.25
Big Nickel	1.00 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	58.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.25
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
45 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
16 gals., 1200	7.00 7.00
32 gals., 2400	13.00 13.00
45 gals., 3600	19.00 19.00
Cbow-Chow—	
16 gals.	9.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain	Per gal. .15
" 40 grain	.15
Distilled, 45 grain	.05
" 40 grain	.05
Fermented, 45 grain	.05
" 40 grain	.05
Beech-Nut, quarts	per doz. .25
" plnts	" .
" ½-plnts	" .
Cruksbank, distilled white	per gal. .15

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	1
“ “ 10-12 lbs.....	1
“ “ 14-16 lbs.....	1
“ Skinned Hams.....	2
“ Cooked Hams.....	2
“ Bacon.....	2
“ Dried Beef Insides.....	2
“ Beef, knuckles.....	2
Empire Brand Hams, 10-12 lbs.....	1
“ Skinned Hams, 18-20 lbs.....	1
“ Picnic Shoulders.....	1
Hams, skinback, 18-20 lbs.....	1
“ 14-16 lbs.....	1
“ 8-12 lbs.....	1
Picnics, 6-8 lbs.....	1
Dried Beef, sets, city smoked.....	2
“ tenders and knucks.....	2
“ air dried, sets.....	2
“ “ tenders and knucks.....	2
Brisket Pork.....	\$1.5
Jersey Pork, butt.....per bbl.	19.5
“ family.....	22.5
Breakfast Bacon, rib ln.....	3
“ boneless.....	3
S. P. Belles, 14 lbs. average.....	1
Bologna, 25-lb. boxes.....	3
Boiled Boneless Ham.....	3
Beef Tongues, smoked, 5-6 lbs.....per lb.	4
Cooked Compressed Ham, 25-lb. boxes.....	3
Covered Hams, ¾ cent extra. Covered Should	
Picnics and Bacon, ¾ cent extra.	

SAL SODA.

Fruit Butters—		Per doz.
Apple, Southwark, 30 lbs	per pall	1.15
“ “ full 5-lb. slip cover tins,		
“ “ 1/2 doz	per case	1.60
“ Schimmel's, 30-lb. pails	per lb.	.06 3/4
“ “ 3-lb. slip cover tins, 1		
“ “ doz	per doz.	2.60
“ “ 2 1/2-lb. stone jars, cloth		
“ “ top, 1/2 doz	per doz.	2.90
“ “ 40-oz. stone crock, glass		
“ “ top, 1/2 doz	per doz.	3.15
“ Mother Cook's, No. 14, 2 doz	per doz.	.90
Peach, 30-lb. pails	per lb.	.07 1/4

DRUGS.

<p align="center">DRUGS. Family Medicines. Guaranteed full U. S. strength</p>			
	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.75	1.95	
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Extracts and Essences.

McCormick & Co., Bee Brand—		Per doz.
Vanilla, No. 2 size90
" " No. 4 size		2.25
Rose, No. 2 size		1.25
" " No. 4 size		2.75
Pistachio, No. 2 size90
" " No. 4 size		2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry...No. 2 size	No. 4 size	2.25
Lemon, No. 2 size90
" " No. 4 size		2.00
Orange, No. 2 size90
" " No. 4 size		2.00
Crescent Manufacturing Co., Seattle—		Per doz
Mapleline Flavoring, $\frac{1}{2}$ oz.90
" " 1 oz.		1.75
" " 2 oz.		3.00
Crescent Brand, bottles, $\frac{1}{2}$ oz.90
" " 1 oz.		1.75
" " 2 oz.		3.00
" " 4 oz.		5.25
" " 8 oz.		9.00
" " pints		16.50
" " quarts		30.00
" " $\frac{1}{2}$ gallons		5.00
" " gallons		9.50
Sauer's Flavoring Extracts—		
No. 2, Lemon90
No. 2, Vanilla90
No. 2, Rose		1.20
No. 2, assorted90
No. 3, Lemon		1.25
No. 3, Vanilla		1.50
No. 4, Vanilla		2.25
No. 4, Lemon		2.00
No. 2, assorted cases	Per gross	10.80
Nos. 2 and 4, assorted cases		11.80
	Pts. Qts. $\frac{1}{2}$ -Gal. Gal.	
F. F. V. Vanilla	2.00 3.75 7.25	14.00
XXX	1.75 3.25 6.25	12.00
XX	1.50 2.75 5.25	10.00
X	1.00 2.00 4.00	8.00
Lemon	1.00 2.00 3.50	6.75
Ginger, Clove, Peppermint, Cinnamon	1.00 1.60 3.00	6.00
Almond, Orange, Nutmeg, Mace	1.25 2.25 4.00	7.50
Violet, Rose	1.50 2.75 5.25	10.00
Raspberry, Pineapple, Strawberry, Banana... ..	1.25 2.25 4.00	7.50

Liquid Rennet and Tablets.

	Per doz.
Shinn & Kirk's Liquid Rennet.....	1.50
Hansen's Junket Tablets, 3 or 1½ doz.....	.80

CIDER.

Old Orchard, bbls	per gal.
" ½ bbls., 28 gals.....	per ½ bbl.
" kegs, 14 gals	per keg

CHEWING GUM.

Adams', countr jars, 100 5c. pkgs.....	a. 75
" boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 30 pkgs., 100 pcs.....	.60
Doublemint, 30 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons..	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06½
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2½-lb. cartons, sterilized06½
Comet, natural brown, 1-lb. cartons, sterilized06½
Comet Cereal, 1-lb. cartons, sterilized ..	.06½
Sola Japan Unkoted06 20/100
D. S. & H. Craig, Inc.—	
Imperator06½

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
" 60 5-lb. bags.....	4.00
" 28 14-lb. bags.....	3.75
" 30 10-lb. bags.....	3.75
" 115 3½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
" 56-lb. bags.....	.65
" 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
" 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
" 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.	

SALAD DRESSING.

	Per case
Durkee's, large, 1 doz.....	4.25
" small, s doz. $\frac{1}{2}$ pints.....	2.50
Schimmel's, small, s doz.....	per doz. .90
My Wife's, large, s doz. pints.....	2.50
" small, s doz. $\frac{1}{2}$ pints.....	1.50

SAUCES.

Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.20
Granulated, 60-lb. boxes.....	per box	.60
Crystal Brand, 24 2½ lb. pkgs., per case		.80

SODA—BI-CARB.

Babbitt's, $\frac{1}{4}$ s, 25 lbs.....	Per lb.
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.06
" $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs..	.05 $\frac{1}{2}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.04 $\frac{1}{2}$
" $\frac{1}{4}$ and $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
115-lb. kegs.....	.02 $\frac{1}{2}$
Bl-Carb.....	.03

SOFT DRINKS.

Clicquot Club Co.—		Per
Ginger Ale, Sarsaparilla, Birch Beer, Blood		
Orange, Lemon Soda, Root Beer ... 2 doz.	2.10	
Charles E. Hires Company—		
Hires Household Extract, for making root-		
beer at home, 1 doz.	1.60	
Hires Carbonated, pints, 2 doz.	2.00	
" Ginger Champanale, 50 pints	8.00	
Welch's Grape Juice—		Per case
Quarts, 1 doz.	4.00	
Pints, 2 doz.	4.50	
Half-pints, 3 doz.	4.50	
4-oz., 6 doz.	4.50	
Half-gals., 8 bottles.	4.50	
Schuhle's Grape Juice, quarts, 1 doz.	4.00	
" " pints, 2 doz.	4.50	
" " 1/2 pints, 3 doz.	4.50	
5 per cent. discount on 5 case lots		

PLUM PUDDING.

The Franco-American Food Co.—		Per doz.
Individual.....		.90
1 lb.....		3.00
2 lb.....		5.00
3 lb.....		7.25
Richardson & Robins'—		
Individual, 2 doz.....		.85
Round conical, with key, No. 1, 1 doz.....		2.25
No. 2, 1 doz.....		4.20
Atmore's Philadelphia, seedless—		
Individual, 2 doz.....		1.90
Cans, No. 1, 1 doz.....		2.30
" No. 2, 1 doz.....		4.10
" No. 3, 1/2 doz.....		3.25
" No. 4, 1/2 doz.....		4.35

FLOOR POLISH.

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, ½ doz.....	30 00
Discount to dealer 33¼ per cent.	

CLEANSERS AND POLISHING COMPOUNDS.

Young's Pearl Cleanser, 40 16-oz	per box	2.75
Kleenatub	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz	per doz.	.80
Putz Liquid, large, 3 doz	per doz.	1.50
" small	"	.75
Putz Paste, large	"	.65
Old Dutch Cleanser, 4 doz	per case	3.40
" " 5-case lots	"	3.30
Babbitt's Cleanser, 5c. size, 100 cans		3.85
" " 5c. size, 50 cans		1.95
Kosher Cleanser, B. T. Babbitt, 5c. size, 50 cartons		1.75
Spic and Span, Babbitt, Liquid Metal Polish, $\frac{1}{2}$ -pt. cans, 3 doz		2.50
Imperial Cleanser, 6 doz	per doz.	.45
Swift's Ride Cleanser, 50 cans		3.00
Sunbright Cleanser, 72 cans		2.75
Red Seal Cleanser, 4 doz		1.90
Bon Ami Powder, 3 doz. cans		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans.		1.60
Orona Soap and Cleanser—	Per doz	
No. 1, 10c. size85
No. 2, 15c. size		1.20
No. 4, \$1 size		8.40
No. 5, \$2 size		16.80
Orono Alumishine—		
No. 1, 10c. size85
No. 2, 25c. size		2.00

SCOURING SOAPS.

	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 40 r-lb. bars	1.50
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....	9.50 gross
" " " " " " " " " "	9.50 72s
Bon Ami, 36 sc. cakes.....	2.50
Gta-Brite, 72 cakes.....	3.00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
Fels-Naphtha, Fels & Co	100 10ct.	6.75
5-case lots	100 75	4.00
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.95
"	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G	100 12 oz.	3.05
Lotus, white	100 1dry.	5.20
"	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60 60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G	80	3.20
Sunlight, twin, Lever Bros. Co	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 96 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
" 50 10c. bars		3.30
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Chips, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	8.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gross	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapolio, 1/4 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 365	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s.	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	
" No. 2, 100 7-oz.	2.50
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowans, 24s.	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 16-oz. size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.70
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
10 "	3.75
25 "	3.70
Fels Soap Powder can be included with shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
--------------------	----------------

MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Flischer's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
50 lb., 6, 10, 25 lb.	
McCormick & Co., Ground—	Per lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
" Col. Cinnabar	.18 1/2
" Saigon	.71
Cloves	.25
Cream Tartar	.36
Ginger, African, Crystal	.11 3/4
Cocbin	.14 3/4
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18 1/2
" less quantity	.20 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.81
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, 12 1/2-gal. front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	" .07 1/4
Best, 24 1-lb. pkgs.	" .03 3/4
" 48 1s.	" .03 3/4
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/4
" 20 1-lb. pkgs.	" .07 1/4
Niagara, 48 1-lb. pkgs.	" .05 1/4
" 24 1-lb. pkgs.	" .05 3/4
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/4
" 12 6-lb. boxes	.08 1/4
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03
Niagara, Laundry, 50 lbs., bulk	.03 1/4
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 1/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/4
Colored assortment	.28
Cones	.19 1/4

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Cboice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 2.65

HONEY.

	Per doz
Selzer's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/4 lb.	3.50
" 24 2 1/4 lb.	1.75
" 24 2 1/2 lb.	2.15
" 24 2 3/4 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Mary Jane, 24 2 lb.	2.15
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
10c. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .80

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MAPLE SYRUP.

Old Colony, large, 1 doz.	3.3
" medium, 2 doz.	1.4
Golden Tree, large, 1 doz.	2.4
" medium, 2 doz.	1.5

WOOD AND WILLOW WARE.

Brooms.

No.	Per d
6, R. P., fancy	2.7
7, " "	3.2
6, Household	2.7
7, " "	3.0
6, Monogram	3.0
7, " "	3.0
Daisy Parlor	3.3

Washboards.

Single Zinc—	Per d
No. 100, Northern Queen, Protector	3.7
No. 101, Tidal Wave	2.9
No. 123, Seal Globe	2.7
No. 126, Ruby	2.6
Double Zinc—	Per d
No. 56, Red Cross Swing, Protector	4.3
No. 80, Double Seal Globe, Protector	3.9
No. 85, Double Stag, Wide Head	3.6
No. 687, Double Leader Swing, Protector	3.5

Buckets.

	Per d
Painted, 2 hoops, flat	1.7
" 3 hoops, flat	1.8
Galvanized, 10 qt.	1.6
" 12 qt.	1.8
Indurated Fibre	2.4

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.4
" 2 lb.	per 1000 1.8

Clothes Pins.

5 gross	Per
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AUG 30 1915

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

OL. LX.

PHILADELPHIA, August 30, 1915.

No. 9.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
All Asia 4.50
Copies10

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How to Sell and How Not to Sell Goods by Telephone*

W. J. Sheldon, a Telephone Expert, Gives Some Common Sense Talk on the Telephone as a Business-Getter and a Business-Killer.

In presenting this paper, it is my aim to help the merchant develop a telephone trade, whereby you can profitably employ your telephone to increase sales, facilitate purchasing and thereby strengthen your efficiency and cut down operating costs.

One of the greatest time savers and efficiency builders is the telephone. A great many of you can no doubt remember its introduction into the world in 1876 at the Centennial Exposition at Philadelphia, at which time it was considered a mere toy and you have seen its rapid development from one hundred thousand stations in service in 1884 to two million in 1904 and nine million in 1915, with a range in service from one room to another in 1876 to the recent wonderful achievement of talking from the Atlantic to the Pacific. This one invention, gentlemen, has done more to build up our nation's successful commercial life than any other factor.

The merchant of years ago sent his salesman with a wagon loaded with merchandise to the smaller merchants within a radius of perhaps twenty-five miles, showing his wares, telling his funny story and possibly making two or three sales per day. With the advent of the railroad the salesman simply took samples of his merchandise and stopping in a town, the merchants would come to the train and make their purchases, the car being kicked off on a siding. Competition in selling brought speedier methods, the salesman taking such samples as he could conveniently carry and catalogues of their stock. The merchant then placing his order for future delivery. To-day the modern merchant may call his wholesaler in the larger cities in the morning by telephone and have his goods shipped the same day, thereby getting a fresh supply more often and making it unnecessary for him to carry a large amount of

stock with the resultant tying up of a goodly portion of his capital.

We all know it is easy to buy by telephone, but have you ever given the selling by telephone thought any consideration. Retail dealers have led the way in aggressive selling methods by telephone by making it easy for the consumer to buy, by advertising "Buying by Telephone," etc., but this is not all. How many of you really make it easy for the customer to purchase from you by telephone? Think it over, observe some day how your clerks answer a telephone call. If you were greeting a customer coming into your store would you blurt out "hello." What do you want? No, indeed. You would extend your hand and say, "Good morning, Mr. Jones, I am more than glad to see you to-day. What can I do for you?" and your face would beam smiles and your every action would be one of trying to show him that you were one of the most accommodating persons on earth, and after he had purchased what he came in for you would make a strong effort to induce him to purchase other items of your stock. "It's the voice with the smile that wins."

Why not follow up this policy in answering your telephone calls. Courtesy is like oil to machinery. The lack of it will cause friction and friction in telephone talking is a thing to be avoided. The proper way to answer your telephone is to say "Smith, Jones & Co. Mr. Jones speaking." That identifies you at once and the person you are calling is ready to hear what you have to say. No matter what the message is, treat it courteously.

If the merchant will give a little more attention to his telephone trade he will soon see results. There is one thing of great importance in selling by telephone, that is, truth. If the housewife calls you up and asks if you have some real nice cantaloupes to-day and you know that they are not real nice, don't lose her confidence and per-

haps her trade by sending an inferior article. Better explain to her in the beginning.

I have often heard the remark made, "Oh, I can't buy from Jones by telephone, because I can't depend on him sending what I ordered." Now wouldn't it be better to gain a customer's confidence and show them that they can buy just as easily by telephone as if they come to the store. This selling by telephone proposition is not confined to any one line, but practically every commodity in daily use can be bought and sold by telephone. I have in mind a certain grocer at Pottsville, who, when asked why he did not carry green truck, remarked that it did not pay him in his section of the town. He said he used to buy a reasonable quantity, but his customers would still go down town to

purchase. I suggested to him that when he had anything in this line that he call his several customers by telephone, explaining to them what he had, in which case they would no doubt be glad to purchase from him. He has followed this out with very good success, not only in the green truck line, but with grocery specialties. The housewife, too, appreciates this because she feels that the merchant is taking a personal interest and is really desirous of her trade.

There is one point I want to impress upon you and that is that to-day more merchandise can be sold by telephone at less expense to the merchant than in any other manner and remember that, "It's the voice with the smile that wins."

W. J. SHELDON.

Pottsville, Pa., August 25, 1915

Domestic Sardine Packer Says Rotting Fish Have Been Packed

Warns Trade to Look Into All Cheap Trades Offered Them. Considerable "Red Feed" Fish Have Gone In Cans, Though Forbidden and Unfit for Food. Got Maine Inspection System.

A large sardine packer of Eastport, Me., has made during the week a serious charge concerning the quality of much of the domestic sardines packed during the last few months, considerable of which is still to be marketed. He declares that many packers have packed what is known as "red feed" fish, which are fish containing a substance that rots the stomachs of the fish. The rotting proceeds after they are put in cans, and completely spoils them for food. A new system of inspection has been begun in Maine to prevent sardines of this sort from being packed, but the packer referred to says that large quantities have been put in tins and will be offered to the grocery trade. His statement follows:—

As we see the situation, there have been considerable quantities of fish to be had, but with the vigorous inspection of the factories which is now taking place under the supervision of two inspectors, one from the Bureau of Chemistry and the other from the State of Maine, the output of the sardine factories has been very largely curtailed, and at this writing all the factories along the coast are closed down, cleaning up for next week. Fish that contain "red feed" are absolutely forbidden in the manufacture of sardines, and many loads that arrived

full of this feed have been sent to the fertilizer. This means that though there may be fish trapped they cannot be taken from the water until they have worked this feed out of them, and as this involves holding the fish from 24 to 48 hours, there will be many times during the balance of the year when the factories will not be operating.

There is another feature also and that is that there have been large quantities of red feed fish packed this spring and during last fall (the fish were so feedy last fall that we closed our factory a month before the end of the packing season rather than pack such stuff, but many of the other factories worked their hardest on those fish) and many of these goods have still to be placed on the market, if the reports we hear are so. It is probably this poor stuff that is being offered at the low prices which are reported being made to-day. Not only is there inspection taking place here in Maine at the point of manufacture, but these goods are going to be inspected through the thousands of retail stores throughout the country and we would strongly advise you to caution all your buyers to look many a time at any cheap lot of fish that is offered them, and to be very careful to have themselves so protected that if the goods are seized they will not lose anything through the transaction. Anything offered too cheap should be questioned very sharply.

Salad is scarce and very high—per box. A few weeks ago you could hardly give it away at 50 cents.

NOTE.—This is part of an address delivered before the Pottsville (Pa.) District Convention of Retail Merchants last week.—Ed.

United Profit Sharing Corporation Sues Southern Cotton Oil Co. for Ceasing to Pack Coupons in Wesson and Snowdrift Oil

United States Court for an Injunction Forbidding Company From Selling Oil Without Coupons. Southern Co.'s Defence. It Used the Coupons for a Year and Spent \$80,000 on Them.

There is a pretty fight on between the United Profit Sharing Corporation of New York and the Southern Cotton Oil Co., packers of Snowdrift and Wesson cooking oil. It comes about by reason of latter concern's refusal to carry its contract to pack United Profit Sharing coupons in all packages of its cooking oils. As a result the United Profit Sharing Corporation applied to the United States Court at Trenton, N. J., for an injunction forbidding the Southern Cotton Oil Co. from selling either Snowdrift or Wesson oil without coupons in.

The Profit Sharing Corporation alleges that the oil company manufactures two products and that a contract was entered into under which it was agreed that the oil company would place coupons in its packages for five years. At the expiration of the first year, it is alleged, the defendant announced its intention of abandoning the proposition. During that time the oil company paid to the complainant approximately \$80,000 for the coupons, which were placed in upward of 1,000,000 packages.

Another allegation is that a large amount of money was expended by advertising in newspapers, periodicals and on billboards the fact that coupons were placed in the product of the defendant company. Much, it is alleged, that millions of persons have been acquainted with the fact that the coupons were placed in the packages, and contemplated action will result eventually to the complainants. The Southern Cotton Oil Co. has issued a statement, since the suit was brought, admitting and explaining its decision to drop the coupons. The statement is as follows:—

The Southern Cotton Oil Co. has continued the packing of United Profit Sharing Coupons with Snow-

drift and also with Wesson Oil. No coupons for your customers are inclosed and there are no merchant coupons for you in this case. The United Profit Sharing Corporation will redeem their coupons which you have already collected, but it is not the intention of The Southern Cotton Oil Co. to issue any more.

It has come to the attention of The Southern Cotton Oil Co. that United Profit Sharing Coupons are being used as "trading stamps" in certain sections of the country—that is, purchased by the retail merchant and given out, as trading stamps are, with all or certain purchases made at his store.

We had taken the precaution to insert in our contract with the United Profit Sharing Corporation a clause which we considered prohibited the use of United Profit Sharing Coupons as trading stamps by retail grocery stores. We do not wish to be identified with any coupon premium plan that is also a "trading stamp" plan and so have discontinued United Profit Sharing Coupons promptly and without previous notice to you, the retail merchants handling our goods.

We believe in profit sharing—and we adopted the United Coupon plan because that seemed to be the right way to take you into "partnership" with this company and make it to your advantage to help us sell our goods, and share the profits in proportion as you sold the goods. But making the retail merchant pay for a trading stamp or coupon of any sort, is certainly not our idea of profit sharing. On the contrary, it seems to us to be a heavy burden on the retail dealer who must pay for his stamps out of his already narrow margin of profit. Trading stamps may be all right for your business, or you may think them all wrong. This company proposes to leave that entirely to your good judgment. To avoid any possible confusion, we will not use a profit sharing coupon that might be confused with a "trading stamp" proposition.

In fairness to the United Coupon and the manufacturers who pack it with their products, we should explain that, at this time, the United Profit Sharing Corporation is selling its coupons to retail merchants to be used as trading stamps only in certain localities. If you feel that our decision to discontinue United Coupons works any injustice to you, please take the matter up with our salesmen or write to us here in New York.

The United Profit Sharing Corporation denies that it is selling its coupons to be used as trading stamps in violation of any contract with the Southern Cotton Oil Co.

GOLD DUST

sales easy to make



Just the time it takes a woman to say "Give me a package of Gold Dust" and you reach for it, is the time consumed in making the sale.

The woman knows Gold Dust—knows how it reduces her daily housework—and has bought it for years.

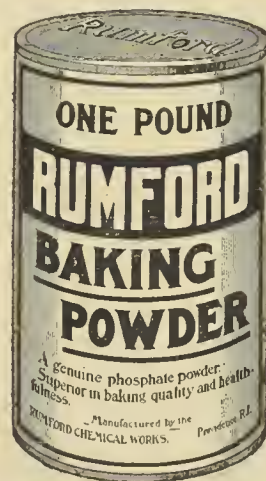
Check over your supply of Gold Dust. It is the merchant that has a full stock of Gold Dust that makes the most sales.

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"

RECOMMEND RUMFORD

The Wholesome Baking Powder.



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

RECOMMEND RUMFORD.

RUMFORD CHEMICAL WORKS, Providence, R. I.

WITH THE EDITOR

This paper believes in co-operative buying because it believes that money can be legitimately saved by it, and this is not only the aim, but the need of every merchant in business.

We do not believe, however, that the plan reported last week, in which some eighteen local jobbers have joined to buy co-operatively, will succeed; certainly not in cases where the members of it are already carload buyers. If they are carload buyers they are already getting as close to bed rock as they can hope to.

All manufacturers, and perhaps all jobbers, make a lower price on most merchandise for one hundred cases than for ten, and for ten than for one. And often a carload buyer can buy cheaper than a buyer of half a carload. A co-operative movement will pay therefore, when it puts a one-case buyer into the ten-case class, or a ten-case buyer into the carload class. It will also pay the l. c. l. buyer whom it puts in the carload class, by getting him a lower freight rate.

But in the case of eighteen jobbers, all of whom, let us say, are already carload buyers, where is the saving to be made? They are all getting the carload price, and the average manufacturer will not quote less for five or ten carloads, particularly when it is not new business. And of course the freight rate will be the same. The only saving to the manufacturer will be the slight curtailment of book-keeping, which would amount to nothing. The jobbers' big chance is to form a *selling* combination,

which would eliminate some of the present excessive competition.

The "Wood and Willowware Trade Review" makes the following comment upon a recent utterance of this paper:—

An Explanation.

On the front cover of the "Modern Merchant and Grocery World" this week appeared the following: "The most expensive advertisement a merchant can have is a reputation for giving good weight and measure. It is deliberately creating a reputation for generosity and then trying to live up to it." Whadaya mean—"good weight and measure"? Think thou that a merchant thrives best with a reputation for giving *bad* weight and measure?

Not at all, friend, not at all. We think a merchant ought to have no particular reputation on the subject. In other words, it should be simply accepted by everybody that his weight and measure were correct. Perhaps when we said "good" weight and measure we were not as explicit as we might have been. What we really meant was *heavy* weight or measure—more than even.

No better illustration of the harm which unbridled competition can do is to be found than the canned tuna fish situation. Canned tuna is undoubtedly a comer, to use a colloquialism. Without doubt it is destined to take a place, and that quite soon, among the staple food products of the country. Its progress is being somewhat interfered with by the fact that every manufacturer in the business, if they tell the truth, is selling his product be-

low cost. When asked why, they all point to the Van Camp Packing Co. A few months ago Van Camp was selling his brand of tuna at \$7.50 per case of 48 one-pound flats. He made what he called a gentlemen's agreement with the other packers, by which tuna prices were to be kept at about a certain point. Van Camp kept the agreement, but the others secretly broke it, using it, when they had to, merely to gain an advantage for themselves. When Van Camp was convinced of this he cut his price to \$5, with other sizes in proportion, and all the other manufacturers had to follow. We repeat—if the packers tell the truth, everybody's tuna prices are below the cost of production. One packer has already failed, and it is said that others are not in a very satisfactory condition. The mistake was in making the gentlemen's agreement, or in breaking it after it was made, depending on how you look at it. The whole situation is foolish, for tuna is wanted, and would sell about as well at a profitable price as it would at the unprofitable price.

There is a rather vague and indefinite conference going on at Byberry, a suburb of Philadelphia, under the auspices of the "Philadelphia Vegetable Growers' Association." It aims to learn the real reason for the high prices of fruit and vegetables, and to remove it. Participating in the convention are farmers, produce commission merchants, club women and a grocer or two. The following is an

extract from a newspaper report of Wednesday's session:—

S. Herbert Starkey, a market gardener who said he had followed his products all the way to the consumer to find out who got the high prices, gave the following list of profits which he claimed were made by retail merchants: On corn, 100 per cent.; cabbage, 200 per cent.; tomatoes, 60 per cent.; eggplants, 150 per cent., and onions, 140 per cent.

Retail merchants rushed to the defense of their class by declaring that their losses on unsalable goods made high prices necessary. They also said that delivery and other expenses robbed them of most of the profits in the produce trade.

Without doubt retailers charge large profits on fruits and vegetables. Some retailers charge excessive profits. The Vegetable Growers' convention can easily cure this. All it needs to do is these four little things:—

1.—Persuade the Creator to make the quality of fruits and vegetables regular so that one half peck from a basket will be as good as every other half peck.

2.—Or persuade the growers to pack them that way, throwing away all that are below standard.

3.—Or persuade women consumers to be as well satisfied with the bad and indifferent fruits and vegetables as with the good.

4.—Or persuade consumers to buy all of a retailer's stock before it can spoil, or to buy it of him at the same price after it does spoil.

Only these little tasks confront the vegetable profit reformers; and they will without doubt come down, of course, until they surmount the retail distributors of produce, in finding their profits, will have to consider the present risks of the business.

Progress of New Jobbers' Co-operative Buying Plan.

Authentic List of Members. Some Disavow Connection. Purity Oats Co. Said to Have Yoked Up With It.

Some of the jobbers named last week as possibly being connected with the new co-operative buying movement among jobbers, disavow all connection with it. Notably these are Thomas Roberts & Co. and J. Frank Shull Co. It will be

remembered that this paper did not say positively that these firms or any others were connected with the plan. We merely said that Mr. Pincus, the manager, showed a list which he said were those who were *not* connected with it, and which of course opened the way to the inference that all the others were connected with it. Mr. Pincus did not say this, and it appears now that it was not a fact, but the inference was inevitable, nevertheless.

It is understood that the Purity Oats people are selling the combination, whose members are selling Purity Oats at \$1.30; the regular price is \$1.40. Certain other manufacturers will also make concessions, if there is any business to gain by it, and particularly if the co-operative buyers will give the goods an extra push.

An authentic list of the members of the jobbers' co-operative plan was obtained during the week. It

is as follows: Comly, Flanigan Co., Gillespie & Son, Jonathan Graham & Son Co., Samuel Howland Kirk, Foster & Co., William Montgomery & Co., Reeves, Parvin Co., Charles Shaw & Son, James Crawford, Githers, Rexasmer Co., W. J. Graham & Co., H. K. Logg's Sons, Lippincott & Co., John Price & Co., Wilson & Richardson, John Scott & Co., G. R. Danenhower & Son, Camden, N. J.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Weather Conditions. — Relatively making, we have to study the weather and conform to its condition about as easily as the dry goods people. On a rainy day out hangs the red umbrella of the furnishing store, along with a raincoat, and when the snow flies rubber signs in the shoe store window. When the thermometer gets up to 80 and over, what do we do? We pile up paper. We open more lemons. We move the bottles of soft stuff up front. We stick a big sign in the window that reads: "Ready Cooked Cold Meats." And we ask people to come in and have a glass of iced tea, just to prove how good our blend of tea tastes when iced. We hear a lot about mental suggestions, but that's too slow for our business. What we want to deal in is the real thing, and the real thing must be in the face, and if necessary, we must stumble over it—figuratively speaking.

Suggestions?—Why, a live grocery should be suggestions from front to back.

She may not buy any of these dainty looking California pea beans you had on display to-day or to-morrow, but your suggestion was good, and when she's pea bean hungry she'll think of your show. That's the secret of it.

Grade Your Stuff.—Grade your cucumbers. Grade your apples. Grade your cantaloupes. Grade your pineapples. If cukes averaged a cent and a half apiece, that's no argument for selling them as they run two for 5. Some are worth 3 cents, some even a nickel, and some, of course, three for a nickel. If 45s cantaloupes figure you a dollar delivered, you're not going to let them pick them out at 5 cents. You're going to do your own picking. Your going to mark a lot of them at four for 25 cents, five for 25 cents and six for 25 cents.

It's this grading and ticketing and everlasting study that shows any kind of a decent profit on the fruit stand.

You know what a melting day does to your stuff and you know what a

rainy day does. These conditions have to be met "before and after."

More About "Days."—You know to run a live grocery successfully and to keep the term "live" alive, you have to be in the "progressive" class. In other words, you mustn't be a standpatter. If you are progressive and your firm is extremely conservative by virtue of "long standing," your hands, in a measure, are tied.

"Live" people are looking for him. Therefore we suggest "Tomato Day."

A big stir can be made with "Tomato Day." Here in our town the writer made a kind of tomato festival. Vines strung all out the front of the store, with green fruit on them. Any number of cards stating "Tomato Day." But particularly a price on the 15-quart baskets that was at once a winner. Fortunately, the grocer in our case entered heart and soul into the scheme, and this is half the battle.

"I Forgot."—Don't let that be an easy thing to say. Say it with shame and with a determination that it won't happen again in a hurry. The best of men forget—occasionally. But the habitual forgetter has no successful future. Mark this well. It shows the power isn't where it belongs. It proves that the money paid for service has been mispaid; and a mispaid employee doesn't last long.

Hardly anything irritates the manager more than to have the words "I forgot"

blandly given him when a follow-up question is in order. Write your instructions down, sir.

Moore's early grapes from New Jersey and Maryland are ranging from 8 to 9 cents a small basket. California Malagas are \$1 to \$1.25 per 20-pound box.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space-saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.



EXQUISITELY DELICIOUS for cold desserts, pudding, sauces, icings, confections.

MAPLEINE

The Master Flavor, rich and mellow.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.

SEATTLE, WASH.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

44

The minute one of your customers sees a brand of cocoa advertised on a billboard, he's nearer sold than if he hadn't seen it. When he not only sees it again but reads about it in the papers or the magazines, he is vastly more receptive than a customer is when you start in to sell him an unknown brand.

Every bit of the work done by the manufacturer for advertised brands lessens the work of the retailer. Think that over.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino
Products"

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

Next comes a man's ability to meet his bills when due. The man worth nothing, but with a good salary or wages is pretty safe; provided he pays as he is paid and does not go in debt to such an extent he cannot meet his bills. This condition more frequently applies to the customer of the city merchant than the country retailer. A case was brought to my attention not long ago that was rather interesting. A certain switchman in the city of Sioux Falls went through bankruptcy. It appeared that his average wages were somewhere between \$75 and \$80 a month, and five grocers of that city had allowed him to run up bills varying from \$50 to \$100, when his total income ran from \$75 to \$80 a month. When questioned as to how he managed to get that line of credit he said, "Gee, these merchants are easy." If a farmer has a farm heavily mortgaged, if he is a one-crop farmer and raises little stock, it is a pretty good thing to watch this farmer carefully, and to see that he disposes of his income in the proper way and uses it to liquidate his debts instead of purchasing a lot of extra things that he does not need. One merchant told me a short time ago that he was in business in South Dakota for seven years, that he started with \$1,500, allowed himself a salary of \$100 a month, and when he sold his business he had cleaned up during those seven years the nice little sum of \$18,000 in real money. When he came to wind up with the bank, the banker said, "George, I would like to have your old accounts to collect." He replied, "Sure," and reached in his pocket and handed over one account for \$18.96. That was that man's sole and only account left over, after over seven years in trade. If this man could

do that in a territory that was not overly prosperous and that had had in those seven years at least two partial crop failures, surely others can do it in more prosperous communities.—By H. K. Zupfinger, who spoke on "Retail Credits."

I don't suppose there has been any other article that has been abused more than the pineapple. So many dealers will simply throw it down in a box without any effort to display it. There is no excuse for this. They require absolutely no fixtures except these little trays that you could make out of cracker boxes if you cared to. The regular sizes I use are 12 x 24 and 14 x 24.

If you have been thinking that a fruit display is not fitted for a small country town, I want to disabuse your mind. The size of the display can be governed by the population, but there is no town so small but that this style of fruit display can be used. I have had experience in towns of 500, and the same experience in cities of 1,000,000, and the only difference you need to make is in the size of the display. If you are in a town of about 3,000 population, you want to use about ten trays, in a town of 500 a lesser number. The size of the town and the number of customers should regulate the number of trays used for a display of this kind.

I have had people say, this is all good stuff, this fruit. How do you keep it looking fit? I have managed to do this in Chadron, a town of about 3,000 people. One man asked me this question: How do you manage to keep fruit up like this in a small town? Suppose a lady comes in and says she would like to buy a dozen oranges. After she has gone of course your tray is

broken. So you step around behind your window and take twelve more out of the box and replace them. You may say, that is all right, but how are you going to keep that fruit in the bottom part of your tray from going down? I say, circulate your trays. Just as soon as you find any fruit that shows any deterioration or shrinkage, move the tray. In case I found the clerks did not use the tray next the glass until the fruit begins to show signs of going down, I would pull it back and put a fresh one in there. Take a tray from the back pile that is pretty fresh and pull the front pile back, and they will begin to sell that, and the first thing you know they have sold it all.

There are some points that must not be overlooked about making a fruit display of this kind. For one thing, your window must look reasonably well filled. Another point is your color scheme. I arrange fruit in alternating colors. I have always found that attracts the public eye. It gives expression to the window. It has an effect upon the buying public. There is also another thing that I have found. I have a row of bananas along the front edge. There is a reason for that. There is no other fruit, nothing of any kind or nature that will take the place of the banana in finishing that window display. In making your window display, in the average window you have got to keep your trays back about six inches from the glass. If you crowd it up too close, the glass does not admit of making the same kind of display that it does when you keep it back about six inches. There has got to be a border finish to that fruit display, the same as you have a border for the paper on the wall. If you have ever seen how badly a room looks before the

border is on, you will know how this display would have looked if the bananas had been left off. The bananas have another mission in filling that case. It frequently happens that windows become frosted over or clouded over and you have to get to them. Often times it is a difficult matter to move the heavy trays of fruit to get at the window or to replace with fresh fruit. On the other hand you can pick up a bunch of the bananas, and you can replace it quickly with fresh ones, where a tray is hard to handle. In building up a display of this kind, it is always necessary to raise the back of the stand to support six inches higher than the front. Then either build in pyramid style, as I have here, or run high at each corner. We have had better results with this sort of display.—By F. H. De Rhodes, who spoke on "Window Displays."

AMONG THE TRADE.

A farewell dinner is to be given on Monday evening, August 30, to Mr. H. G. Flint, until now Philadelphia sales agent for the Shredded Wheat Co., lately appointed general sales manager for the same concern with headquarters at Niagara Falls. The scene is to be the Bellevue Stratford Roof Garden, and the committee in charge is W. H. Ro James P. Curry, A. C. Unger, M. Warren, George Nowland and S. H. Frowert.

Philip J. Ritter, retired founder and head of the P. J. Ritter Cerve Co., of this city, died at Atlantic City on Tuesday last, aged 82 years.

Apples are plenty, but good apples from West Pennsylvania are bringing good price—\$3 per barrel. Jerseys worth 25 to 50 cents per basket.

The Week's One-Time Ads.

I've got a crack-a-jack scheme this week to get business for you fellows. It's run by the Practical Advertising Co., Springfield, Ohio, and has set the West afire. Now they're going to try it on in the East. The point about the scheme is that without any flashy fuss, it gets you big business at a profit. Read in their ad. what some Western grocers did with it—one Illinois fellow collected \$1,700 in one day with it, and a Kansas grocer sold

277 boxes of a new corn flakes one day through it. Going some, say. No cut prices, either—even thing sold at full prices and regular profit. Every one of you fellows, if you love me, will send the coupon at the bottom of this ad. and let them send you the description of their plan. It doesn't cost anything and it may answer the question some fellow sent in last week—how shall he meet the Economy Stores. JIMMY MAND.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

How Community Betterment Helps Retailers.

Des Moines, Iowa,
August 26, 1915.

To the Editor.

Dear Sir:—There is no subject before the American public to-day of greater moment than that of community building and community betterment, and certainly no class of business men should be more vitally interested in the welfare of the local town and community than the retail merchant.

Retail merchants throughout the country are losing business to their competitors in the great cities largely because the people of their own towns and communities are thoughtless, and anything that will cause the people about them to stop and think soberly on the proposition will be of material benefit to the merchant.

The National Community Betterment Association will greatly appreciate your co-operation in making National Community Day, Sunday, October 3d, a memorable day. On this day the association is asking the co-operation of all good citizens in making the occasion worth while. Local newspapers throughout the country are being supplied with bulletins bearing on this subject. Mayors of towns and cities are being asked to issue a proclamation calling attention to the day, and ministers are asked to call attention to the vital subject of community building and uplift from their pulpits.

The association will appreciate your co-operation in calling your readers' attention to National Community Day, Sunday, October 3d.

Yours truly,
NATIONAL COMMUNITY BETTERMENT ASSOCIATION.

Makers of Slicing Machines.

Slatington, Pa., Aug. 18, 1915.
To the Editor.

Dear Sir:—Will you kindly send the names and addresses of a few firms that manufacture and sell slicing machines.

Thanking you in advance for your kind favor, we are,

Yours truly,
SHOEMAKER & DAUBERT.

United States Slicing Machine Co., 1024 Arch street, Philadelphia;

American Slicing Machine Co., Chicago, Ill.; N. R. Streeter & Co., Buffalo, N. Y.; H. F. Heacock, 51 N. Second street, Philadelphia.

Business Taxes in Pennsylvania.

Wilmington, Del., Aug. 25, 1915.
To the Editor.

Dear Sir:—Kindly publish answers to the following: What license and tax is a merchant required to pay in Pennsylvania?

In what issue is the effect of the new net weight law discussed, as relating to selling goods in Pennsylvania? Simply state in a few words, if possible, the above.

Thanking you for the favors.

Respectfully yours,

MARKETMAN.

The only license which a Pennsylvania merchant must pay, as a merchant, is the mercantile tax, which is a tax on the amount of business which he does.

We have published several articles on the new Pennsylvania net weight act, and could hardly begin to answer your query without knowing which one you refer to.

Hospitals Want High Grade Food.

St. Louis, Mo., Aug. 19, 1915.
To the Editor.

Dear Sir:—As the editor of the "Modern Merchant and Grocery World" you cannot but be interested in such an article as has been written for the September issue of "The Modern Hospital" by John Phillips Street, of the Connecticut Agricultural Experiment Station.

It may also interest you to learn that superintendents and other hospital officials are now more intensely interested than ever before in giving their patients food of the highest quality—food that is not only nutritious, but also of a character and so served that it will stimulate the appetite, please the eye, and through its variety make an appeal to the mind, because in the feeding of the sick and convalescent the mental appeal is of great importance. In view of the fact that the daily average population of the hospital field (including patients, nurses, resident physicians and employees) is more than 1,000,000 people, and that during the course

Cut out lost motion in your advertising Mr. Dealer!



Any dealer in the grocery business or, for that matter, any business, who proposes to figure his advertising outlay and results produced in two columns and then balance the account, is trying to do the impossible.

Here lies the vital difference between The "Sperry" System of advertising service and other methods. For the past nineteen years we have produced and do produce, day in and day out, positive proof of a 90% efficiency average.

J. H. Green Stamps Hamilton PROFIT-SHARING COUPONS BRING YOUR TRADE BACK

With J. H. Stamps you are offering the most popular and strongest of all extra inducements with individual sales and a Hamilton Coupon in the package insures the customer's selection of the goods which carry it. You make an easy sale.

We are the only organization in the world that can give you the advantage of an immediate hold on the national or local market. That is to say, no matter where your store is located or your product distributed, our service offers the strongest reason in the world for the consumer to prefer your goods and patronize your store regularly.

Under the specification "Means and Methods of Advertising" the superior jury of the Panama-Pacific International Exposition has awarded a Silver Medal, the highest honor conferred, to the Sperry & Hutchinson Company and The Hamilton Corporation—an international endorsement of The "Sperry" System.

On a word from you we will gladly mail you "The Business Builder," giving you a comprehensive outline of our service and with it the August-September number of the New National Monthly—"The Sperry Magazine"—which carries its own message to the woman-who-buys.



The Sperry & Hutchinson Co. The Hamilton Corporation

GEO. B. CALDWELL, Pres.

2 West 45th St. New York City

BRANCHES EVERYWHERE
IN THE UNITED STATES

of a year more than 8,000,000 persons are cared for in our hospitals, the interest of hospital officials in pure foods of better quality is likely to have a far-reaching influence with the general public.

Sincerely yours,

O. F. BALL,

President The Modern Hospital Publishing Company.

One Argument Against Stevens Bill Answered.

New York, Aug. 19, 1915.

To the Editor.

Dear Sir:—In an interview in a New York newspaper, Mr. John P. Kirby, of the National Retail Dry Goods Association, which is composed of department stores, is reported as saying:—

Merchants are waking up to the evil nature of the Stevens Bill, and opinion against it is increasing. Price maintenance would not allow the retailer to adjust his prices to meet conditions. In a cool season, for instance, when light clothes are selling slowly, the dealer would not be allowed to reduce his price so as to stimulate his sales. He might be compelled to keep his stock on shelves until it became worthless.

This is not the first time that Mr. Kirby has been reported as making misstatements respecting the Stevens bill. If Mr. Kirby is correctly reported in this latest statement, he must have spoken with the deliber-

ate intention of misleading the public, for he knows that there is nothing in the Stevens bill that would justify his statement. He knows that the Stevens bill expressly provides that in case of deteriorated goods, the dealer may sell them at any price he chooses, provided he has first given the manufacturer an opportunity to take them off his hands at what they cost him.

Mr. Kirby is doing the standard price cause a positive service in using tactics and methods which are so susceptible to exposure as intentional misrepresentation, and which cannot fail to react upon the predatory price cutting interests which he represents.

Your readers are entitled to know the facts, and to be protected from false statements concerning the Stevens bill. The inclosed copy of an editorial from the current issue of the "National Hardware Bulletin," official organ of the National Retail Hardware Association, shows how effectively and promptly that organization is showing up to their members the true character of this organized opposition to the Stevens bill.

We ask your co-operation in the interest of truth.

Yours faithfully,

EDMOND A. WHITTIER,

Secretary American Fair Trade League.

The United Profit Sharing Groceries Corporation has filed a schedule of its assets and liabilities in the bankruptcy court. The liabilities amount to \$10,748.36 and the assets amount to \$6,642.47. The collapse of this concern was told in recent correspondence.

It was organized under the laws of Delaware last June with an authorized capital stock of \$2,000,000. A chain of 200 stores was to be established in New York alone, with a lot of co-operative schemes for consumers. The plan never had any success whatever except to sell a little of its stock.

The apple commission men are still discussing the scheme of the New York State Department of Foods and Markets to open up markets and compete with the commission men. The commission men appear not to be very much worried at the prospect, claiming that all the business which the State Department can get will not amount to much compared to the general business which will still be done through the commission men. In showing the way in which middlemen's expenses push up the final selling price, a large dealer analyzed the charges and profits made in the sale of apples as follows:—

Of the \$5 which a certain barrel of apples might bring in the market if sold at once, 30 cents, on an average, must be allowed for freight, 25 or 35 cents for commission and 7 cents for cartage. This allows only about 5 per cent. profit to the dealer, he said, and is as low as the contract price made by the State Department of Foods and Markets with the Fruit Auction Co.

When a barrel of apples is held for some months and then sold for \$5, was the statement, the following charges must be allowed: 30 cents freight, 50 cents cold storage, 7 cents cartage, 10 cents shrinkage, 7 cents labor and reworking, 25 cents commission, 10 cents insurance and interest, making a total of \$1.44.

SUMMARIZED MARKET CONDITIONS.

Tea unchanged and apparently not quite so firm, as the demand is now quite small. Low grade Ceylons are weak.—Coffee improved slightly on valorization talk, but the feeling is still very heavy, and prices a fraction lower than a week

ago, though reacted slightly from the lowest point reached.—Sugar unsettled. Refiners were selling granulated as low as 5.50, but advanced late in the week to 5. Raws slightly lower for the week.—Canned salmon slightly firmer short catch talk. Domestic sardines unchanged.—All canned vegetables quiet and inclined to be easy excepting corn, which is firm.—Dried prunes steady to firm. Light demand for these and all other dried fruits.—Wheat about unchanged.—Flour in fair demand prices about 25 cents below highest point.

Written for the "Modern Merchant and Grocery World."

Pennsylvania Dairy and Food Commissioner Warns Against Bad Vinegar.

Says His Agents Have Bought Samples and Found Many Bad.

We have recently had purchased in the open markets of Pennsylvania 235 different kinds, brands and makes of vinegar, two thirds of which have been analyzed and the balance of the samples being examined by our chemists.

I desire to call your attention that portion of Section 2 of Pennsylvania vinegar law which relates to "all vinegar made wholly or in part from distilled liquor." The law requires that it shall be branded as "distilled vinegar," and all such distilled vinegar shall be free from coloring matter and shall contain not less than 4 per cent by weight, of absolute acetic acid. This is the law on the subject of distilled vinegar, and distilled vinegar must be labeled "distilled vinegar" and sold and billed as such and by the retailers sold as distilled vinegar. We find this product some times labeled and sold "white vinegar," "amber vinegar," "red vinegar," and under various other names, when the law says it shall be labeled, branded and sold as "distilled vinegar."

There will be a number of prosecutions where the law has been violated on the points indicated above.

I desire to call your attention that portion of Section 1 which has been interpreted and construed by the courts of Pennsylvania to the effect that no cider vinegar can be sold in this State if it contains added water, drugs or acids.

JAMES FOUST,

Dairy and Food Commissioner Harrisburg, Pa., August 26, 1915.

The New York Letter

Brazilian Government Will Launch New Valorization Scheme to Eliminate Coffee Surplus. Novel Scheme to Organize Co-operative Delivery Schemes. Apple Discussion Still Waging. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, August 27, 1915.

News has been received in this city during the week that the Brazilian Government has practically approved a valorization plan by which the present very large surplus of Rio and Santos coffee would be practically eliminated from the market until market conditions make it possible to sell at a profit. The plan authorizes the Government to facilitate the operations of the Bank of Brazil as a discount agency, and also allows exports of Rio and Santos coffees to be limited for the time being. According to rumor it is planned to cut down the exports of Santos several million bags, and that part of the crop which would ordinarily have gone to Germany and Austria will be held off the market, instead of being allowed to stay in Brazil and depress prices all over the world. The plan will involve the advancing by the

Government of between 30 and 40 million dollars, which will be used to loan on stocks of coffee up to probably 60 per cent. of the value.

In principle the plan does not differ from the old valorization plan, which advanced the prices of Brazil coffees several cents per pound, but was finally withdrawn on account of opposition from the United States Government.

Speaking of co-operative delivery systems, a company is operating through this State with a very interesting plan. Its business is the organizing and operating of co-operative delivery systems anywhere where there are sufficient retailers to support it. The concern has organized plans of this sort in Hornell, Penn Yan, New York and Lyons, N. Y., and is going out for more towns as soon as possible.

The prime mover in the plan is Harvey W. Baxter.

The Grocery Markets

Tea.

The tea market shows no change for the week. All values are steady and firm, and a regular demand is reported every day.

Coffee.

The coffee market is weaker and Santos 4s are now quoted green and a large way below 7 cents. This is the lowest price which has ruled probably about two years. Rios are equally depressed. The reason for the continued piling up of the surplus in Brazil, and the fact that there is a very large stock of coffee waiting bound for this country. Unless the Brazilians can formulate some sort of a plan like a valorization plan to take the surplus coffee off the market, values are going to continue heavy and depressed for an indefinite time. Mild coffees are a shade easier for the week, practically on account of the depression in Brazil. Mocha is about unchanged and not especially strong. Java is strong and scarce, and is not figuring much in the demand.

Sugar.

The sugar market has gone to prices again during the week and the refiners are selling granulated as low as 5.50. This is a drop of from 30 to 40 points. All refiners are not selling at this price, but nearly all is asking more than 5.60. Prices have declined somewhat, but not as much as refined. It is difficult to predict the future of the sugar market, as speculation enters into it to a considerable extent, and nobody knows exactly what to expect. The consumptive demand for sugar is not large.

Syrup and Molasses.

Glucose is unchanged for the week and so is compound syrup. Sugar syrup is still high and promises to continue high during the fire fall and winter season. The foreign demand is responsible. Molasses is dull and unchanged.

Fish.

Norway mackerel show no change from a week ago. The market is steadily maintained as supplies are not abundant. Cod, haddock and haddock have not yet weakened for the season. Demand

is very light and prices unchanged. Salmon is where it was a week ago, both as to spot and future. There has been no general naming of future prices on Alaska; same will be done early next month. Imported sardines are firm and unchanged. Domestic sardines are still ruling at low prices. Demand dull.

Canned Goods.

The tomato market continues somewhat depressed and prices range from 65 to 67½ cents f. o. b. in a large way. These prices are below the cost of production and buyers are beginning to pay some slight attention to that fact; demand fair. Corn steady to firm with advices of shortage in certain sections, notably Maine. Peas are heavy and low. Apples unchanged and quiet. California canned goods show no improvement in price or condition. The situation is inclined to be depressed. The demand is very small. Small Eastern staple canned goods unchanged and quiet.

Dried Fruits.

Prunes are fairly well maintained as to price, both spot and future. The demand is dull. Some raisin business has been done owing to the naming of new prices on seedless. Other dried fruits very dull and unchanged.

Beans and Peas.

Pea beans are a shade higher on account of bad weather in the growing sections. The quotation to come forward is about \$3.15 in a large way. Marrows are unchanged on the previously reported high basis. Supply low and demand fair. California limas are also a shade higher on account of unfavorable crop conditions. Green and Scotch peas are in small demand at unchanged prices.

Butter.

The butter market is firm and unchanged with a good consumptive demand. The receipts have been liberal during the week and the average quality fine for the season. The market is healthy on the present basis with no important change in sight.

Eggs.

The receipts of eggs have fallen off considerably and in consequence

When Everything Else Fails— Try—

A BOOSTER CLUB CAMPAIGN IN YOUR STORE

Here is the biggest trade winning, cash getting, sales making force, offered to retail dealers. It works for Hardware Dealers, for Druggists, for General Merchants and for Grocers with equal facility.

One Grocer in Kansas sold 277 boxes of Corn Flakes in a single day as a special through this method. This was a new brand of goods.

The Peoples Trading Co. of Minnesota had the biggest Pork & Bean day ever experienced by any merchant in that state, by the use of the Booster Club methods.

G. W. Baker, an Illinois merchant, had collections in excess of \$1,700 for one day.

One member of a campaign in a Kentucky town brought a merchant more than \$6,000 in new cash trade.

These are only a few of the things that are accomplished by this whirlwind, sales building force.

In addition merchants clean out their slow sellers, unload unprofitable stock at full prices, and often make the cost of the campaign many times over from what they would lose if they put on a cut price sale.

Think of the additional value that you will get by selling more of your better merchandise at full price, at regular profit, by the use of this method.

Full details of campaigns sent to any interested merchant who clips out and mails the coupon to-day.

Write, Telephone or Wire at Once

PRACTICAL ADVERTISING CO.
SPRINGFIELD, ILL.

Cut out and mail coupon to-day

PRACTICAL ADVERTISING CO., Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us copy of the "Booster Journal" and your booklet "How to be a Good Booster."

We will be glad to know how to increase our customers—our sales. We want to make friends for our store.

Name

Town.....State.....

M. M. G. W. 9-15

the market for fine eggs is 2 cents higher. There is an increased consumptive demand and considerable decrease in the production, so that market conditions are firm.

Cheese.

The cheese market is steady and unchanged with only a moderate consumptive demand. The quality of the current make is about as good as usual, while the make is reported much larger than usual. Prices, therefore, are from 15 to 20 per cent. below a year ago. There is nothing in sight to cause any radical change.

Provisions.

There is a normal consumptive demand for everything in the smoked meat line, but stocks are reported larger than usual, and the market is only steady on the present basis. If there is any change it will likely be a slight decline. Pure lard and compound are steady and in fair demand. Dried beef, canned meats and barreled pork are all unchanged with light demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

We have had a very quiet market for the past two months on evaporated apples; in fact, there has been less summer demand in a good many years. The lack of export demand has also demoralized future trading, and at the present time it is impossible to tell where prices will be this fall. We have a light crop of apples which are of very good quality, and it is feared that the bulk of the crop will be shipped fresh. Some shippers are quoting new goods on the basis of 7¼ cents per pound for prime quality packed in 50-pound boxes. There is no buying interest.

Spot apples for shipment from cold storage are obtainable at from 7 to 9 cents according to quality.

The stock of evaporated raspberries is light, the bulk of the crop being shipped fresh. The demand, however, is limited, and the market is barely steady at 21 to 22½ cents, f. o. b., in barrels. Evaporated red raspberries are quotable at from 28 to 29 cents, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Rice.

The rice market is passing through the usual dull season, partly due to the holiday period incident to this time of the year and also because the new crop receipts are coming forward very slowly, and buyers are disposed to play a waiting game, knowing by the experience of previous years that with any accumulation of rough, prices must fall away. Although the market on new crop opened lower than for several years, there is a feeling that prices will go still lower, therefore the trade is disposed to operate with conservatism and caution.

Advices from the South along the Atlantic coast show a slight improvement over last week. Stocks of old rice are getting very low and attention is being turned to new crop, although as yet no sales of new crop have been reported.

At New Orleans the market continues

steady, with prices unchanged. The supply of clean being very light on account of non-receipts of rough, no large business has been reported. Rough rice is coming in very slowly, owing to the delay of harvesting operations by recent rains. At this point it is reported that damage to the growing crop has been slight and with favorable weather heavy receipts of rough are expected during the next week or ten days.

In the Interior, Southwest Louisiana, Texas and Arkansas, considerable damage to the growing crop by heavy rains has been reported. Some sections of Louisiana estimate a damage of 15 per cent., and Texas, in the vicinity of Galveston and Port Arthur, claim the crop to be damaged from 15 to 80 per cent.

D. TALMAGE'S SONS CO.

New York and New Orleans.

Sugar.

Franklin, American, Howell and Warner are on selling basis fine granulated 5.60 cents, McCahan's, Pennsylvania, Arbuckle and Federal selling basis 5.50 cents, all for prompt shipment, assortment with order. About noon Thursday Federal advanced their price to basis 5.60 cents, which was immediately followed by Pennsylvania and McCahan. These refiners, however, continue to accept business for prompt shipment at basis 5.50 cents, but intimate may become firm most any time.

Raw Sugar.—The market continues quiet and steady, with very little sugar offering. Holders in most cases are asking equal centrifugals 96 test 4.70 to 4.77 cents, duty paid. Buyers, however, show little or no interest at the moment.

Late.—Federal say will go firm at 5.60 cents at the close to-day.

Sale reported to Federal 16,000 bags Cubas prompt shipment at equal 4.70 cents, duty paid.

J. H. HUSTON CO.

Philadelphia, Pa.

Standard Canned Goods.

Weather conditions throughout this section during the week, if not beneficial, have not been harmful to the tomato crop. There was a light frost in the Western part of Maryland, but it did not reach the section where tomatoes are grown for canning purposes, but the temperature for several nights dropped below 60 degrees, a very unusual occurrence here in the month of August. The extent of the damage done to the crop by the severe rain and wind storms, previous to this week, was greater than was at first reported, and, in consequence, the canners are much concerned. The undertone to the market prices was firmer at the close of the week, causing a better demand for the goods, with indications of increasing activity in the coming week. Tomatoes well bought are half sold, and intending buyers will have no regrets later on because of purchases made at to-day's quotations.

The canners show a disposition to mark up their prices because of the prevailing conditions, and the jobbers show more willingness to take hold when convinced that a change for the better is likely to occur. Not a cannery in all this section has been operated to capacity, as yet, and many of them have not turned a wheel to date. Usually, every cannery here is at work full blast by the middle of August, and the shortage in the output may not be easy to overcome in September. The season is young yet, however, and a long open fall season may show results that are not now anticipated. The largest buying this week was done by the Western jobbers, and all of their orders called for prompt shipment.

No other lines of vegetables were active this week, but there was steady buying, in small lots, of green string

beans, wax string beans, sweet potatoes, spinach, and none of the other articles were overlooked. The same storms that hurt the tomatoes also damaged the corn crop, and the canners claim that it cannot recover the loss. There will be no famine in canned corn next winter, however. Cheap peas are still wanted, but the higher grades are dull.

Maryland peaches are abundant this season and the quality never was better. The market prices for the new pack are low enough to tempt liberal purchases of them, especially the pie peaches and seconds, but the buying has been light up to this date, as compared with other seasons. Some yellow peaches of extra choice quality, in heavy syrup, are now being packed, and the fruit is of the highest flavor. All of the other fruits were dull this week, without any new developments or price changes of consequence. Apples are now coming in, but the larger pack will not be made until the fall months. The crop of pears will not be ready until late September and October.

Cove oysters continue to be very quiet; prices unchanged.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Imported Fish Specialties.

The Scotch and Irish herring fishing is done principally in the war zone. Consequently very little fishing is now being done, very few herrings are being brought ashore. Consequently, Scotch and Irish herrings are shipped to the U. S. A. only in negligible quantities, particularly so because prices are enormously high and shippers find ready sale for what little herrings they have at fancy prices right on the spot, so

we shall have to reckon with a scarcity of Scotch and Irish herrings, at least for the present.

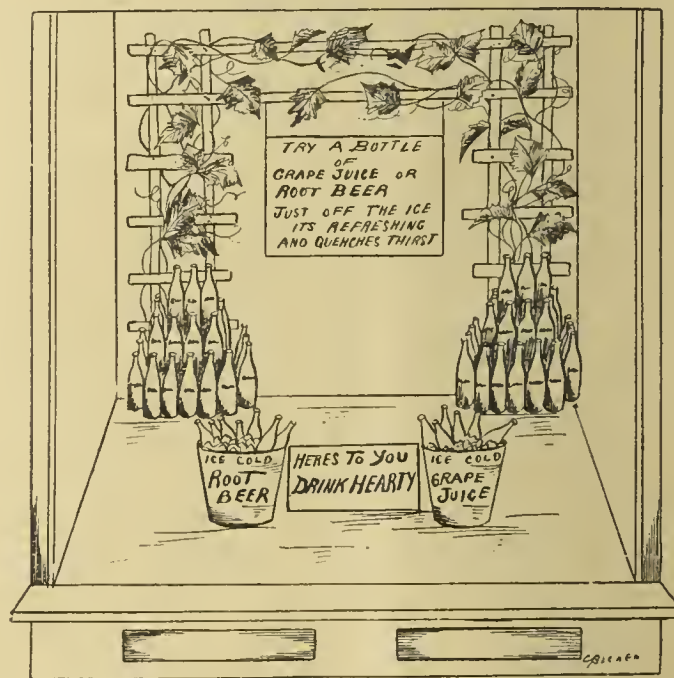
Our expectations for lower prices for Holland herrings have not been realized. So far about 89,552 barrels have been landed, against 99,201 barrels last season at the same time, and the price for herrings in Holland is just about twice as high as it was last year at the same time. Before we can import any Holland herrings we must wait until the market settles down to a more normal basis.

In regard to Norway mackerel, we have no further news, but we should have cables from our agents at an moment that they have had some catch.

The sardine situation, unfortunately, remains the same without change from our last report. Sardines are scarce all around. No catch in Portugal; absolutely no fish there that would suit the American trade. Stocks here are very small, but owing to the advanced prices the demand is only fair. Were the demand as big as usual at this season of the year, we would see sky high prices for Portuguese sardines. French sardines are, of course, a negligible factor, because only very few small lots are coming over, and they are really reasonable in price and very fine in quality. Consequently, whatever comes over of French sardines is sold very readily, and there is mighty little.

In Norway at the present moment they are asking crazy prices for their goods. They seem to have a tremendously big demand from Germany principally, and Germany seems to be paying all kinds of prices and taking all kinds of goods, irrespective of quality and price. We, of course, have to be more careful, because competition here regulates the price; but one may take

Weekly Window Display Suggestions



Grape Juice and Root Beer Display.

This window display is a good one for a grocer who handles bottled stuff, such as grape juice, ginger ale, root beer and sarsaparilla. First cover the bottom of the window with green crepe paper. Build a little arbor in the rear of the window of building laths and twine some grape leaves around if possible. If they cannot be had, use artificial leaves. Make a sign card like in the cut to hang beneath the arbor and another one between two buckets filled with the two beverages selected and cracked ice. Sell from the buckets and replace with other bottles. At each side of the rear of the window make pyramids of root beer and grape juice in the bottles. There really isn't much to this display, but it will be much more effective than a stuffy window display would be.

or granted that all the cheap sardines are out of the market; that is, up sardines of good quality. What left here is trash, poor stuff, which is worth even the money that is asked for it. There is a fair supply of the first-grade Norwegian sardines. Prices for Norway sardines are high, both abroad and here, and are sure to be higher.

STROHMMEYER & ARPE CO.
New York.

Spices.

The market fairly active during the week. There is a continued uncertainty as to foreign relations. This applies to foreign exchange as well as to ship-dates. Prices are likely to vary. Our advice is to keep normal stocks of all articles in the spice line.

Peppers.—Spot supplies are steadily increasing. There have been some recent arrivals, which were practically as soon as they landed. There is a strong stock obtainable and Siam grade is also scarce. White peppers in fair demand at unchanged prices.

Peppers.—Are in big demand and prices will remain high.

Cloves.—In fairly active demand at slightly but unchanged prices. It is expected there will be a great delay in the receipt of new crop cloves, which will probably have a tendency to advance prices.

Allspice.—We have no reliable advice from Jamaica concerning damage done to new crop due to the late hurricane. The market is therefore practically unchanged. Present prices we consider very low and safe. More active and in better demand. Prices steady, but unchanged.

Peppercorns.—In very good demand at present. Supplies of all grades here are abundant.

Peppercorns.—Saigon quiet, but firm in price. Batavia grades are in better demand. China bark fairly active and prices unchanged.

Peppercorns.—The demand at present is strong. Prices, however, are unchanged during the week.

Ginger Root.—Continues scarce in good demand. Prices very firm. Cloves.—Are firmer here, but prices still held well below import cost. Stocks unusually small. Siam grade practically out of the market. Spanish grades are in fair demand at unchanged prices.

Herbs, Etc.—Foreign prices on cumin and coriander, as well as others, are higher than here. The demand for active demand will soon be met when the limited stocks are cleared, it looks as though very high prices will rule on many articles throughout the list.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

Corn is scarce and brings 75 cents per basket, or \$1 per basket. Last week it was little more than half that.

Tomatoes are glutted and poor—5 cents per basket. No Rocky Fords in market yet.

First Canned Tuna Failure.

Several months canned tuna fish have been selling at considerably below cost of production, owing to a fight between the packers. What is said to be the first fruit of this fight developed last week in the voluntary bankruptcy of the Monarch Canning Co., a packing concern at Wilmington, Delaware Harbor, Cal. They packed

the De Luxe brand. Staple half-pound tuna, which up to this season sold around \$1.40 a dozen, this year is being offered at 90 cents and below. Some cut prices have been materially under 90 cents, and it is claimed at these quotations that tuna packers are losing money.

Rice Can Be Sold as "Unpolished" Only If It Bears Neither Glucose Nor Talc But Most of Its Natural Coating.

Agricultural Department Says Considerable Misunderstanding Exists as to the Difference Between Uncoated and Unpolished Rice and the Coated and Polished. It Will Try to Remove This.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

August 26, 1915.

According to the Department of Agriculture, there appears to be a widespread popular misunderstanding, which they will now try to correct, regarding the meaning of the phrases "unpolished rice" and "uncoated rice."

The polishing process, as understood in the Orient and by the best authorities in this country, refers to the rubbing or scouring of the hulled grain in various machines by which most of the bran coat or pericarp is removed. The resulting product is often coated to improve its appearance. The coating process consists in the application of glucose, talc or other foreign material to the surface of the already polished grain. The people of many localities in Asia use true unpolished rice; that is, rice from which the hulls and part, but not all, of the bran coat have been removed. Such an article is sold to a slight extent in the United States, but the market supply is composed principally of polished rice, most of which has also been coated with talc or glucose or other coating material. Polishing removes a considerable portion of the protein, fat, fiber and inorganic salts, as well as flavor, from the grain.

The rice question has aroused considerable interest in this country because it is believed by many investigators that the disease known as beriberi, which is common in the Orient, is due to the consumption, as the main article of diet, of rice that has had the bran coat completely removed.

The phrase "unpolished rice" will be held by the bureau to mean

only rice which still retains a considerable portion of the bran coat or pericarp. Natural brown rice is properly designated as "unpolished rice," but the phrase "unpolished rice" is not synonymous with "uncoated rice." Rice from which all of the pericarp has been removed but which has not been put through a finishing process by the addition of glucose, talc or other foreign material, is a polished, uncoated rice. It should not be designated as "unpolished rice."

Rice which has been put through a finishing process by the addition of glucose, talc or other foreign material should bear a statement to this effect. Attention is called to Food Inspection Decision 67 on "The Polishing and Coating of Rice."

HOLT.

Bad Weather Hurts Dry Goods Business.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Wholesale dry goods distribution has been lighter in volume during the same week a year ago.

Unseasonable weather continues to effect retail selling adversely.

The total number of buyers in the market this week is less than a year ago, although the South and Southwest is much better represented with buyers and they are purchasing freely.

Current collections are about normal.

The promise of large crops is lending a healthy tone of optimism to fall business.

John B. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, 113 Hudson St., New York Fresno, Cal.

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Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

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Got a 2c. Stamp?

Use it to mail us a sample of your crack **Coffee**—the coffee you brag most about—the coffee you think you buy as close as close can be.

Let us get a whack at it with our plan of selling **Coffee** by mail, and see if we can't convince you that you aren't buying it so close after all. If you'll keep remembering that postage costs less than salesmen, you'll have our whole selling plan committed to memory.

We sell all **Coffees**, but we prefer to sell high grades.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

Beware How You Sell Canning Compounds to Housewives.

Department of Agriculture Issues Warning Against Them, But Admits That There Is No Law Preventing Their Sale or Their Use Within a Home. Thinks Grocers Have a Moral Responsibility.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

August 26, 1915.

Information has come to the Department of Agriculture that the canning season has brought the usual demand on the part of housewives for salicylic acid and boric acid. These preparations are sometimes sold in the form of powder under various trade names and are recommended by the promoters for use in preserving canned goods in home canning. In the directions for use the housewife is told to fill the jar with the fruit or vegetables, cover with water, and add a teaspoonful of the preserving powder. While it is true that these compounds may retard the decay of the fruit or vegetable, it is pointed out by the experts of the Department that their use may be attended by

serious disturbances of health. Salicylic acid is well known as a poisonous substance, and one of the evils which may accompany its use is derangement of the digestion.

The Federal Food and Drugs Act prohibits the use of harmful preservatives in foods that enter interstate commerce. The food law of nearly every State in the Union forbids the sale within the State of foods that have been preserved with harmful substances. Neither the Federal or State food laws apply to foods that are canned in the home and consumed there. It would seem, however, that the housewife would not knowingly use, in the foods she provides for her family, substances that she could not use in foods for sale without violating the law, because these substances are injurious to health and the Department therefore believes that grocers who sell these powders should clearly explain their character to their customers.

HOLT.

There is a glut of peaches and prices are very low—10 to 50 cents per basket, the extra fancy being obtainable for the latter figure. Last year they were \$1.50.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirtieth St., New York City.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (11)

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)
American Aluminum Mfg. Co., Lemont, Ill.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, Pa. (12)

Wachusett Specialty Co., Worcester, Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Fray Jewelry Co., 9 Federal St., Providence, R. I. (Rings and Fobs.) (11)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Rugs.

Edw. Z. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 50

There are undoubtedly retailers—happily not many—who have already made up their minds to refuse certain future goods when they are delivered, not because they do not conform with the specifications, for, of course, they can't tell that now, but because the market has declined since the purchase.

Some time remains for retailers who can bring themselves to do such a thing, to reflect upon their course. Let them ask themselves three questions:—

1.—Is such a course fair? Would they like to be similarly treated by their own customers?

2.—Is such a course business-like? Ought not a contract once entered into, to be kept?

3.—Is such a course honest? Will their reason for refusing the goods be the true one? If not, are they not in the position, when they advance that reason, of obtaining an advantage under false pretences?

There is only one course in business that is safe, sane and square: Think well before you sign *any* contract, but when you have signed it, stick to it till the end.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.
Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiestor, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.



Selling the Rich Trade.

I sell all sorts of people in my business—big people, little people, and people that sell all sorts of trade. Far be it from me to talk about myself, which is something I *never* do, but if I do say it as shouldn't, I think I know something about business the way different stores run it.

One day last week I was in a store waiting for the boss to get through with another salesman. I can't understand why these other salesmen will butt in and keep the boss from paying attention to me. However, I sometimes have sport listening to what goes on.

This salesman was trying to sell the boss a fine line of stuff. It wasn't imported stuff, but it run about the price of imported.

"I tell you I can't sell stuff like that," said the boss. "My people won't buy it—they can't afford to buy it. I wish I could do business with the kind of people that would buy that kind of stuff, but I don't, and that's all there is to it. My trade are mostly working people. Good people all right—I'm not saying anything against them—but they can't buy jam at 30 cents a tumbler."

After I got in and got my little order, I said something to him.

"I heard you tell that New York man something a while ago," I said, "that shows you're in wrong. You said you'd rather sell rich people that can afford to buy high-priced stuff, didn't you?"

"Sure. Wouldn't anybody?"

"Nobody that ever sold both kinds, and knows what they are," I said. "I'll take the working class every time."

Then I told him about a customer that does, I guess, close to \$50,000 a year, two-thirds with rich people. He sells some millionaires. Anybody to look at him from the outside would think he had the bulkiest cinch a man could have. Why he's

always hard up. I never knew him when he wasn't worried about money. He always has enough on his books to buy the Philippines, and he never knows when he's going to get it in; that's the worst of it.

He told me last month about two of his customers. One of 'em had gone down to Maine for the whole summer and the other one was on a boat somewhere for six months. Together they owed him something like \$1,500. He couldn't bone 'em for it—that's a fearful insult—and the blame pigs can't seem to think anybody can need money. So he carries 'em and kisses their feet when they throw their checks at him months after they're due. Great, ain't it?

It would be fine if he had capital enough to carry people like that, but he ain't got enough. He never discounts a bill and he's behind with his jobbers all the time. Worried? Why tell you the truth, I wouldn't want his business at all.

He has some customers that make it a regular rule to pay him once a year! What d'ye know about that? How'd you like to carry your people a whole year?

"Well you can bet your neck I'd charge 'em a fat price for that kind of accommodation," I said to him when he told me.

"I do that," he said, "but that don't make it any easier—I still have to get the money somewhere to carry the account, don't I?"

I didn't see why he couldn't borrow from a bank enough to carry it, and I told him so, but it seems he's in so deep all the time that he ain't a good risk. Why I believe that fellow would be happier working for somebody for wages. I sure do.

I told all this to my friend who thought the rich trade had everything on the poor.

"Not on your life!" I said, "gimme the family where the father works steady as carpenter or brick-layer and makes \$22 or \$25 a week. I mean the sober chaps, understand. The kind that live in a nifty little two-story house that would rent for around \$15 a month in the country. Nice, respectable people. The father gives mother so much a week to run the house on, and she runs it on that and it's there every Monday morning. That's the life! Good honest trade, none of it fancy, but with your money coming in regular when you want it. None of these rich guys for me. They think you ain't anything but servants anyway. If I had a store and some millionaire tried to walk over me and stand me off for six months. I'd hire a lawyer and get out an attachment against his silk socks; that's what I'd do. I couldn't live peaceable with those people for five minutes. I'd sell 'em just so long as they kept up to my rules, which would mean that I wouldn't sell 'em at all, I suppose.

THE STROLLER.

Hawaiian Pineapple Day is November 10th.

The Hawaiian Promotion Committee is boosting "Hawaiian Pineapple Day," which has been set for Wednesday, November 10th. The Hawaiian Promotion Committee is doing good work to increase the consumption of Hawaiian canned pineapples in the United States, and in a special circular giving publicity to "Hawaiian Pineapple Day," says:—

On that day the Hawaiian pineapple will be elevated to royal honors and proclaimed the King of Fruits. On November 10th we will place on the tables of the President of the United States, the Governors of States and Mayors of large mainland cities, delicious bowls of sliced pineapples.

We believe that no menu, on Wednesday, November 10, 1915, will be complete unless its array of eatables includes many dishes composed of the juicy Hawaiian pineapples. Last year practically every large hotel and café in the United States, and every railroad dining car and steamship dining saloon

headed their menus "Hawaiian Pineapple Day," in red letter Grocery windows from Boston to San Francisco presented Hawaiian pineapples to the gaze of the passing public.

We ask you to join with us in this celebration, by jotting down the date now and thus help us show the world that the "Paradise of the Pacific" has a new industry designed to satisfy mankind's "sweet tooth." This year of 1915 we are ready to bombard that "sweet tooth" with 2,500,000 cases of canned pineapples.

Pennsylvania Organization Notes.

The Lock Haven Association adopted the following for presentation to the State convention:—

Whereas, The retail merchant assessed and compelled to pay fixed sums toward the support of the locality in which he does business and said assessment is in part based on amount of business done; and

Whereas, A large amount of business is done by itinerant vendors, or persons who sell from door to door, which business is not assessed or taxed; and

Whereas, This makes an unfair discrimination against the retail merchant who is also taxed to support all the improvements in each locality; and so be it

Resolved, That we ask the Legislative Committee of the Pennsylvania Retail Merchants' Association to prepare an act and introduce it in the Legislature, assessing an annual tax on all persons engaged in vending on the public highways or peddling from door to door, and that the support of other retail mercantile organizations in the State be solicited in securing favorable action on this proposed act.

Over 10,000 persons attended the picnic of the Berwick Business Men's Association. It was a highly successful affair. This event will be long remembered by the participants and will do a lot towards binding the business people and citizens of Berwick closer together. Everything was free, even transportation, and every visitor fed at the expense of the business men.

The Belwood Business Men's Association has elected the following officers: President, C. F. Moore; president, C. W. Sausser; treasurer, O. L. Weaver; secretary, J. C. McLand; assistant secretary, G. A. Jamison.

The scope of the association is being broadened and a new Constitution and By-Laws adopted. It is expected that the coming year will be one of great progress.

H. C. Westphal, for two years president of the Jersey Shore Business Men's Association, has resigned. It was accepted and a vote of thanks tendered for his service.

Williamsport had a successful "Day" on August 19th.

The Pottsville Association has arranged for a reunion of old soldiers and sailors of Schuylkill County at Fallsville on Labor Day. It is expected that many thousands will honor the

rans by their presence on this occa-

M. Brady, an active grocer, has elected secretary of the Williams-Grocers' Association.

Steelton Association has arranged for an outing on September 23d.

Ashland Business Men's Association has affiliated with the State Association. Mr. Geo. Neidhammer is now secretary of the Ashland Association.

Smedley addressed the newly organized Association of Business Men of Pottsville on Tuesday, August 17th. The meeting was held in the hall of the L. C. A. and was attended by over 100 of the business men. President Meyer called the meeting to order and introduced the speaker. At the conclusion of the address remarks were made by several of the members. Organization was then completed. The petition for charter signed by those present, directors elected, etc. The organization will be known as the Milton Business Men's Association. A guarantee fund of \$500 was provided for plans were made for active work. Several attempts have been made along the line of associated effort heretofore, but have failed in accomplishment. This time will be a success. President Meyer, Vice-President Ralzer and all officers are wideawake business men and will certainly work for success. Pottsville is a splendid town and a town of opportunity and the new association endeavor to give it a larger space on the map.

Williamsport retail grocers held a successful outing on August 18th at Lakeside Park. The Organizer was present and he was expected to make an address but it was deemed wise to omit speaking and let everybody enjoy themselves. A bounteous dinner was served to all with the compliments of the merchants. There were reports of the success of the manufacturers were in force, loaded with samples, which were given out to all. All the wholesale grocers were present and a great deal of fraternity prevailed.

Williamsport grocers are a fine lot of business men, and while the organization is not as strong numerically as it could be, it does good work for its members.

The second district convention of the merchants of Schuylkill County was held at Lakeside Park, Mahanoy Junction on August 19th. The Mahanoy City Business Men's Association was the guest of the Mahanoy City Business Men's Association. The day was clear and cool and while a good attendance was looked for, every one was agreeably surprised at the turnout. 600 were present and it was a real sensation. Mahanoy City sent a lot of automobiles, which paraded from Mahanoy City to the convention hall, passing through many towns en route. The automobiles were gaily decorated. Ashland sent a good delegation, as did Pottsville, Tamaqua, Frackville, Or-

wigsburg, Schuylkill Haven, Shenandoah, Girardville and St. Clair and other towns in the region. Pottsville Association, which is the parent of the district convention, hired a special train of five cars and accompanied by a full brass band, brought nearly 300 of its members, nearly all of whom were accompanied by their wives. The convention was called to order at 1.30 by President Gruber, who introduced as the presiding officer D. F. Guinan, who delivered an address of welcome, which was ably responded to by A. L. Echert, of Pottsville. The Rev. A. O. Reiter talked on "Home Buying." Lewis Wallner, of Mahanoy City, made an address, subject, "Is It Advisable to Have a Uniform Time for Clearance Sales?" E. J. Cattell, City Statistician, of Philadelphia, made a splendid address. He was followed by Dr. Gregory, of Pottsville, on "Collections." Five-minute talks by Secretaries Krapf, of Tamaqua; H. R. Knapp, Pottsville; J. J. Coyle, Mahanoy City, and Geo. Neidhammer, Ashland; Ira B. Jones, of Minersville, on local conditions and the progress of their associations, was full of interest. Mr. Smedley talked on "Co-Operation," and Mr. Sheldon, district manager of the Bell Telephone Co., talked on "The Telephone, the Merchant and the Consumer." Tamaqua was selected as the next convention city and the date February 22, 1916. The Pottsville "Republican," with its customary enterprise, had a full first-page illustrated account of the convention in the hands of the delegates 15 minutes after the convention adjourned.

Manufacturers were well represented, and it was a splendid social occasion. Lunch was served in the grove after adjournment. The Woolson Spice Co. furnished Golden Sun coffee, the Wrigley Co. had full packages of gum for all, the Diamond Match Co. had souvenirs. All these manufacturers are in the Pennsylvania Plan. There were badges galore. The convention was a success and it will serve to draw the merchants of the region closer together. There should be more of them held in various parts of the State.

The Minersville Association now has 65 members.

James Kirschner is now secretary of the Mahanoy City Business Men's Association.

Frackville, Girardville and Montoursville will be organized in the near future.

Prospects are bright for a big State convention. Look out for a record breaking attendance. You, Mr. Merchant, are welcome. It will pay you.

Organization is power—organize.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

SUN-KIST PRUNES

SUN-KIST Prunes are the kind which makes folks say, "I never knew that prunes were so good"—the kind they come back for—the kind you build business on and the kind you can always recommend. Only the best selection of the best prunes from the best district in California where the best prunes grow are good enough for the SUN-KIST Kind.

Wholesale distributors in every territory. ASK THEM

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.



B. T. BABBITT, Inc.

NEW YORK CITY



326.—Inspecting Goods After They Are Received; the Buyer's Rights and Liabilities.

Some more law on the buying of goods is brought forward by the following letter:—

Rochester, N. Y.

Elton J. Buckley, Esq.

Dear Sir:—We are having a fight with a New York house over whether we have to pay for some goods which they shipped to us and which we found to be not according to specifications. Perhaps you can get something out of it for your column, and at the same time give us some light.

We ordered certain goods through one of this firm's salesmen. It was a line we had been handling, which a year or so ago had first been bought from samples. All the shipments had been up to standard except the last. When the goods arrived we supposed they were up to sample as usual, and did not examine them at once. About ten days elapsed between the time the goods were received and the time we examined them, preparatory to delivery to our customers. We then found them below standard and wrote the shipper, telling him we would not accept them and would ship them back. This we did, but they refused to receive them and the railroad company is now threatening to sell them for the freight. Who is right? The New York concern say the goods are all right and in accordance with the contract, and that we accepted them.

Yours respectfully,
M—Bros.

This is a familiar situation in every day business and is governed by simple and familiar law. Let me say at the outset that if the goods really are up to standard, this correspondent will have to pay for them of course. They are justified in rejecting them only if they are not up to standard, and not even then if they have been too slow in inspecting and rejecting.

It is a fundamental rule, almost never departed from, that the buyer of goods has a right to inspect them within a reasonable time after he receives them, and that pending that inspection, he cannot be held as having accepted them. These points, however, are of paramount importance:—

1.—He must inspect within a time that is reasonable under all the circumstances of the case.

2.—If he rejects he must at once notify the shipper.

3.—If he either fails to inspect within a reasonable time or fails to notify the shipper promptly, he will be held as having accepted the goods and must pay for them.

I take the following from a leading case which states the law as it exists all over the United States:—

The seller is under obligation to afford the buyer opportunity for examination of the goods, so that he may satisfy himself that they are in accordance with the contract. The buyer has the right of inspection and a tender under circumstances not permitting of an inspection is not sufficient to constitute or excuse delivery or to put the buyer in default. But a refusal to inspect where a reasonable opportunity has been afforded constitutes a breach of contract upon the part of the purchaser. Only a reasonable time is allowed for inspection. The place of inspection is the place of delivery. Taking such possession of the goods as is necessary to make an inspection does not constitute acceptance of them. The buyer must notify the seller of the result of inspection.

Many of the cases turn on what is a reasonable time for inspection. There is no rule about this—it depends on the peculiar facts of each case. I recall one case in which a firm bought goods that were to be delivered by boat. They made no effort to inspect when the boat arrived, but allowed the stuff to be landed and delivered to them. Then they inspected, found that the specifications had not been complied with, and rejected. The court said they were too late with their inspection and rejection. Apparently they could have inspected before the boat unloaded, and when they let it go until everything was unloaded and actually carted into their place, they did not inspect within a reasonable time.

There are also several cases in which goods were shipped via a railroad and where inspection, under the rules of the railroad, could not be made in the freight

yard or anywhere on the railroad's premises. In these cases the consignees took the goods to their own stores, which under the circumstances were the only places available, and inspected them there. The point was the same—was inspection done within a reasonable time, or was it waived by taking the goods into the store? The courts have always held that inspection being impracticable anywhere else, the consignee did not accept the goods merely by taking them into his store. He could reject after inspection.

It should be remembered that inspection and rejection are not of any avail whatever without notification to the shipper, which must be just as prompt—in fact even more so, if anything—as the inspection.

It is a good rule to get around to inspecting goods received just as soon as possible after they are received. Prompt action as to this will save many a snarl, if the goods happen to be below what they should be.

(Copyright, August, 1915, by
Elton J. Buckley.)

Question: * * *, New York.—I hand you herewith contract of Donald-Richard Co., of Iowa City, Iowa, covering a shipment of toilet articles which they sold me. I wish you would have your Legal Department look this contract over and advise me whether in their judgment I will ever be able to get a settlement with them, and if the clause reading "and if the net profits are less than 50 per cent. each year for two years, will pay the difference in cash, provided purchaser has kept the goods tastefully displayed for sale in his store, used the advertising system as provided on the reverse side hereof, made payments as agreed and used reasonable diligence in promoting the sale of goods," is of any value to me. I have looked the contract over carefully and have about decided that I will not be able to get them to

terminate it, but did not know but that the clause quoted above would be of some value. Please advise me fully.

Answer.—The Donald-Richard Co.'s scheme was shown up several months ago. It is the old itinerant perfumery (sometimes jewelry) scheme in which a dealer buys an assortment of stuff on a "guarantee" that if his profits from increased business don't reach a certain amount the Donald-Richard Co. will buy the stuff back. This is a note attached to the order which the buyer signs and which the Donald-Richard Co. promptly transfers to somebody else, who collects it, by suit, if necessary. It is an exceedingly good scheme, let alone.

The Donald-Richard Co., which gives its addresses as Chicago, and Iowa City, Iowa, is not rated in the mercantile directories at either place. Its contract is as follows:

Special Agreement.—We hereby agree to buy back at the purchase price all the goods in this order remaining on hand at the termination of this agreement, if purchaser desires, and if net profits are less than 50 per cent. each year for two years, will pay the difference in cash, provided purchaser has kept the goods tastefully displayed in his store, used the advertising system as provided on the reverse side hereof, and made payments as agreed and used reasonable diligence in promoting the sale of goods.

Warranty as to Quality.—We warrant all goods to be the same quality, material and all other respects as samples shown by salesmen. Each article of our manufacture carries with it the following Guarantee to Consumer, "After use by consumer as directed, if this article proves unsatisfactory, we will refund retail price, upon delivery of us, contents one-half used."

Goods Exchangeable.—In order that our customers may always have salable goods on hand, we agree that any goods in this order, hereafter purchased from us, may be returned, after being offered for sale for 90 days, in exchange for an equal value of any goods of our manufacture, at any time within one year from date of purchase. Goods cannot be returned for credit except as herein provided.

Terms.—Six per cent. off in 10 days from date of invoice or above goods can be paid for, one-fourth in two months, one-fourth in four months, one-fourth in six months, one-fourth in eight months, without interest, if a signed agreement for installment payments accompanies this order, which will be returned to purchaser should this order not be approved and shipped, otherwise terms net cash 30 days.

Important.—Our agent is merely soliciting salesman, and all orders are subject to our approval or disapproval at Laboratory. Purchaser must, therefore, see to it that arrangements pertaining to this order are shown herein, as no others will be recognized. Positive no goods shipped on consignment. Privileges herein granted are co-

ditional on purchaser complying with all the conditions of this order. This contract is full of foxes. They agree to buy back the stuff "if profits are less than 50 per cent. each year for two years," but what does that mean? If Mr. Newton had only one article in the whole store at 50 per cent., and another at the same percentage during the second year, his profits would be less than 50 per cent. each year for two years. In other words, they take good care not to "if net profits are less than 50 per cent. each year for two years the investment."

The chief fox is the promissory note for the full amount, which is always collected long before the contract expires. If the scheme is to make good, the Donaldson Co. has the buyer's money, and the buyer is left to get what he wants out of a concern that is not listed in the mercantile agency's directories, and which is located many miles away. The terms and conditions on which the company will buy the goods back—provided purchaser has kept the goods tastefully displayed for sale in his store, used the advertising matter as provided on the reverse hereof, made payments as agreed, and used reasonable diligence in promoting the sale of the goods—are also full of loopholes. I am sorry that I cannot comfort Mr. Newton very much on his prospects.

Question: * * *, Pennsylvania.—Under the vinegar law in this State, I have a barrel of vinegar which I bought, labeled and sold as cider vinegar with a written guarantee under the National pure food law effective January 1, 1907, also under the new Pennsylvania food law approved May 13, 1909, from the man I purchased of, the pure food agent lifts a sample of it notifies me that it does not meet the requirements of the law inasmuch as it is not made exclusively of apple juice or not manufactured according to law, can he prosecute or have me prosecuted if I show him my written guarantee? This question is asked on account of the Pure Food Department making public those who are selling at retail prices pure and suffering from publicity, when they, according to my views, have no reason whatever to have their good reputation sullied in this manner.

Answer.—The vinegar act is a separate act from the food act. The food act contains a provision that no prosecution shall be brought

against a retailer if he can show a proper guarantee. Prosecution is then switched to the manufacturer or whoever gave the guarantee. The vinegar law, however, contains no such provision and the Food Department can prosecute the retailer whether he has a guarantee or not. The only use of a vinegar guarantee is to show that you have not wilfully sold adulterated vinegar, and also to enable you to get back at the manufacturer if you have to pay a fine.

Question: H. C. D., Philadelphia.—Have to call on you again; hate to trouble you. The party refuses to have anything to do in repairing fence. I wrote the Building Inspection Bureau. They said I would have to get a permit and it would cost \$3. I suppose I would have to engage a lawyer to sue. Supposing I would win, as I don't see how I couldn't, would I get all my expenses, including lawyer's fees and permit? I could repair it for about \$5, but hate to give into him, as I wrote him ten days ago to come and see it and he never answered. Just advise what you think would be best to do, repair it or sue. Money is very tight just now.

Answer.—This refers to a former inquiry from the same correspondent in which he asked how he should compel his next door neighbor to pay half the cost of having a fence between the properties repaired.

I should first get the permit and then go ahead and get the fence repaired. The next step is to sue your neighbor before a magistrate for half the expense. It would be best to have a lawyer, for the magistrate may not know anything about the law which makes the adjoining owner responsible in such a case. You could not recover any part of your counsel fee, though the other man would have to pay all the rest of the costs. I advise seeing your Building Inspector and letting him work with your neighbor; probably he can do more than you can.

Question: * * *, Pa.—About thirty days ago an agent for the W. A. Ives Mfg. Co., Wallingford, Conn., had me look over their line of auger bits. He demonstrated with them and showed their good qualities; he repeatedly quoted me the price as being the same at which another well known brand was selling (the Irvin). I signed an order for a small assortment. On receiving the goods I found he

had increased the order and the bill amounted to twice as much as it should have been. The price was left out of the order I signed and I have witnesses to prove that he quoted me the lower price. He said he would include some advertising matter, and when I signed the order he had several numbers added below as 1—No. 87, 88. This I thought meant the advertising matter. Instead when the invoice came he had 1 dozen No. 80 expansion bits, 1 dozen No. 81 expansion bits, same \$20. Nothing like this was shown me or talked about and it could not be sold here in fifty years.

I wrote the concern and they said they held my signed order and expected me to keep the goods. Now I would like to ask you as a subscriber to your journal to inform me whether you think they can hold me for the whole amount? I offered to take the first part of the order (not the expansion bits) at the Irvin price, but they will not agree. I wrote them to-day that I would return the goods on Saturday, the 28th, if they did not correct order in price and quantity. Should I return them by express as received? Am afraid they will not accept them. Told them I had witnesses to price quotation and would stand suit at court before paying. Please advise what is best to do.

Am inclosing copy of order as signed by me, also invoice and their letter replying to mine. Please return these papers as I will need them. Wish to state that I have been in business here for thirty-eight years and never had any such affair happen. Have never been sued or had any case at court.

Answer.—You say "not written for publication," but I am not going to treat this as equivalent to a positive order not to publish, because the matter is interesting and important, and may warn some other subscriber against this salesman, or this house, wherever the blame lies. I am encouraged to take this liberty inasmuch as I have sent you a reply by mail.

If you can prove all you say you can, you are reasonably safe against any effort on the Ives Co.'s part to collect the full amount of the order. You can be made to take only what you bought, unless you negligently signed an order for more, which does not seem to be the case. It would have been wiser, however, to insist that the price go in the order before you signed it.

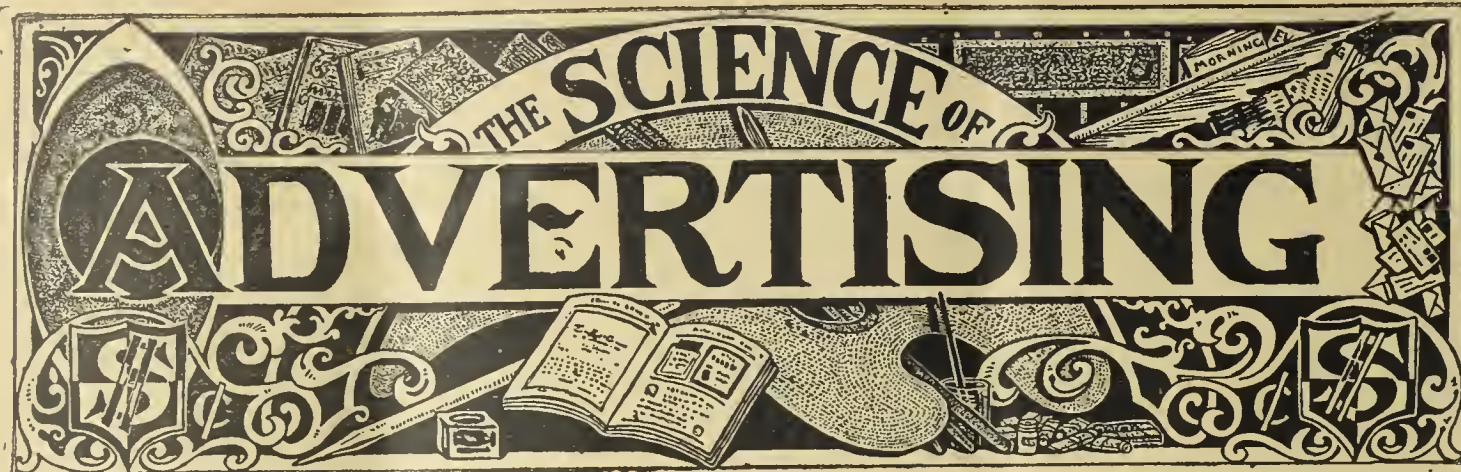
I should not return the goods which you did not order, but should notify the Ives Co. that they were held by you subject to their order.

1845
Doesn't This Date Tell
You Something?



¶ This is the date **Knight's Cooking Extracts** first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for **Knight's** by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT
Cooking Extract Co.
No. 211 Arch Street
PHILADELPHIA, PA.



I have from F. Brimacombe, Rochester, N. Y., a card which he has written this: "Very little results from this stunt. What is the matter with it?" This is the stunt:

A SPLENDID OPPORTUNITY!

FOR YOU TO GET THE LOCATION OF . . .

"The Red Grocery Store"

COR. SOUTH GOODMAN and RICHARD STREETS
well fixed in your mind is to fill in your

Name _____

Address _____

BRING IT TO US AND
GET ONE CAKE OF

Brilliant Scouring Soap FREE

Getting down to "brass tacks," we want to sell you MORE GROCERIES---why we don't is the question. Your name and address on this card may help us in our inquiry. We try to handle the best goods, and do not sacrifice quality for price.

F. BRIMACOMBE.

Of course when a thing has failed it is easy for anybody to formulate all sorts of theories as to why it failed, and all of them will be good because there will be no way of proving them bad. My own theory in this case is that the card fell down because it didn't put its best foot foremost. Mr. Brimacombe can easily try out what I am going to suggest by having the card reprinted and circulated again.

The big point about this card should have been the free soap. That should have been put in the heading, instead of the somewhat tame and trite "A Splendid Opportunity." The other features of the advertisement should have been made entirely subordinate, instead of being given the chief place. I will rewrite the card in a way which I think ought to make it a stronger puller:—

One Cake Brilliant Scouring Soap Free

The only string to it is that you must sign this card and bring it to us. That's all—you won't be even asked to buy anything else when you come.

It's simply our plan of getting a list of names and addresses. Pretty expensive, perhaps, but we hope it'll pay in the end.

The Red Grocery Store
Cor. South Goodman and Richard Streets
ROCHESTER, N. Y.

Sign Here:

Name _____

Address _____

I am sure anybody can see my idea here—it is first to make the gift of the soap stand out, and second to convince the reader that it isn't some trap to get him in your store so you can scalp him alive or something. A good many people, on reading the original card, would probably say: "Oh, yes, they want to get me to go to the store and then they'll worry the life out of me to buy a lot of things." I consider that this one point alone might make all the difference between this card pulling and not pulling.

Here is a funny little card that comes to me from Perkins & Scarboro, general merchants of Wendell, N. C.:—

Wendell, N. C., January 20, 1914

REMEMBER:

M. A. Griffin says that W. H. Nowell told him that he heard E. Knott say that G. A. Richardson told him that J. Broadwell heard that there was no doubt that J. P. Richardson said that E. T. Scarborough thought A. E. Lyon had told Dr. A. H. Perry, O. L. Rowland had declared to R. B. Brown that it was generally believed that Lonnie Knott said in plain terms that he had heard John Matto say that his friend Dan Marshburn had said that Mack Hinton informed him that it was well known all over the county that E. Richardson had caught Amos Dean in saying that in his opinion was a positive fact, of great public interest that W. E. Anderson had said C. Z. Todd, told him that Perkins & Scarboro was opening the nicest and cheapest line of general merchandise ever offered for sale in Wendell. Thanking you in advance for your patronage. We beg to remain your friends.

PERKINS & SCARBORO,
Successors to J. E. Scarboro.

This is dated a good while back, but I suppose they are still using it, since they send it to me. It is somewhat apropos of what I said a week or so ago about schemes. This card couldn't get a dollar's worth of business in a thousand years, in my judgment. And yet it is good advertising, in its way, and in its place. It is just another of those novel little things that it pays to fire out once in a while, just to call attention to yourself. Nobody should

advertise by such things only, but as adjuncts to regular advertising they are good and help to round out a campaign.

NOTE.—This department is devoted to the criticism of advertising matter submitted, in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Salesman Win Sample Baggage Point

The Interstate Commerce Commission, deciding to-day a proceeding instituted by 15 associations of manufacturing, wholesale and retail jewelers against 69 railroads, operating in parts of the country, upheld the contention of traveling salesmen that present regulations defining sample baggage as that carried by commercial travelers "and not for sale or free distribution" are unreasonable. The commission prescribed a new regulation, which did not prohibit occasional sale or free distribution of samples. All the railroads were ordered to cease enforcing the present restrictions on October 15th to substitute this regulation:—

Sample baggage consists of baggage for the commercial as distinguished from the personal use of the passenger, and is restricted to catalogues, models and samples of goods, wares or merchandise, in

trunks or other suitable containers tendered by the passenger for checking as baggage to be transported on a passenger train, for use by him in making sales or other disposition of the goods, wares or merchandise represented thereby.

The new order will stand on all railroads and as to all kinds of baggage for at least two years.

Tomatoes are cheap, but not very good. The range is 35 to 40 cents in a jobbing way, with canners paying 10 to 15 cents. Last year they were considerably more.

Window Display Awards Postponed

We made a mistake fixing September 1st as the end of the **Lipton Window Dressing Contest**. It's a bad time, when clerks or proprietors are away on their vacations.

So many people have told us this, that we have decided to postpone the award of prizes until

NOVEMBER 1, 1915

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. CO.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new; built for me eight months ago by an A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell to quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, am using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed ad-

justments and will slice ham, beef, chip beef, etc. Reason for selling, am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register on sale, in use only nine weeks. Cost will sell for \$110, f. o. b. Pottsville.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacket, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Counter Show Case, perfect in way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holds 200 different views, 75 cents.

1 Pole for carriage or buggy, neck yoke and straps, used very times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. S. Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good condition and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not sell after four weeks, will the owner notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock waste, or loss to figure.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in bulk. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—To buy a meat and grocery store in a good location, doing a cash business of not less than \$300 a week. Address B. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

WANTED.—To buy a United States sewing machine; give price and state how long it has been in use. Address Grocer, Pottstown, Pa. 10

WANTED.—A Toledo Computing scale to weigh 10 pounds or more; must be in first-class condition and cheap. F. L. Crissman, East Palestine, Pa. 10

HELP WANTED

WANTED.—High-grade men to call on grocery trade in connection with Star Egg Carriers and Trays. Nationally advertised and used by more than 59 per cent. of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our ad this issue. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 9, 11, 13, 15

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WANTED.—A general store man, town in Schuylkill County, Pennsylvania. A man to assist the manager, not afraid of work and to have full charge. Kindly apply and give the best reference. Address L. S., care Grocery World Publication Co., 927 Arch St., Philadelphia, Pa. 10

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—Stock and fixtures of a well established grocery store, with or without property, on a prominent corner, has all conveniences, all cash trade, no teams, no delivery, doing better than \$1,000 monthly; will sell at inventory; stock about \$2,000. Owner too old to continue, wishes to retire; business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—General store, stock and fixtures, gas and electric light, stock at appraisement; stock and property about \$14,000, clear of incumbrance. Wish to retire. Established 34 years. I. Kepler, North Wales, Pa. 10

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Cheap, for a quick buyer, stock and fixtures of a grocery and delicatessen store. Stock clean and good. Fixtures high class. Address 5069 Funston St., West Philadelphia. 9

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—Just published, "Pennsylvania's Compensation Act Explained." R. Brodsky, Ph. D., Compensation Expert, 807 Drexel Building, Philadelphia. 25 cents copy. 10

FOR SALE.—A set of almost new delivery harness; cost \$35, will sell for \$25; they are hand made; also a hand made rubber tire buggy for sale; first tires are not worn hard; will sell for \$60. A. E. Flagler, Quakertown, Pa. 10

FOR SALE.—Huckleberries, 9 cents a quart; summer apples, \$1.75 a barrel, f. o. b. cars here, cash to accompany order or A-1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia. 10

SITUATION WANTED

WANTED.—Manager; man thoroughly conversant with and capable of departmentising a grocery business of \$50,000 to \$60,000 annually, will consider a proposition of this kind after September 1st. Address W. C. M., 32 Hudson St., Trenton, N. J. 9

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound
Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA



How to Sell More Rice

Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig
INCORPORATED
Philadelphia, Pa.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. AUGUST 30, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	2
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	2
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	2
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	2
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14	Seeds.....	2
Blacking—Shoe.....	2	Evaporated Milk.....	9	Oysters.....	16	Soda—Bi-Carb.....	2
Bluing—Dry.....	3	Eggs.....	12	Oil.....	19	Soft Drinks.....	2
Bluing—Liquid.....	3	Fancy Groceries.....	13	Olive.....	19	Soap Powder.....	2
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	2
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	2
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	2
Butter.....	4	Flour Polish.....	24	Peanut Olive Oil.....	19	Syrup and Molasses.....	2
Cakes and Crackers.....	10	Green Coffee.....	3	Peanut Butter.....	19	Smoking Tobacco.....	2
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickled Meats and Fish.....	11	Table and Cooking Oil.....	2
Canned Goods.....	5	Horseradish.....	17	Pickles.....	20	Tapoca.....	2
Canned Meats.....	6	Hominy.....	14	Popping Corn.....	15	Tea.....	2
Catsup.....	4	Honey.....	27	Provisions.....	20	Toilet Soaps.....	2
Cereal Specialties.....	14	Ink.....	17	Plum Pudding.....	24	Tobacco—Plug.....	2
Cheese.....	12	Jars and Jar Rubbers.....	4	Preserves, Jellies, Jams and Marmalades.....	21	Vinegar.....	2
Chewing Gum.....	23	Ketchup.....	4	Prunes.....	17	Wood and Willow Ware.....	2
Chocolate and Cocoa.....	8	Lamp Goods.....	18	Roasted Coffee in Bulk.....	3	Yeast Cakes.....	2
Cider.....	23	Lentils.....	14	Rice.....	23		
Clams.....	16	Lime.....	19	Refined Molasses and Syrups.....	27		
Cleansers and Polishing Compounds.....	24	Lye and Potash.....	20	Rope, Tie Yarn, etc.....	27		
Cocoanut.....	17	Lard and Compounds.....	21	Raisins.....	17		
Cornmeal.....	13	Live Poultry.....	21	Sugar.....	1		
Cornstarch.....	26	Laundry Soaps.....	25	Shoe Dressing.....	2		
Condensed Milk.....	9	Laundry Crystals.....	26	Sardines.....	6		
Cottolene.....	12	Laundry Starch.....	26	Saratoga Chips.....	16		
Coffee Essence and Cbicyory.....	3	Macaroni.....	15	Soups.....	7		
Delikatessen.....	10	Mapleline.....	22	Smoked Fish, Codfish and Mackerel.....	15		
Dried Fruits.....	17	Matches.....	18	Sauer Kraut.....	12		
Dried Meats.....	21	Mince Meat.....	18	Salt.....	23		

ADVANCES.

Canned Goods.....	17
Eggs.....	1
Mackerel.....	2

DECLINES.

Sugar.....	7
Flour.....	15
Provisions.....	12
Poultry.....	23

SUGAR.

	Barrels.
Cut Leaf.....	6.75
Eagle Tablets.....	7.25
Crystal Dominoes, 24 5-lb. pkgs.....	8.35
" " 60 2-lb. pkgs.....	8.85
Patent Cubes.....	6.10
Confectioners' Lozenge.....	6.00
Powdered.....	5.95
Fruit Powdered.....	5.85
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.15
Granulated, fine or standard, McCahan.....	5.85
" " Franklin.....	5.90
" " extra fine, bbls.....	5.85
" " 2-lb. bags.....	6.15
" " 5-lb. bags.....	6.05
" " 10-lb. bags.....	6.00
" " 25-lb. bags.....	6.00
" " 100-lb. bags.....	5.85
" " coarse.....	5.95
Confectioners' Crystal A.....	5.85
A Confectioners'.....	5.75
A No. 1.....	5.60
A No. 2.....	5.55
Franklin B.....	5.30
Extra C.....	5.15
C.....	5.00

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40
Choice, ½ and ¼ chests.....	.35
Finest, ½ and ¼ chests.....	.27
Fine, ½ and ¼ chests.....	.23
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30
Choice, ½ and ¼ chests.....	.25
Finest, ½ and ¼ chests.....	.22
Superior, ½ and ¼ chests.....	.20
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30
Cboicest, ½ and ¼ chests.....	.23
Good to superior, ½ chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ½ chests.....	.35
Firsts, ½ chests.....	.28
Extra seconds, ½ chests.....	.23
Seconds, new, ½ chests.....	.22
Imperial, green—	
Firsts, ½ chests.....	.38
Seconds, ½ chests.....	.25
Japan, green—	
May pickings, ½ chests.....	.38
First crop, ½ and ¼ chests.....	.30
Second crop, ½ chests.....	.28
Basket fire, uncolored, needle leaf, ¼ chests.....	.32
Young Hyson, green—	
Firsts, ½ chests.....	.35
Hyson, green—	
Extra firsts, ½ chests.....	.35
Firsts, ½ chests.....	.28
Seconds, ½ chests.....	.25
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
Gold Label, I. and C.....	.71
Buff Label, I. and C.....	.56
Green Label, I. and C., Formosa Oolong or Mixed.....	.50
Orange Pekoe.....	.55
Red Label, I. and C. or Mixed.....	.44
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60
Red Label, I. and C., roc. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, roc. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.35
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	1.55

—2—

Lipton's Tea, 50-lb. cases—	1 lbs.	½ lbs.	¼ lbs.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....			.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....			.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42½
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
" " 10c., 3 doz.....	.92
Banner Dry Ammonia.....	1 doz. .95½
White Foam, 10 oz., 3 doz.....	.90
" " 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. .75
Mica, ¼ gross.....	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder—	per doz.
sc. tins, 4 doz.....	.45
roc. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
½ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ¼ doz.....	7.20
Leslie's—	
½-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ¼ doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
roc. size, 4 doz.....	.86
½ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
" " No. 2, ¼ gross.....	3.00
" " No. 3, ¼ gross.....	3.30
" " No. 4, ¼ gross.....	3.40
Blackola, roc. size.....	6.80
Sbinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

—3—

Black Shine, No. 1.....	.45
" " No. 3.....	.75
Tan Shine, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Mocha, genuine, finest, ½ and ¼ bales.....	.27¾
Mocha Seed Santos, fancy, choice.....	.13¾
Carcacas, fancy, washed.....	.16¾
Maracaibo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.12¾
Santos, fancy.....	.11¾
Rio, Golden, fancy.....	.11¾
Rio, prime.....	.09¾

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27¾
Java, fancy, 50-lb. lots.....	.27¾
Mocha, finest.....	.33¾
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.20¾
Maracaibo, extra fancy.....	.16¾
Santos, Peaberry, extra fancy.....	.15¾
Santos, extra fancy.....	.15¾
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.11¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, ½ gross.....	per gross 2.60
" " imp., ½ gross.....	" 2.15
Floto's, improved, ½ gross.....	" 2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" " No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	3.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	3.60
" " " No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3.90
French Laundry, large, ¼ gross bbl.....	per bbl. 2.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.50
" " 16 oz., 1 doz.....	9.50

—4—

BUTTER.

Tub Butter—	Per
Creamery specials.....	per gross
" " extra, 60-lb. tubs.....	.30
" " first, ".....	.28
" " second, ".....	.27
" " third, ".....	.26
" " dairy, extra, bakers' use, 30-60 lbs.....	.22-25
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27-31

Print Butter—	
Prime.....	.28
Gurnee, lbs. and ¼ lbs.....	.30
Awitru.....	.31
Millen Farm, lbs. and ¼ lbs.....	.31
Honebe.....	.31
Star or S. D., 1 lb., 20-50 lb. boxes.....	.31
B. B., E. D., 20-50 lb. boxes.....	.31
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.31
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.31
Sheaf.....	27-31
White Rock.....	.32

CANDLES.

P. & G., 8s, 30 lbs.....	Per
" " 16s, 30 lbs.....	1.1
Paraffine, 4s, 6s, 8s, cartons, 30-lb. cases.....	.6
Searchlight, hotel, 16s, 30 lbs.....	.6
Peerless, hotel, 16s, 30 lbs.....	.6
Bright Light, 16s, 30 sets to box.....	per box 1.6

JARS AND JAR RUBBERS.

Mason's—	Per
Half gallons.....	7-
Quarts.....	5-
Pints.....	4-
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	per gross

Lightning, pure rubber, bulk.....	per gross
Reliable, white rubber, wide.....	per gross
" " medium.....	per gross
Black rubber, medium.....	per gross
35-lb. lots 1 cent per lb. less.....	

Jar Tops—	Per
¼-gross boxes, no rubbers.....	2-
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snyder's—	Per
16 oz., 8 doz.....	2-
8 oz., 8 doz.....	1-
Ritter's—	
Tomato, ¼ pint, 8 doz.....	
Tobacco, ¼ pint, 8 doz.....	
Beech-Nut—	
Pints.....	2-
¼ pints.....	1-

KETCHUP.

Curtis's "Blue Label," Tomato—	Per
Small.....	2-
Medium.....	4-
Large.....	1-

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Red Beans—	
Ritter's.....	.95
B. & M., No. 2.....	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....	per case 1.90
Snider's, No. 2.....	1.40
Van Camp's, No. 2.....	1.40
Cruikshank's, No. 2.....	1.35
Heinz's, No. 2.....	1.40
Dog's Head, No. 3.....	1.25
Victory, No. 1.....	.47½
Tomatoes—	
Standard, New Jersey, No. 3.....	1.05
" Maryland, No. 2.....	.60
" No. 3.....	.80
na Beans—	
Standard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
Fancy, small, No. 2.....	1.50
ing Beans—	
Standard, New York, No. 2.....	1.10
Extra fancy, New York, No. 2.....	2.00
Fancy, New York, No. 2.....	1.50
Standard, Maryland, No. 2.....	.60
d Kidney Beans—	
Standard, New York, No. 2.....	.95
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.90
m—	
Standard, New York, No. 2.....	.90
Fancy, New York, No. 2.....	1.00
Standard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.30
Fancy, Maine, No. 2.....	1.30
hoe Peg, No. 2.....	.85
Whole grain, No. 2.....	.75
ts—	
Standard, New York, No. 2.....	1.25
ified, New York, No. 2.....	1.50
Extra sifted, New York, No. 2.....	2.00
Standard, Southern, No. 2.....	.80
ified, Southern, No. 2.....	1.00
Extra sifted, Southern, No. 2.....	1.40
Standard, Indiana, No. 2.....	.75
ified, Indiana, No. 2.....	1.00
Extra sifted, Indiana, No. 2.....	1.40
Standard, Wisconsin, No. 2.....	1.10
ified Wisconsin, No. 2.....	1.40
Extra sifted, Wisconsin, No. 2.....	2.00
ts—	
Standard, New York, No. 2.....	1.25
" No. 3.....	1.25
" New Jersey, No. 2.....	1.25
" No. 3.....	1.10
otash—	
Standard, New York, No. 2.....	1.00
ancy, New York, No. 2.....	1.25
Standard, Maryland, No. 2.....	.95
ancy, Michigan, No. 2.....	1.15
ragus—	
Standard, No. 2½.....	2.00
edium, No. 2½.....	2.20
arge, No. 2½.....	2.50
ps, No. 1.....	2.25
pkins—	
Standard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
ach—	
Standard, Maryland, No. 3.....	1.00
Krout—	
Standard, New York, No. 3.....	.85
" Maryland, No. 3.....	.80

California Canned Fruit.

cots—	
Extra, No. 3.....	2.75
" No. 2½.....	2.10
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
lett Pears—	
Extra, No. 3.....	2.50
" No. 2½.....	2.30
Extra Standard, No. 2½.....	2.15
Standard, No. 2½.....	2.15
Cherries—	
Extra, No. 3.....	2.90
" No. 2½.....	2.50
Extra Standard, No. 2½.....	2.25
Standard, No. 2½.....	2.25
ches, Lemon Cling, Sliced—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.50
ches, Lemon Cling—	
Extra, No. 3.....	2.95
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.75
Standard, No. 2½.....	1.45
ches, Yellow Crawford—	
Extra, No. 3.....	2.80
" No. 2½.....	2.00
Extra Standard, No. 2½.....	1.70
Standard, No. 2½.....	1.40

Eastern Canned Fruits.

is—	
New York State, No. 3.....	.90
" No. 10.....	3.00
berries—	
Syrup, No. 2.....	1.35
Water, No. 2.....	1.00
ies—	
Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
ies—	
ile, No. 3.....	1.35
Sonds, No. 3.....	1.15
E. No. 3.....	.85
Edlett, Extra Standard, No. 2½.....	2.00
er, syrup, No. 3.....	1.00
Water, No. 3.....	1.00
vy syrup, No. 2½.....	1.25
ut syrup, No. 2½.....	1.00
urries—	
ne, In water, No. 2.....	1.40
ies—	
Preserved, No. 2.....	1.80
erved, No. 2.....	1.60
Water, No. 2.....	1.20

Pineapples—
Hawaiian, Extra, No. 2½..... 2.00
" Standard, No. 2½..... 1.75
" Extra, No. 2..... 1.50
" Standard, No. 2..... 1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.50
" No. 1, flat, 4 doz.....	4.50
" No. ½, flat, 4 doz.....	2.30
Star, No. ½, flat, 4 doz.....	1.40
" No. ½, flat, 4 doz.....	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
" Soused, ½s, oval, 100s.....	15.00
" Fresh Mackerel, 100s.....	18.00
dgl., Young Mackerel in Olive Oil, ½s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kippered Herring—	
Macnache's, plain.....	11.00
Normanna, Tomato Sauce, 100s.....	11.00
" Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
" Cod, 1-lb. round tins, 100s.....	23.00
" " high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.36
" No. 1, flat.....	2.35
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" medium red, tall.....	1.30
" pink, No. 1, tall.....	.95
Shrimps, No. 1, wet.....	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, 100s.....	11.50
" ½s, Tomato Sauce, 100s.....	11.50
" ½s, oval, Koyans a la Bordelaise, 100s.....	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
" D. & G., ½s.....	26.50
" Ispa, ½s.....	28.00
" Gondolier, ½s, 100.....	18.00
" Landell, ½s, 100.....	9.50
" Martell, ½s, 100.....	10.50
" ½s, 100.....	15.00
" Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" ½s, tomato sauce, 100.....	15.00
" ½s, olive oil, 50.....	13.25
" ½s, tomato sauce, 50.....	13.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
" Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s.....	2.90
No. 2, ½s, 100.....	2.50
½s, key, 100.....	2.75
Irma, ½s, 100.....	4.00
Pickert's, Rival brand, carton, ½s, 100.....	3.90
" ½s, 100.....	6.00
Mustard—	
Irma, ½s, 100.....	4.00
½s, 100.....	2.25
½s, 48.....	3.60
Continental, ½s, key, 48.....	3.15
Irma, fancy, ½s, 50.....	3.80
Gold Label, ½s, 50.....	4.50
" ½s, 100.....	7.00
Underwood's, ½s, 50.....	4.50
Pickert's, Crown brand, ½s, 48.....	4.00
" Columbias, ½s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.70
Hash, No. ½, 2 doz.....	1.00
" No. 1, 2 doz.....	2.25
" No. 2, 1 or 2 doz.....	3.50
" No. 6, ½ or 1 doz.....	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 1 doz.....	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.90
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	3.70

Sliced Beef.

Armour's—	
Glass, small.....	1.60
" large.....	2.50
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....	
Erie brand.....	

Loaf Goods.

Armour's—	
Beef, No. ¾.....	1.40
Chicken, No. ¾.....	2.25
Ham, No. ¾.....	1.40
Veal, No. ¾.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.50
No. 2, 2 doz.....	4.70
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.65
King's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	8.35
" No. 2, 1 doz.....	9.15
" No. 2½, 1 doz.....	11.95
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz.....	2.50
Chicken Liver, 5 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Ham, No. ½, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	
" No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ¼.....	3.45
" No. ½.....	6.10
Turkey, No. ½.....	3.45
" No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" No. 2½.....	14.50
All of the above packed 2 dozen in case, except	
Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
somme, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.....	.90
Campbell's, No. 13, 10½ oz., 4 doz.—	Per case 3.60
All kinds.....	3.60
No. 10 cans Tomato, Vegetable, Ox Tail,	
Clam Chowder, Beef and Mutton Broth,	
6 cans per case.....	3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case 3.60
Curtice Brothers' Blue Label—	

	Quarts.	Pints.	½-Pints.
Green Turtle.....	6.50	3.50	2.00
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes.....	.35
¼-lb. tins, 6-lb. boxes.....	.32
½-lb. tins, 6-lb. boxes.....	.31
1-lb. tins, 6-lb. boxes.....	.30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes.....	.31
½ lb., 6 and 12-lb. boxes.....	.30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.....	.29
" ¼ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes.....	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.30
Cocoa, ¼-lb. cans, 12 lbs.....	.34
" ½-lb. cans, 6 lbs.....	.34

W. H. Baker's—	
Best Cocoa, $\frac{1}{2}$ -lb. size33 $\frac{1}{2}$
" $\frac{1}{4}$ -lb. size33 $\frac{1}{2}$
Premium Chocolate, $\frac{1}{2}$ s, 12 lbs29
" $\frac{1}{4}$ s, 12 lbs29
Best Sweet Chocolate, $\frac{1}{2}$ s, 6 lbs20
" $\frac{1}{4}$ s, 6 lbs20
Vanilla Chocolate, $\frac{1}{2}$ s, 6 lbs26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, $\frac{1}{2}$ -lb. glass jars40
Cocoa, $\frac{1}{2}$ -lb. tins29
" $\frac{1}{4}$ -lb. tins30
" $\frac{1}{2}$ -lb. tins33
" 6 5-lb. cans30
Baking Chocolate, $\frac{1}{2}$ s29
" $\frac{1}{4}$ s28
Swiss Milk Chocolate, 48 5-lb. cans	

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per lb.	56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/4 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.38	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, large, 25 cent size, 6 tablets in box.....	1.10	
No. 3, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, large, 25 cent size, 6 tablets in box.....	1.10	
No. 51, small, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S. Republic (White) S. O. S.		
1/2 lb.34 1/2	1/2 lb.26
1/4 "41 1/2	1/4 "31 1/2
1 "55 1/2	1 "42
2 "72 1/2	2 "55
3 "86 1/2	3 "65 1/2
4 "	1.07 1/2	4 "81 1/2
5 "	1.24 1/2	5 "94 1/2
6 "	1.52 1/2	6 " 1.15 1/2
8 "	1.76 1/2	8 " 1.34
10 "	2.01	10 " 1.52
12 "	2.35 1/2	12 " 1.78 1/2
14 "	2.98	14 " 2.25 1/2
16 "	3.18 1/2	16 " 2.41 1/2
20 "	3.56 1/2	20 " 2.70 1/2
25 "	3.95	25 " 2.99
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....	.90	
20x30, ".....	1.20	
24x36, ".....	Per pkg.	.60
Butter, Parchment—		
8x11, 1000 sheets.....	.70	
9x12, ".....	.70	
18x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10	
Toilet—		
Extra quality, 100 rolls.....	Per case	5.75
Good " 200 ".....	Per case	4.95
Butter, Wax—		
9x12, about 480 sheets.....	Per pkg.	.14 1/2
White Tea—		
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....	.70	
Bags, price per M—		
Sizes	Original Bundles	Panther Ex. Heavy Yellow
1/2 lb.	15M	.35
1/4 "	10M	.43
1 "	8M	.50
2 "	6M	.74
3 "	5M	.89
4 "	4M	1.10
5 "	3M	1.27
6 "	3M	1.56
8 "	2M	1.81
10 "	2M	2.06
12 "	2M	2.40
14 "	1M	3.05
16 "	1M	3.26
20 "	1M	3.64
25 "	1M	4.18
Flour Sacks, satchel bottom—		
Majestic	Plain	per 100
Ex. Heavy	Yellow	.42
12 1/2 lbs., 1/2 bbl.....	.70	
24 1/2 lbs., 1/2 bbl.....	1.40	
49 lbs., 1/2 bbl.....	Per lb.	.02 3/4
No. 2, Manilla light weight—		
12 in. rolls.....	.02 3/4	
15 "02 3/4	
18 "02 3/4	
20 "02 3/4	
24 "02 3/4	

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Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 "02 3/4
15 "02 3/4
18 "02 3/4
20 "02 3/4
24 "02 3/4
30 "02 3/4
Paper Towels—	
50 rolls, 150 towels each, with holder and basket.....	per case 10.00
10 roll lots.....	per roll .20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....	3.15	
Challenge, 4 doz.....	4.35	
Magnolia.....	4.85	
Dime.....	3.75	
Baby, 1 doz., glass.....	2.00	
Peninsular.....	4.40	
Star, 4 doz.....	4.85	
Anchor, skimmed.....	3.25	

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25	
" " small, 6 doz.....	2.25	
" family size.....	2.55	
" hotel size.....	3.25	
" confectioners' size.....	3.50	
Silver Cow, small, 6 doz.....	2.25	
St. Charles, small, 4 doz.....	1.65	
" tall.....	3.25	
" hotel size.....	3.25	
" confectioners' size.....	3.50	
Pearl, tall.....	3.25	
" small, 4 doz.....	1.65	

HIRES CONDENSED MILK

Silver.....	Per case	\$4.95
Hires.....	4.60	
Queen.....	4.60	
Premium.....	4.15	
Blue Ribbon.....	4.15	
Gold (Baby).....	2.35	
Gold (Tall).....	3.35	
St. Elmo.....	3.75	



CRACKERS AND CAKES.

J. S. Ivins' Son—		Boxes
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Saltines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Sweethearts.....	.12	
Water Crackers.....	.08	
7-lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.20	
Lady Creams.....	.16	
Lemon Sundae.....	.15	
Sweet Marie.....	Per doz.	.45
Package goods—		
Animals.....	.90	
Cracker Meal, large.....	.45	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Tbins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	Per doz.	1.15
" " with horseradish.....	"	1.15
" large, 1 doz.....	"	1.75
" " with horseradish.....	"	1.75
Wein Senf, bbls.....	per gal.	.75
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.
" 15-gal. kegs.....	"
" 10-gal. kegs.....	"
" 5-gal. kegs.....	25-40	
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....
" " loaf.....
Sap Sago, 3 to lb.....	per cask, per lb.
" " less than cask, "
Roquefort.....	12 in case, "
" " less than case, "
Parmesan, about 30 lbs.....	loaf, "
" " less than loaf, "
Edam, 12 in case.....case
" " single
" in tin.....	per lb.
" 1-lb. tins.....	per case
Camembert, domestic, wood boxes.....	per doz.
" Autocrat brand, large.....	"
" " medium, "
Sap Sago, grated, ready for use, 10-oz. bottles,	per doz. 1.75
Parmesan, grated, ready for use, small bottles,	per doz. 2.50
Olmutter Hand, 100 in box.....
Edelweis, Romatour and Bier-Kase.....	per doz.
American Swiss, No. 1.....	loaf .22
" " less than loaf	.23
" square loaves, No. 1, about	25 lbs. each.....per lb. .21
Limburger, No. 1.....	box and 1/2 box .18
" " less than 1/2 box	.20
Pinxter, from Holland, in tins.....	per doz. 2.60
Muenster.....	per lb. 20-22
Brick, No. 1.....	" 18-20
English Dairy.....	" .22 1/2
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	" 2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" " small size.....	1.45
	Per box
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....
" 4 doz.....
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....	"
Imported Cervelat Sausage, Rolf's.....	per lb.
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....	
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....	.27	.28
" (H.).....	.26	.27
" Peutonic.....	.24	.25
" Gothaer.....	.32	.33
Salami (C. W.).....	.27	.28
" (H.).....	.26	.27
" (G. A. P.).....	
Landjager, short.....	per lb.	.35
" long.....	"
Mortadella, dry.....	"
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....	2.40	
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	.18	
Lachs Ham.....	"	.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	20-22
Paprika Speck.....	"	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"
" Pfefferwurst.....	"

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....	5.75	
" " 10-oz. jars.....	2.50	
" tumbler.....	1.00	
Calves' Head, round tins.....	1.65	
Tripe, 5-gal. kegs.....	2.00	
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....	"	.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....	"	1.25
Beef Salad, in glass.....	1.00	

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
“ ½ bbls.....		7.50
Milkers, standard, bbls.....		
“ ½ bbls.....		
Scotland—		
Mixed, large, fulls, bbls.....		16.50
“ “ ½ bbls.....		8.75
Milkers, “ bbls.....		
“ “ ½ bbls.....		
Marinerte Herring, imported, about 40 in pall.....		1.25
Roll Herring, imported, about 25 in pall.....		1.00

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Spiced Herring, imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece .04

Bismarck Herring.

Round tins, with key, pint.....	Per	.20
" " quart.....	.35	
" " 2 quarts.....	.60	
" " 4 quarts.....	1.10	
Roll Mops, 4-quart tin.....	1.00	
" 2-quart tin.....	.60	
" quart tin.....	
Bismarck Herring, 4-quart tin.....	1.00	
" 2-quart tin.....	.60	
Kruger's Roll and Brat Herring, oval tins, doz.....	

Russian Sardines.

Imported, Wallkoff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....	per pail
Cut Spiced, 10-lb. pails.....	per keg	1.20
" 5-gal. keg.....	per keg	2.70
Russian, in glass jars.....	per doz.	.90

Norway Anchovies.

Fancy, keg.....</
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FANCY GROCERIES.

Good Staple Paste, 5-lb. cans.....per lb.	.35
Macaroni, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
Macaroni, Nonpareil, 1/2-gal. kegs.....	1.50
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
London Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
Macaroni in Maraschino, glass, 1 doz.....	7.00
Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.	2.20
Macaroni Powder, pints.....	3.60
" " 4 oz.....	2.40
" " 2 oz.....	1.40
Macaroni Peas, extra fins.....per case
" " fins.....
" " moyens.....
Macaroni's Irish Oatmeal.....
1-lb. cans.....per doz.
1-lb. cans.....per tin
1-lb. cans.....
Macaroni & Palmer's Petit Beurre Biscuit...lb.	.22
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.32
Packed 7 and 5 lbs. in a can.
Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
Macaroni stone jars, 4 doz.....	1.75
Macaroni More Marquett Mushrooms.....
1st choice.....per case	24.00
Macaroni oice, 100 tins.....	22.00
Macaroni tra, 100 tins.....	26.00
Macaroni stel, 100 tins.....	20.00
Macaroni fles, 1/2 size.....per tin	.25
" " 1/2 size.....	.40
" " 1/2 size.....	.75
" " 1/2 size.....	1.50
Macaroni nps, pickled, small size.....	1.30
" " Dunbar's, 2 doz.....per doz.	2.80
Macaroni in Cordial, Bishop's, 1 doz.....	6.50
Macaroni talized Ginger, 1-lb. tins.....	4.00
" " 1/2-lb. tins.....	2.25
" " 1/2-lb. tins.....	4.50
Macaroni Juice, Rose's.....	2.25
Macaroni Rose Water.....	2.25
Macaroni Peach Water.....	2.25
Macaroni d Olives.....	5.25
Macaroni Franco-American Food Co.....Per doz
Macaroni ths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOLLON CUBES AND LIQUIDS.

Macaroni Bouillon Cubes.....	1.70
" " tin, 100 cubes.....	.90
" " 50 cubes.....	2.75
Macaroni doz. tins, 12 cubes each.....	2.00
Macaroni to Clam Bouillon.....	3.75
Macaroni oz. bottles, 1 doz.....	.85
Macaroni oz. bottles, 1 doz.....	2.00
Macaroni g's Oxo Cubes.....per doz.	1.65
Macaroni os, 25c. size.....	.90
Macaroni os, 100 cubes.....per 100
Macaroni ur's Beef, Clam and Chicken Cubes.....	2.50
Macaroni all boxes, 12 cubes, 1 doz.....	.90
Macaroni dium boxes, 50 cubes.....per tin	1.70
Macaroni ge boxes, 100 cubes.....	3.50
Macaroni ur's Concentrated Bouillon.....	6.75
Macaroni s, size 2, 1 doz.....	13.00
Macaroni " 4, 1 doz.....	25.00
Macaroni " 8, 1 doz.....
Macaroni ur's Tomato Bouillon.....	2.50
Macaroni tles, size 4, 1 doz.....	6.50
Macaroni " 12, 1 doz.....	3.00
Macaroni " 5.....per bottle	1.25
Macaroni cy jugs, size 2.....per jug

EXTRACT OF BEEF.

Macaroni ur's Solid Extract of Beef.....Per doz.	4.45
Macaroni " size 2, 1 doz.....	8.20
Macaroni " 4, 1 doz.....	15.90
Macaroni " 8, 1 doz.....	29.75
Macaroni " 16, 1/2 doz.....
Macaroni ur's Fluid Beef Extract.....	5.00
Macaroni tles, size 4, 1 doz.....	9.00
Macaroni " 8, 1 doz.....	17.00
Macaroni " 16, 1/2 doz.....

FLOUR.

Macaroni White.....Per bbl.	7.75
Macaroni White.....	8.25
Macaroni White.....	7.50
Macaroni White.....	7.30
Macaroni White.....	7.75
Macaroni White.....	7.75
Macaroni White.....	5.55
Macaroni White.....	6.00
Macaroni White.....	5.90
Macaroni White.....	7.75
Macaroni White.....	6.65
Macaroni White.....	6.30
Macaroni White.....	7.45
Macaroni White.....	7.15
Macaroni White.....	7.50

Prepared Flours.

Macaroni Prepared Doughnut, Cake, Ginger.....Per case	1.44
Macaroni head and Tea Biscuit Flour.....	2.40
Macaroni 2, 14-oz.....
Macaroni 2, 28-oz.....
Macaroni (Either straight or assorted cases)

Self-Raising Flour.

Macaroni ur's Buckwheat, medium, 128.....	1.50
Macaroni Flap Jack Flour, 18s.....	1.42 1/2
Macaroni Jerry Buckwheat, 36 2s.....	2.75
Macaroni Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" " Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans.....Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about 2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....	3.25
Red Kidney, fancy, new, grain bags about 2 1/2 bushel.....	3.95
Peas.....
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils.....Per lb.
oooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal.....Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina.....
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn.....
Fancy, bbls.....
Less quantity.....
Hominy.....
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case).....
Barley.....
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal.....
B, bbls.....per bbl.	6.25
B, 100 lbs.....per keg	3.25
Rolled Oats.....
Avena, 180 lbs.....per bbl.	6.00
" " 90 lbs.....per keg	3.15
" " 90 lbs.....per sack	2.88
Tapioca.....Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 is.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/4
Flake.....	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....Per case	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Maple-Wheat Flakes, 24 15c. size.....	2.70
" " 36 roc. size.....	2.80
Maple-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal.....
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum.....
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts.....
2 doz. 1-lb. pkgs.....	2.70
Post Toasties.....
3 doz. popular size.....	2.70
Post Tavern Porridge.....
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes.....
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The.....
Oaten Goods.....
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.05
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods.....
Quaker Cornmeal, yellow or white, 24 2s.....	1.85
" " family, 10s.....	1.85
Quaker F. S. Hominy, pearl or gran., 24s.....	1.85
" " 10s.....	1.85
Mother's Hominy, pearl or gran., 24s.....	1.85
" " Cornmeal, large, yellow, square, 10s.....	1.85
Wheat Goods.....
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods.....
Quaker Corn Flakes, 36s.....	2.10
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries.....
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk.....
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....Per doz.	1.20
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size.....
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/2 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size.....
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size.....
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/2 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert.....Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder.....Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant, Wine Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.....
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pl gs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.....
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 is.....Per lb.
Short, 25 is.....	.12
Cubes or Elbows, 24 1.....
Spaghetti, 25 is.....
Vermicelli, 25 is.....	.12
Alphabet, 25 is.....

Domestic.

The Franco-American Food Co.....Per doz.
Spaghetti a la Milanese, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofer's.....Per lb.
Elbow Macaroni, 36 is.....	.10
Straight Macaroni, 36 is.....	.10
Pastels, 36 is.....	.10
Spaghetti, 36 is.....	.10
Elbow Spaghetti, 36 is.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 is.....	.07 1/2
Cubes or Elbows, 24 is.....	.07 1/2
Spaghetti, 25 is.....	.07 1/2
Vermicelli, 25 is.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 is.....	.08 1/2
" " 50 1/2-lb. pkgs.....	.04 1/4
Cubes or Elbows, 24 is.....	.07 1/2
Spaghetti, 25 is.....	.07 1/2
Vermicelli, 25 is.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.....Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	34.00	17.60	9.00	1.95
Ex. Norway, No. 2.....230-260	27.00	14.10	7.25	1.60
Ex. Norway, No. 3.....320-360	25.00	13.10	6.75	1.50
Ex. Norway, No. 4.....400-450	22.00	11.60	6.00	1.35
Ex. Norway, No. 5.....550-650	15.00	8.10	4.25	1.00
Fcy. Bloaters, XXX 90-110	27.00	14.10	7.25	1.60
Fcy. Shore, No. 1.....150-170	23.00	12.10	6.25	1.45
Fcy. Shore, No. 2.....250-260
Fcy. Shore, No. 3.....300-350
Extra Irish, No. 2.....300-350	19.00	10.10	5.25	1.20
Medium Irish, No. 2.....350-450	18.00	9.60	5.00	1.15
Irish, No. 4.....400-450	18.00	9.60	5.00	1.15
Large Cape Shore.....100-120	12.00	6.60	3.50	.85
Med. Cape Shore.....180-220	14.00	7.60	4.00	.95

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Herring.

Herring, large No. 1.....200 lb. 100 lb. 50 lb. 10 lb. 8 lb.
Lab. Splits.....
Herring, large No. 2.....
Lab. Splits.....
Shore, round, large.....7.50 4.35
" " medium.....
Ocean Fish.....5.50 3.35	.50
Salmon, red, fancy.....
No. 1.....18.00 9.60
had, Mess, No. 1.....
No. 2.....

Shredded Cod.

Beardsley.....Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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Dressed Boneless Fish.

Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....	
Gilt Edge, 40 lbs.....	.06½
Favorite, Middles, 60 lbs.....	.15

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08½
" 25 lbs.	.08½
" 48 pkgs.	.08½
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palms, choice	.09½
" crown slabs	.08½
" standard	.09½
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16¾
Eastern, pitted, 25 lbs.	.16¾
Peaches—	
Jumbo, Yellow, 25 lbs.	.09½
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06½
Extra choice Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11¾
Nectarines—	
Extra choice, 25 lbs.	.11¾

Foreign.

Citron, 10 lbs.	.16¾
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10¾
Crystal, fancy, 40 pkgs.	.08½
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06½
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.05

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10¾
50-60	.08½
60-70	.08
California—	
40-50, 25-lb. boxes	.10¾
50-60, " "	.09
60-70, " "	.08
90-100, " "	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Extra Desserts, 20 pkgs.	3.30
Connaisseur, 20 pkgs.	3.00
California Seedless—	Per lb.
Thompson, 50 lbs.	.08¾
Sultana, fancy, 50 lbs.	.07¾
California, Loose—	
Muscatels, 4 crown, 50 lbs.	.08½
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08¾
Fancy Ondara Layers, 28 lbs.	.08¾
Seeded—	Per pkg.
Knighthood, 36 pkgs.	.08¾
Owl, fancy, 36 pkgs.	.07½
Seedless—	
Not-a-Seed, 36 pkgs.	.09½
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.	3.25
24 ½-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 ½-lb. pkgs.	1.80
24 ¼-lb. pkgs.	1.75
12 ½-lb. pkgs.	1.65
Dunham's—	Per lb.
½-lb. pkgs., 15-lb. case	.29
½ and ½-lb. pkgs., 15-lb. case	.28½
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Milleman's, No. 8 bottles, 2 doz.	.82½
Schramm's, large tumbler, 2 doz.	.77½
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32½
" black, 3 doz.	.67½
" Writing Fluid	.50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.65
" Green, Blue or Violet, 2 oz., " "	.40
" Magic Black, 2 oz., 1 doz., " "	.40
" Electro Chemical, 2 oz., 1 doz., " "	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.		
Lamp Chimneys—	No. 0.	No. 1.	No. 2.
Macbeth, Pearl Top.....	4.20	4.50	5.10
Sun, Crimp, Lustre brand....	3.00	3.60	4.50
Electric, No. 2.....	per doz. .75		
“ “ sllm.....	.75		
Rochester, “ “.....	.75		
“ “ 12 inch.....	1.25		
Success, No. 1, 10 inch.....	.90		
“ “ 12 incb.....	1.25		
No. 0, Tubular Lantern Globes	5 doz.	2.75	
Cold Blast	5 doz.	3.25	
	No. 1.	No. 2.	
Jumbo Chimneys, plain.....per doz.	.75	.85	
“ dec., 207.....	.90	1.00	
	No. 0.	No. 1.	No. 2.
Banner Burners.....	.40	.50	.70
No charge for packages			
Oil Cans—	Per doz.		
1 gal., glass.....	2.25		
1 gal., galvanized, Pearl.....	1.75		
5 gal., Lennox, spout.....	5.50		
5 gal., “ splgot.....	6.00		
5 gal., Columbia	7.00		
5 gal., Banner	8.00		
5 gal., Climax, pump	10.00		
5 gal., Home Rule, pump.....	12.00		
Lanterns—			
No. 0, Standard.....	4.00		
No. 0, Dash.....	7.50		
Cold Blast.....	7.50		
Nu Style Lanterns.....	8.50		

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
" " " 5 case	3.50
" " " 1 case	3.50
" " " 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " 5 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " 5 case	2.70
" " " 1 case	4.75
" " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " " 1 case	5.00
" " " 5 case	4.75
Doric, " 1 gross, 1 case	1.15
" " " 5 case	1.10
" " " 1 case	5.50
" " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 1 case	3.00
" " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " 5 case	1.00
" " " 1 case	2.85
" " " 5 case	4.75
New Fast Mail, " 1 gross, 1 case	1.10
" " " 5 case	1.05
" " " 1 case	3.15
" " " 5 case	3.00
" " " 1 case	5.25
" " " 5 case	5.00
Search Light, Strike on Box—	
Vulcan, No. 37, gross	.50
" 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

None Such—	Per case
½ gross	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09¼
Barrels and halves, 400 and 250 lbs.	.09¼
Wooden pails, 20, 40 and 68 lbs.	.09½
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08¼
Condensed, cartons	3 doz. to case 2.70
" " 6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1 ½-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" ½ doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13½
" 40 lbs.	.12½
Homemade Style, Moist—	
Kits, 10 lbs.	.11¼
" 25 lbs.	.10¾
" 50 lbs.	.10½
Schimmel's—	
Barre's, halves and 30-lb. kits	.08
18-lb. canakins	.08½

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National—	Per lb.
18-lb. canakins	.07¾
30-lb. pails	.07¼
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09½
Tubs, 70, 35 and 18 lbs.	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08½
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05¾
" " 3-box lots	.05
Banner, sifting, 25 lbs.	.06½

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	..

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
½-gal. tins, 5 gal.	15.25
¼-gal. tins, 10 gal.	27.00
½-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.	14.20
¼-gal. tins, 10 gal.	25.00
½-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
½ " 2 tins	2.90
¼ " 4 tins	3.00
⅛ " 8 tins	3.10
1 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 ½-oz. bottles	.90
48 ½-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87½
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.57½
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 ¼-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6½-oz. jars, 2 doz.	1.35
" 4½-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92½

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 3 doz.	" .90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb.
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.12
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.12
Filberts, bales, about 220 lbs.	.12
Brazils, large, bags, about 180 lbs.	.10
Pecans, large, bags, about 160 lbs.	.11
" medium	.11
Mixed Table Nuts, 25 lbs.	.11
Peanuts, Green—	
Jumbo	.08
Fancy, hand picked	.09
Virginia, choice	.10
Peanuts, Roasted—	Per lb.
Jumbo	.12
Fancy, hand picked	.15
Virginia, choice	.12
Big Nickel	100 cartons 3.7

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	32.00
48 gals., 7200	48.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	58.00
Sweet Mixed—	
16 gals.	15.00
10 gals.	8.00
5 gals.	4.00
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
45 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
32 gals., 2400	7.00 7.00
45 gals., 3600	13.00 13.00
19 gals.	19.00
Cbow-Chow—	
16 gals.	9.00
10 gals.	6.00
5 gals.	3.00
Cuban Relish—	
16 gals.	11.00
10 gals.	7.00
5 gals.	4.00

VINEGAR.

Pure Elder, 45 grain	Per gal.
" 40 grain	..
Distilled, 45 grain	..
" 40 grain	..
Fermented, 45 grain	..
" 40 grain	..
Beech-Nut, quarts	per doz. 5.
" pints	" "
" ½-pints	" "
Cruikshank, distilled white	per gal.

SAL. SODA

SAL SODA.		
Barrels, 400 lbs	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
" Crystal Brand, 24 2½-lb. pkgs.,	per case	.80

Guaranteed full U. S. strength

Sauer's Flavoring Extracts—				
No. 2, Lemon.....				.90
No. 2, Vanilla.....				.90
No. 2, Rose.....				1.20
No. 2, assorted.....				.90
No. 3, Lemon.....				1.25
No. 3, Vanilla.....				1.50
No. 4, Vanilla.....				2.25
No. 4, Lemon.....				2.00
No. 2, assorted cases.....			per gross	10.80
Nos. 2 and 4, assorted cases.....				11.80
	Pts.	Qts.	¼-Gal.	Gal.
F. F. V. Vanilla.....	2.00	3.75	7.25	14.00
XXX.....	1.75	3.25	6.25	12.00
XX.....	1.50	2.75	5.25	10.00
X.....	1.00	2.00	4.00	8.00
Lemon.....	1.00	2.00	3.50	6.75
Ginger, Clove, Pepper- mint, Cinnamon.....	1.00	1.60	3.00	6.00
Almond, Orange, Nut- meg, Mace.....	1.85	2.25	4.00	7.50
Violet, Rose.....	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana...	1.25	2.25	4.00	7.50

Clicquot Club Co.—		Per
Ginger Ale, Sarsaparilla, Birch Beer, Blood		
Orange, Lemon Soda, Root Beer ... 2 doz.		2.10
Charles E. Hires Company—		
Hires Household Extract, for making root-		
beer at home, 1 doz.....		1.60
Hires Carbonated, pints, 2 doz.....		2.00
" Ginger Champagnale, 50 pints		8.00
Welch's Grape Juice—		Per case
Quarts, 1 doz.....		4.00
Pints, 2 doz.....		4.50
Half-pints, 3 doz.....		4.50
4-oz., 6 doz.....		4.50
Half-gals., 8 bottles.....		4.50
Schubler's Grape Juice, quarts, 1 doz.....		4.00
" " pints, 2 doz.....		4.50
" " ½ pints, 3 doz.....		4.50
5 per cent. discount on 5-case lots.		
Walker's Grape Juice—		
Quarts, 1 doz.....		4.25
Pints, 2 doz.....		4.75

Shinn & Kirk's Liquid Rennet.....	1.50
Hansen's Junket Tablets, 3 or 1½ doz.....	.80

PLUM PUDDING.

CIDER.

Old Orchard, bbls	per gal.
" ½ bbls., 28 gals.....	per ½ bbl.
" kegs, 14 gals.....	per keg

FLOOR POLISH.

Adams', counter jars, 100 5c. pkgs.....	2.75
" " boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chickets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

CLEANSERS AND POLISHING COMPOUNDS.

S. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons..	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06½
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 1½-lb. cartons, sterilized06½
Comet, natural brown, 1-lb. cartons, sterilized06½
Comet Cereal, 1-lb. cartons, sterilized ..	.06½
Sola Japan Unkoted06 1/10
S. S. & H. Craig, Inc.—	
Imperator06½

SCOURING SOAPS.

Forcester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
ew Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per nt. discount; 10 barrels or more, 7½ per cent. dis- count may be allowed.	

	Per
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 40 1-lb. bars	1 50
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....	9.50
72s.....	9.50
Bon Ami, 36 sc. cakes.....	2.50
Sta-Brute, 72 cakes.....	3.00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chips	40 16-oz.	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnuy	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
Fels-Naphtha, Fels & Co.	100 10ct.	6.75
5-case lots	100 75	4.00
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
" "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100 12 oz.	3.05
Lotus, white	100 ldry.	5.20
" "	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Olefin, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phlla., Lautz	60 60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pool Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Tollet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" " 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Conti, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapollo, 1/4 gross	9.50
Lava	3.85
Marseilles, white, 100 pkgs., Lautz	2.00
" 50 pkgs., Lautz	4.00
Miller's	2.10
Pummo, Fairbank's, 100 5c.	1.75
" 50 5c.	3.75
Pumiss, Jergens', 100 cakes	1.95
" Hasklin's, 36s	3.85
Sweetheart, 50 cakes	1.45
" 100 cakes	1.90
Witch Hazel, 3 cakes	3.80
Glycerine Tar, Fairbank's	3.60
Swift & Co.—	
Vulcanum, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.	box	3.60
Gold Dust		4.30
" 100 5c.		3.85
Oak Leaf, 24s		3.75
" 100s, 5c. size		3.75
Soapine, No. 1, 36 1s		2.50
" No. 2, 100 7-oz.		2.85
Pearline, 36 10c. pkgs.		3.75
" 100 5c. pkgs.		3.75
Red Star, Gowan's, 4s		3.75
" 100s, 5c. size		3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size	3.75
" " 100 5c. size	3.75
" " 24 family size	3.75
" " 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" " 100 16-oz. pkgs.	3.75
" " 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10	2.20
25	2.15
Fels Soap Powder can be included with dropshipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	10c. tins, 4 doz. .80
McCormick & Co., Ground—	50 lb. 6, 10, 25 lb. Per lb.
Allspice	.10 1/4
Cinnamon	.13 1/4
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 1/4
" Cochin	.14 1/4
Mace	.24
Nutmegs, ground	.17
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
" less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, Isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .04
" 48 1s	" .03 3/4
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs.	" .05 3/8
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
" Superlor B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 3/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross 4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Best, for confectionery	per cwt. 3.00

Glucose.

Best, for confectionery	per cwt. 3.00
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HONEY.

Selser's, small bottles, 2 doz.	per doz. .95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	Per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
roc. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	5.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
7, " "	3.25
6, Household	2.75
7, " "	3.00
6, Monogram	3.25
7, " "	3.60
Daisy Parlor	3.30

Washboards.

Single Zinc—	Per d.
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.70
No. 126, Ruby	2.60
Double Zinc—	Per d.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.60
No. 687, Double Leader Swing, Protector	3.50

Buckets.

Painted, 2 hoops, flat	Per d. 1.7
" 3 hoops, flat	1.8
Galvanized, 10 qt.	1.6
" 12 qt.	1.8
Indurated Fibre	2.4

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.4
" 2 lb.	per 1000 1.8

Clothes Pins.

5 gross	Per .7
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Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, September 6, 1915.

No. 10.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
Exchange.

All Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Description Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
and Asia 4.50
Extra Copies10

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Eckman, of Babbitts', Puts in Some Blows for Premiums

Says Much of Current Premium Discussion is Needless, as All a Retailer Needs to Do, if He Doesn't Believe in Premium Plans, is Not to Use Them. Contends That Consumers Want Premiums and Will Respond to Them Every Time.

Unfortunately, some of those who are opposed to premium advertising have not been willing to hear the arguments in favor of the system. In passing resolutions against premium advertising I have noticed that a great many associations have heard only one side of the proposition and have seemingly not wanted to know anything about the merits of premium advertising.

What makes me an ardent advocate of premium advertising is the very fact that interested people, either from a lack of knowledge or because of malice, assail this system of advertising as utterly unbusinesslike, unethical and wrong. To my mind there is as much reason for criticising all retail grocers because they deliver their goods instead of compelling the customer to call at the grocer store for them.

If there is any moral question involved the right is all on our side. The retail grocer will not condemn the methods of a Henry Ford, who insists upon returning to him 10 per cent. or more of the cost of his Ford car bought during the past year. This is true profit sharing in no greater sense than the premium system of the manufacturer.

In speaking of laws, it is really to be deplored that so much of the time of some retail merchants and their money should be spent in getting their States to pass unconstitutional anti-premium laws which only mean still greater expense to the States to defend the laws until upset by the courts.

Do you realize that every State in the Union but one where the question has been up and a number of Federal courts have held that anti-premium legislation is absolutely unconstitutional? A few quotations from the case of People vs. Gillson, the leading case in New York State, will show just what the courts think on this line.

The crux of the situation is found in the words of the judge to the effect that anti-premium legislation "is evidently of that kind which is

meant to protect some class in a community against the fair, free and full competition of some other class, the members of the former class thinking it impossible to hold their own against such competition, and therefore flying to the Legislature to secure some enactment which shall operate favorably to them or unfavorably to their competitors in the commercial, agricultural, manufacturing or producing fields."

A favorite argument of the anti-premium people is that the sale of commodities is not advanced one bit by the premiums. One of the principal objections to premium giving on the part of the opponents of the system has been that it does encourage a much greater use of the articles giving premiums. I find that at the last annual meeting of the Illinois Retail Grocers' Association H. B. Herb, president of the Alton Retail Merchants' Association, made the following statement: "Stamps encourage fanatical and wasteful buying, and in many cases without any regard for the economies of buying, the customer purchases merchandise for which he or she has no real use simply to procure the coupons."

Either you are wrong in your statement that premiums do not increase the buying or the great majority of the other opponents of premium advertising are wrong. I am perfectly willing to admit for the sake of argument that the giving of premiums does not increase the actual consumption of the premium goods.

A second point is to the effect that consumers do not want premiums, but users of this argument are often heard admitting that not only the cash customers but even the credit customers demanded the coupons, and that if a grocer started giving them he had to continue it because of the demand of his customers. The most cursory investigation of the actual facts shows that the consumers do absolutely

demand the premiums. The fact that over \$100,000,000 worth of goods are given out every year as premiums and that any number of large concerns redeem from 50 to 90 per cent. of their premium tokens is proof positive of this fact. I do not mean to say that there are not a great many people who are not interested in the premiums, but taking the masses of the people it is beyond question that they want to get as much as they can for their money.

The argument that the underlying principle on which premium advertising is based is fear may be true to a certain extent, but is no

argument against the system. To a very considerable extent the of competition is what compels many a grocer to start a free delivery system and to give better service in many other respects. In fact, it seems to me that practically every one of the arguments that have advanced can be applied to every improvement in service, particularly to all forms of advertising.

You state that it is economically impossible for retailers to exist and do business with the 3 per cent. added to the cost for dispensing trading stamps. Then my answer to that would be for the retailer

Written for the "Modern Merchant and Grocery World."

Personality Helps the Small Store to Fight the Large One

Successful New Jersey Grocer, Commenting on This Paper's Recent Answer to a Retailer Who Asked How He Could Meet Chain Stores, Says He Makes Everybody Who Comes in a Personal Acquaintance and Friend.

[The following from a well-known and successful New Jersey grocer, is apropos of an answer made by this paper in a recent issue to a Pennsylvania subscriber who asked how he should meet chain store competition. The substance of the answer was that the individual grocer's main weapon of defense against the chain store was personal service.—Ed.]

I could not pass your good, sound answer and advice to Mr. W. R. Mason, of St. Clair, Pa., without complimenting you for the splendid editorial you wrote. Nothing else can keep Mr. Mason's trade or my trade or any other merchant's trade except personality and meeting competitors' prices. The store with a great big heart can succeed against the lion or elephant without a heart—the little merchant that is blessed with a good sweet wife to help him, sons or daughters, sisters or brothers, good relations, if he is a merchant himself. He should know his business from a to z, and then the extra help that he needs he can easily supervise himself. Then he does not need to be afraid of the Bell stores or any other chain stores. I defy them all. They can't buy goods much cheaper than I can or any other live merchant that pays and discounts his bills, and if they buy something cheaper, the overhead expenses, as you stated, are extremely high—higher than mine or yours. And some of the chain stores have the rottenest help that I ever saw. Why? Ask some of

the chain-store managers how they are getting a week. Their answer would be as much as we probably paying our helpers, when you say they have not a heart I don't think that they even a liver.

I have a host of friends that patronize my store, in fact every one that enters my store is a friend and I make them feel so. I make them feel at home whether they are big or small buyers. They have good cheer and good will whether they ask for a 2-cent stamp or a postal card, and they know it to be a fact. If they don't know it, it would take me very little time to let them know it.

Just let your "Stroller" stop at my store for a stamp and if he has not received with a smile and good cheer he need not pay for the stamp but don't let him try and come back with a \$13 suit on. I will turn him out (not quite).

You have my best wishes, I am, Editor. Keep up your good work.

SOLOMON MAN
Plainfield, N. J.

dispense the trading stamps. mainly the premium interests never tried to have a law ed compelling all retailers to trading stamps. If trading ps are not a good thing for business, I am sure you are a enough business man not to them.

aking all of the arguments aded there is but one which to mind possibly shows that pre-n advertising is detrimental to retailer. You state that the age retailer cannot afford a 3 cent. tax upon his business. assumes that all retailers must rading stamps. I cannot for a ent conceive why they should hem if they are not a benefit to business, but do on the con- constitute a tax on the busi-

The grocer who needs a law eep him from buying useless rtising surely requires laws elling him to buy only salable handise, to take in only genu-money, etc. It looks as though ave found that the stamps are od thing for some grocers and want to deprive them by law legitimate trade stimulating ce.

it in all of the arguing against iums the consumer's point of is not taken into account. We v from bitter experience in our ress that upon trying to give e premiums our customers red our action, and to a consider- extent at that time went over her concerns who continued to back a part of their advertising opriation to the consumers in form of premiums. The con- er does want the premiums, a consumer is entitled to the iums if the manufacturer es to give them to her.

S. W. ECKMAN,
Sales Manager B. T. Babbitt Co.
New York, N. Y.,

August 28, 1915.

ELTON J. BUCKLEY
for "Modern Merchant and Grocery World"
Orney and Counselor at Law
43-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
 { Keystone, Race 746

ACKERMANN'S
COFFEE IMPROVER

for the last 66 years as Ackermann's Coffee
e. Improves the finest or the poorest coffee.
quickly and it stays sold because it always sat-
Good profits to you.

ACKERMANN COMPANY
21 Washington Street NEW YORK

DAY

and

NIGHT



¶ The largest bakery in the world—the Loose-Wiles Biscuit Co's New York Plant—is working to supply the ever increasing demand for SUNSHINE specialties,

The Quality Biscuits of America

Day and night, persistent national advertising is telling, in every home in the land, the story of SUNSHINE biscuits.

¶ This white-tiled, perfectly equipped factory, with its two thousand windows for light and air, is the *tenth* in the great national chain of bakeries now operated by the Loose-Wiles Biscuit Company. *Quality*, alone, has built these enormous plants. In them, every variety of biscuit known is made—from soda crackers to biscuit bonbons—while many new and popular kinds, never before produced, have originated here. To the enterprise and originality of the Loose-Wiles Biscuit Company is largely due the present enormous consumption of package biscuit which has revolutionized the use and sale of bakery products in the United States.

*We extend to every Pennsylvania merchant an invitation
to visit any and all of our SUNSHINE Bakeries.*

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

N. Y.



SAY TO CUSTOMERS

"Try SUNSHINE biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Pennsylvania Dairy and Food Commissioner Gives State Fairly Clean Bill of Health.

In Annual Report Says Almost Every Line is Reasonably Pure Except Vinegar and a Few Other Things.

From the preliminary report of the Pennsylvania Dairy and Food Commissioner, for the past year, copy of which has just been received, we take the following summary of samples taken in certain lines and results obtained therefrom:—

OLEOMARGARINE.

The condition existing since the passing of the amendment of 1913, more definitely fixing the color limit for this commodity, continues to be excellent. The special agents have continued diligently to observe the color of the various brands of oleomargarine on sale in the Commonwealth, and have found only a small number concerning which there was sufficient question to justify the purchase of samples for examination. The number of condemnations was 24; nine for selling without a license; one for selling without the proper stamp upon the package or wrapper, and 14 only because of their being colored in the imitation of yellow butter. There has never been a time since the first enactment of oleomargarine legislation, back in the '80s, when oleomargarine was so universally sold for what it is,

has been so cheap relative to butter, and its sale so great. In fact, the public use of this material is rapidly on the increase.

BUTTER.

It is particularly gratifying that of more than 100 samples examined as to composition, not one was found to depart sufficiently from the normal composition to warrant being condemned as adulterated. The examinations made for the enforcement of the laws against adulteration does not, of course, involve any examinations as to the grade of excellence of the samples purchased.

RENOVATED BUTTER.

There is only a very small volume of this commodity now on sale on the Pennsylvania markets, and the only prosecution under the Renovated Butter Act was for selling without having first obtained the required license.

SAUSAGE.

Out of the 117 samples purchased for examination, only eight were condemned; three because of decomposition which rendered them unfit for use as food; one because of the addition of sulphur dioxide; one because of the addition of excessive amounts of water, although no starchy binder was employed. The conditions as to adulteration of this class of foods continue to be excellent, as compared with the state of affairs existing prior to the passage of the Sausage Law.

LARD.

Of lard, only a small number of samples were examined during the year, these having been selected because of some suspicion as to their nature. Of these, four were found

to contain some cottonseed oil product, and one was declared to be an imitation.

EGGS.

One hundred and sixty-three samples were examined to ascertain their fitness for human consumption. In six cases, of eggs found in bakeries where they had been or were about to be used for making cake, the eggs were found decomposed and unfit for human food. These examinations were additional to those above reported in the paragraph dealing with the enforcement of the Cold Storage Act.

VINEGAR.

The product sold as cider vinegar still continues to show a large proportion of adulteration. The principal adulteration continues to be the addition of water to cider vinegar, and use of some sugar containing material other than apple solids. The instances of adulteration found include several in which syrup vinegar was made from substances other than syrup or molasses. The acetic acid used in these adulterated articles was obtained chiefly from distilled vinegar. As elsewhere stated, 66 convictions were obtained during the year for offenses relating to this commodity.

FRUIT SYRUPS.

Fruit syrups exhibited, in nearly all instances of adulteration of this product, coal-tar dye, giving it a deceptive color; in one case only was the use of artificial flavoring instead of the natural flavor reported.

OLIVE OIL.

Table oils sold as olive oil still continue to show occasional instances of cottonseed oil addition.

Convictions were obtained in six cases of this kind.

FLAVORING EXTRACTS.

Flavoring extracts, for the most part, exhibited a good degree of conformity of composition of the product to the declaration of the label. In six cases only were convictions obtained, chiefly for misbranding, and in one instance because of the presence of coal-tar dye.

CANDIES.

The work of the year included examinations of a large number of candies. In very few cases resinous glaze, once so commonly used, appeared; in eight cases convictions were obtained for the addition of starchy matter where sugar should have been expected. In all, there were 35 convictions for adulteration of this kind of commodity.

FLOUR.

A very large number of flours have been examined. Of bleached flours, in 24 cases convictions were for the addition of nitrous acid.

TIN SALTS.

The very large use of tin-coated containers for the packing and preserving of moist foods has raised a number of questions requiring the very careful consideration of health officers. While tin is much less soluble than other metals when left in contact with substances, such as common foods, it is, nevertheless, not entirely insoluble. In most cases, however, the amounts dissolved are small, and facts thus far established concerning the influence of very small amounts of tin upon human health have not been sufficient to warrant condemnation, which would have worked the prac-

57

HEINZ

57

This month we are telling your customers a good deal about the excellence of

HEINZ Tomato Ketchup

Watch the bill-boards, newspapers, street cars and the Saturday Evening Post for our advertising, and take advantage of the extra business that will come to you on this variety. A good window or counter display of Heinz Tomato Ketchup will do it.

H. J. HEINZ COMPANY

57 Varieties

PURE FOOD PRODUCTS

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

927 Arch Street

PHILADELPHIA

57

HEINZ

57

banishment of all tin contain-
from use for the foods. Such
wholesale change would have
greatly increased the difficulty of
serving foods, and also very
greatly increased the container cost
which the consumer is obliged to
pay as part of the price for the
goods he buys. Because of these
facts, condemnations of foods as
adulterated because of the presence
of tin salts has been limited to
those cases only in which very
large amounts, relatively speaking,
of these salts were found present.
No convictions were obtained dur-
ing the past year because of such
adulteration; one in the case of
mon and kippered herring and
in the case of canned tomatoes.

COFFEE.

During many years past the ex-
amination of package coffees has
shown a very good condition of
freedom of those materials from
foreign additions. The sale of the
whole coffee bean instead of the
ground material has, of course,
made adulteration more difficult.
Examination was made of the cof-
fee sold at lunch counters, restau-
rants, etc., the examination in these
cases being made upon the coffee
portion of drink, rather than upon
the raw material from which it was
made. There were 30 cases of
adulteration established by these ex-
aminations.

GROCERIES.

As a whole, it may be said that
the state of groceries continues
to show an excellent freedom from
adulteration and serious misbrand-

Donald-Richard Co." Part of
a Nest of Schemers.

Man Owns It Who Owns the
Brenard Concern and Several Other
Schemes. Change Their Names
Often and All Use the Note Scheme.

In order to get a closer line on
Donald-Richard Co., of Iowa
City, Iowa, about which several
scribers have inquired, the
Modern Merchant and Grocery
World" caused an investigation to
be made of the concern in its home
city, Iowa City. The Donald-
Richard Co. sells assortments of
merchandise to retailers, on a "guar-
antee" scheme, insisting that they
return promissory notes which it
promptly passes to third persons
who collect. The report obtained
by the investigator employed by
this paper is as follows:—

The Donald-Richard Co. is owned
by M. F. Price, who also owns the
Britan Mfg. Co., the Lyon-Taylor
Co., the Royal Co., the Franklin-
ice Co. and the Brenard Mfg.

All of these firms are running ex-
actly the same kind of a business
as you have heretofore described
in your paper. They change their
names often.

They send salesmen out, who art-
fully secure from the retailers notes
in advance. These notes are trans-
ferred to a bank or to bank direc-
tors, who turn them over to an at-
torney for collection as an innocent
holder, and the retailer is compelled
to pay the bill.



Speak to customers about

WILBUR'S COCOA

You'll find Wilbur's Cocoa so well known and well liked that customers
are practically waiting to buy it, and all you need to do is remind them of it.
Wilbur's Cocoa has been extensively advertised for many years, and once tried
its superior flavor has always given satisfaction.

Our booklet "Cook's Tours Through Wilburland" shows consumers 60
ways to use Wilbur's Cocoa—as a food as well as a drink. Wilbur's Cocoa can
be made into delicious cakes without the use of butter, which is only one of our
recipes; it makes the most delicious Iced Cocoa, and our recipe for that is the only
successful way of making it.

To make a long story short—once you start a customer buying Wilbur's
Cocoa it means steady repeat sales at a good profit to you and satisfaction to her.
That is the kind of articles you want to sell, because they build up permanent trade.

It will pay you to keep Wilbur's Cocoa displayed on your counters and in
your windows at all times. Don't forget to talk about the Iced Cocoa at this season.

H. O. WILBUR & SONS, Inc.

Philadelphia



WHAT TO TELL CUSTOMERS

"We always recommend WILBUR'S COCOA because of its
delicious flavor, purity and food value. Try it iced according to the
recipe in this booklet and you'll say it is THE summer drink."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

There died in New York a short time ago a man but slightly past

Mixing Drink and Business.

forty who was a successful wholesaler in a staple line. The complaint that killed him was cirrhosis of the liver, caused by excessive drinking. For years he had been a steady, immoderate drinker of alcoholic liquor, claiming that he had to be in order to hold his business. Much of his trade was with hotel people, whom he said kept him up till all hours of the night and made him drink. If this is true, he cold-bloodedly sacrificed himself upon the altar of his business.

A business that one must get drunk in, in order to succeed, is a pretty good business to let alone. Undoubtedly it is the custom in certain businesses to close deals or discuss terms over a drink of whiskey or a glass of beer. It used to be the custom in almost all businesses, but to-day it is so only in a very few. The hotelkeeper or the saloonkeeper with whom you do business expects you to patronize his bar, and if a man is not sufficiently strong as a salesman to refuse and get away with it, there is offense and loss of trade.

Salesmen are combining, and jobbers are combining, in an effort to uplift business—why don't they

combine in an ironclad resolution—"I will not drink with customers, nor will I allow my men to drink with them." This would be one combination at least that nobody could call monopoly or restraint of trade. And what a good thing it would be! Alcohol has no more place in business than paris green or arsenic. It has already been greatly eliminated—it should be altogether eliminated.

I have never seen anything more typical of the average collection

Typical.

agency's way of doing business than the following, which is an extract from a letter written by a victim:—

Collection agencies? Well, they had better not solicit my business. I told the last fellow I would not throw water on him if he was on fire. The first one I gave claims to collected them, or some of the best, and though it was nearly five years ago, I have failed to get a single cent. The next collected some claims and sent me the percentage, a very small portion. The next collected one claim of \$42.50 and I got \$12.50, the balance being used up as charges; the next one—well—I am still working for him; i. e., I collect the claims and he puts in a bill to me for about three-quarters of each one, saying that is their method of settling claims under the agreement.

Condensed into this one man's experience are practically all of a

collection agency's shortcomings—failure to turn over money collected, excessive charges for what services are performed, and unfair conditions concealed between the lines of the contract. My advice is never to patronize a collection agency under any circumstances.

Somebody who writes under the name of "A Commercial Traveler,"

contributes the following fable to an esteemed contemporary:—

It Never Happened.

While in a grocery store on one of the main streets of a Canadian city, a well dressed customer came in to purchase some tea. At the time I was trying to sell the retailer a bill of goods, and of course generously gave way to the customer.

"Have you any real good green tea?" she asked, and awaited the grocer's reply.

This woman was a new customer in the store. She was very finely dressed and I guessed that she had recently moved into the neighborhood. She gave every indication of being a splendid customer to any retailer who would secure her entire trade. She was a woman whom one would expect to ask for the very best of anything in any particular line. That was why she wanted real good green tea, regardless of the price.

"Yes," replied the dealer, "I have a very nice green tea," and he picked up the scoop with somewhat of a flourish, drove it down into a box containing tea and spread it out on a paper on the counter for the customer to see.

"Is this really very fine tea?" she asked. "I cannot tell anything about it by looking at it, but when I taste it I shall know."

"Madam," he replied, "I am sure you cannot get a better green tea in the city—you will certainly find it good."

"What is the price of it?" was the next question.

"Thirty cents a pound;" and then there flashed in her face a doubt as to the quality of the tea. "And are you sure it is really good tea?" she persisted.

The dealer again assured her that it was.

Standing where I was I got a very good look at the tea and as I was somewhat of a judge of the national beverage myself, I could plainly see that it was of a very inferior character. Of course, it was not my duty to say anything and I was compelled to remain a silent onlooker to the conversation. Eventually the customer agreed to try a quarter of a pound.

The sequel to this little story is that that customer never again entered the door of that grocer. I was in a position to know this.

A fable is a picturesque allegorical falsehood, and that is why I call the above a fable. I would be willing to wager almost anything that it never happened. I don't believe that *anybody* who has sense enough to get into the grocery business would be so idiotically lacking the fundamentals of salesmanship as to offer an obviously wealthy customer, asking for something really good, a 30-cent tea!

This was probably written by somebody whose only capital is imagination.

Retail Price-fixing and the American Fair Trade League

Every reader hereof will remember the recent New York decision in which the court said that the Cream of Wheat Co. need not sell goods to the Great Atlantic and Pacific Tea Co. if it did not want to. The Tea Company cut Cream of Wheat in its Economy stores and the manufacturer cut it off itself and asked its customers not to sell it. The Tea Company sued the Cream of Wheat Co., claiming that its act was a monopoly and a trade restraint. The court took about two minutes to say that the Cream of Wheat Co. did no more than it had a right to do—it could not be interfered with in the choice of its customers.

The American Fair Trade League is composed of manufacturers of proprietary articles who wish to compel the retailer to sell their goods at prices which they fix. They have introduced in Congress the Stevens bill, which would give them the right to bring this about.

The secretary of the American Fair Trade League is Mr. Edmund A. Whittier, who of course sees all price questions from the manufacturer's viewpoint. Mr. Whittier issued a statement about the Cream of Wheat case, claiming that it made new law, and meant a new tack on the part of the courts. I had the unutterable assurance to question this, claiming that it made

no new law at all, but merely declared what had always been the fixed and fundamental law, viz., that a private trader who had not violated the monopoly laws in any way, could choose his own customers absolutely.

Mr. Whittier has now sent a three-page typewritten statement all over the United States, claiming quite heatedly that I was wrong about this. Perhaps I was. I have been wrong before, and will doubtless be wrong again. But since the question is strictly a legal one, it will require more than the opinion of Mr. Whittier, who is not a lawyer, to convince me of it in this case.

To show me under absolutely no circumstances, forever, Mr. Whittier reproduces his statement extracts from a dozen newspapers, all of whom speak if the Cream of Wheat decision settled the price-cutting problem. When have newspapers been created a Supreme Court to decide legal questions? The opinion of a newspaper on a legal question is worth just as much as Mr. Whittier's opinion, which is worth nothing. I wonder at his cheek in discussing it at all. Even if his opinion was fair and unbiased it would be worthless, but it cannot be unbiased, for he is the paid servant of men who see the question all the way.

By the way, Mr. Whittier, if the
am of Wheat decision makes
law which helps price-fixing,
don't you jump in and use it
inst some of the New York cut-
? They seem to be going ahead
the same since the "new law"
announced.

E. J. B.

Pennsylvania Organization Notes.

The Clearfield Chamber of Commerce
have what is called a "Friendship
ing Automobile Trip" on September
and 10th. The route arranged will
in practically the entire county,
100 business men will participate.

The Milton Association expects to
re its charter in a few days. New
members are being admitted at each
ing.

The New Castle Grocers' Association
arranged to send all of its mem-
ber to the Meadville convention by
mobile, paying the cost of the same
its treasury.

The Manheim Association has de-
cided on a "Sociability Automobile
" on Tuesday, September 21st. The
ose will be to visit a number of
s of Lancaster and adjoining coun-
and get in close touch with the
ess interests by forming closer
ons. A run of about 100 miles
be made.

A resolution was passed at the last
ing requesting the pastors of all
hurches to preach special sermons
unday, October 3d on "Community
erment." This day has been des-
ed as "Community Betterment
all over the United States and
ocal association desires to keep in
with and encourage the national
ment.

The Erie Commercial Club held a
es' caucus at the Court House on
st 30th to consider applications for
office.

Smedley spoke at the banquet
e Cresson business men on August
The banquet was held at the
Anderson and practically every
ess man in the town was present.
e keynote of the meeting was a
er and better Cresson.

Every Housewife
likes a change, suggest
MAPLEINE
for delicious flavor, where
flavor is needed. Makes
fine syrup.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

In Pennsylvania Alone

over 30,000 matches are used every minute; they're the biggest small thing you sell. But there's one that's bigger than all the rest—bigger in service to your customers and in satisfaction to you; the *one* match that's safest for you to handle, safest for you to sell, safest for people to use. It is the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The only match ever awarded a Grand Prize and Medal for practical demonstrated safety; the only match that is advertised extensively to Pennsylvania homes.

¶ The way to get home trade and *keep it at home* is to give your customers

THE VERY BEST

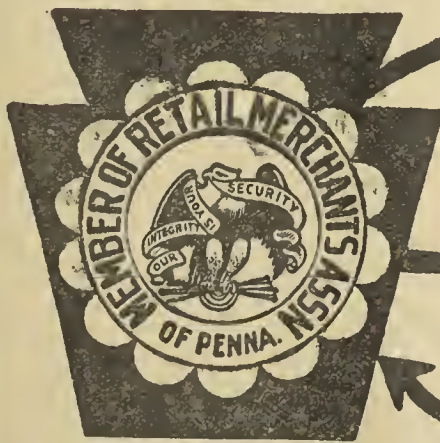
value for their money. The best match in the world, in every respect, is the Safe Home Match, because

The sticks are long and strong, the heads don't fly off, they never light till you want them to, they burn evenly, are NON-POISONOUS and every one a REAL match; light it anywhere. Packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY . . NEW YORK



SAY TO CUSTOMERS

"SAFE HOME MATCHES are the cheapest to buy because every one is a *real* match.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Good Idea.

Dayton, Ohio, Aug. 26, 1915.
To the Editor.

Dear Sir:—Just a few words about your journal:—

1.—It is the best of its kind published and I guess I take all of them.

2.—The editor's talks are above the average.

3.—Market reports I find helpful because of details.

4.—One suggestion I would like to offer—for one year. Give us as good advice on store management as you have given in "Selling Talks With Clerks." I believe these should come from retail stores, not large department stores, and not from your large Philadelphia stores, but from the men doing \$35,000 to \$55,000 per year, and from stores at random. Take this for what it is worth. I know it would be a great help to me.

Respectfully,
E. H. McCLELLAN.

This advice is worth a great deal. We shall consider it very carefully.

Second-Hand Refrigerator Wanted.

Hummelstown, Pa.,
August 26, 1915.

To the Editor.

Dear Sir:—I am looking for a second-hand refrigerator. Something like 5 feet by 7 or a few feet larger would be all right. Please let me know soon and the price.

Yours truly,
J. R. SHENK.

Get in touch with the Howe Scale Co., 508 Market street, Philadelphia, or the Brecht Co., 174 Pearl street, New York.

These People Want Help.

Newark, N. J., Aug. 30, 1915.
To the Editor.

Dear Sir:—I wonder if you could not give the Essex County Retail Grocers' and Butchers' Association a write-up in your "Modern Merchant and Grocery World." I am a director in the association. We had a good meeting on the evening of the 24th. We had Mr. Howe, from Kansas City, at our meeting. We are up against it. We have about seventy-five chain stores in our city and we grocers are trying to fight

them. How can we do it? You may give us some good pointers in regard to this. We have our meetings every other Tuesday evenings. Give us a good write-up in your next edition. What we want is a good membership, and that is what we can't get. How can we get them? We want them to come to the meetings—how can we get them? It is a hard matter for a few members to fight the battle. We have about 150 members and only 25 turn out at the meetings.

Yours truly,
H. W. STEINHART.

A thousand pages would not cover all that could be said on the various trade problems that Mr. Steinhart mentions. If he has 150 members, a quarter a week from each one would hire a first-class resident secretary. That is probably what they need—an association manager. A man whose sole business is to think about the association and the interests of its members; to devise and work various schemes to keep thing alive and to get new members and get them out to the meetings. From the very first day that such a man took hold, things should begin to warm up. Consider this carefully, gentlemen.

Says He Has Saved Money Through the American Grocers' Society.

Mahanoy City, Pa.,
August 31, 1915.

To the Editor.

Dear Sir:—Having seen your challenge in the issue of August 9th, I am writing my experience since being a member of the American Grocers Society. I have been a member since last November, 1914, and in that time have saved \$8 to \$10 on every \$100 worth of goods I bought through the American Grocers Society. My first order sent the American Grocers Society did not amount to \$50, and I saved over \$6 by it. I have gotten my original investment back several times over since being a member. Also, handling the American Grocers Society coffee I have increased my coffee business 50 per cent., while my profits have

been larger than on other brands I sold before buying from the American Grocers Society. You infer that the American Grocers Society uses the members' investments to buy goods, which enables them to make the great savings. Now in answer to your statement if the members' original capital was being used this way, members could not order merchandise on time against the face of their stock, as they now do, for the American Grocers Society wouldn't have any money to left to buy merchandise with.

Your aim is to help the retail grocer, then why do you try to harm our own retail organization that is saving the grocer many dollars?

You invited American Grocers Society members to write you about the American Grocers' Society, and so I have accepted your invitation and ask that you give my letter a space in your columns.

Yours very truly,
JOHN M. ADAMS.

Stock Turn-Over.

Dayton, Ohio, Aug. 30, 1915.
To the Editor.

Dear Sir:—Will you please answer the following questions through your paper:—

1.—How would you advise to figure turn over of stock and why?

Do you say merchandise alone or all moneys invested is merchandise fixtures and delivery outfits? Example: If my stock is \$1,800 and a fixtures and delivery outfits \$1,700 making a total of \$3,500, and I do \$3,600 per month, do I turn my stock once per month or two times?

2.—How much business do you say each clerk ought to do per year on a \$15 per week salary to make the owner money? I say \$9,000 am I too high?

Thanking you in advance.

Yours truly,
E. H. McCLELLAN.

When the turn over of stock referred to, it invariably means the stock of merchandise, not the staple investment like fixtures. Obviously a merchant turns nothing over but his stock of merchandise. If you carry a stock of \$1,800 and \$3,600 monthly, you are turning your stock almost twice each month making allowance for the difference in buying and selling prices.

2.—A merchant should not figure on a clerk doing a certain amount of business, but on his earning certain profit over and above the expense of keeping him. Obviously a clerk might do \$50,000 yearly without a cent of profit, where

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ther might do \$5,000 and make own salary and as much again. ere is no rule as to how much fit a clerk should make in addi- to his salary—it depends on the ness. He should be profitable he business, which means that should earn his own salary, and proportion of the overhead ges which his sales bears to the l sales, and a fair profit beside.

Metal Containers Wanted.

West Haven, Conn.,
August 29, 1915.

the Editor.

Dear Sir:—Can you inform me re I can procure metal contain- for a liquid to be marketed in e? Said container to hold 10 ces and 1 quart.

Yours truly,

J. A. HOFACKER,

American Can Co., Allen and her streets, Philadelphia, or usey Can Co., 1609 North Fifth et, Philadelphia.

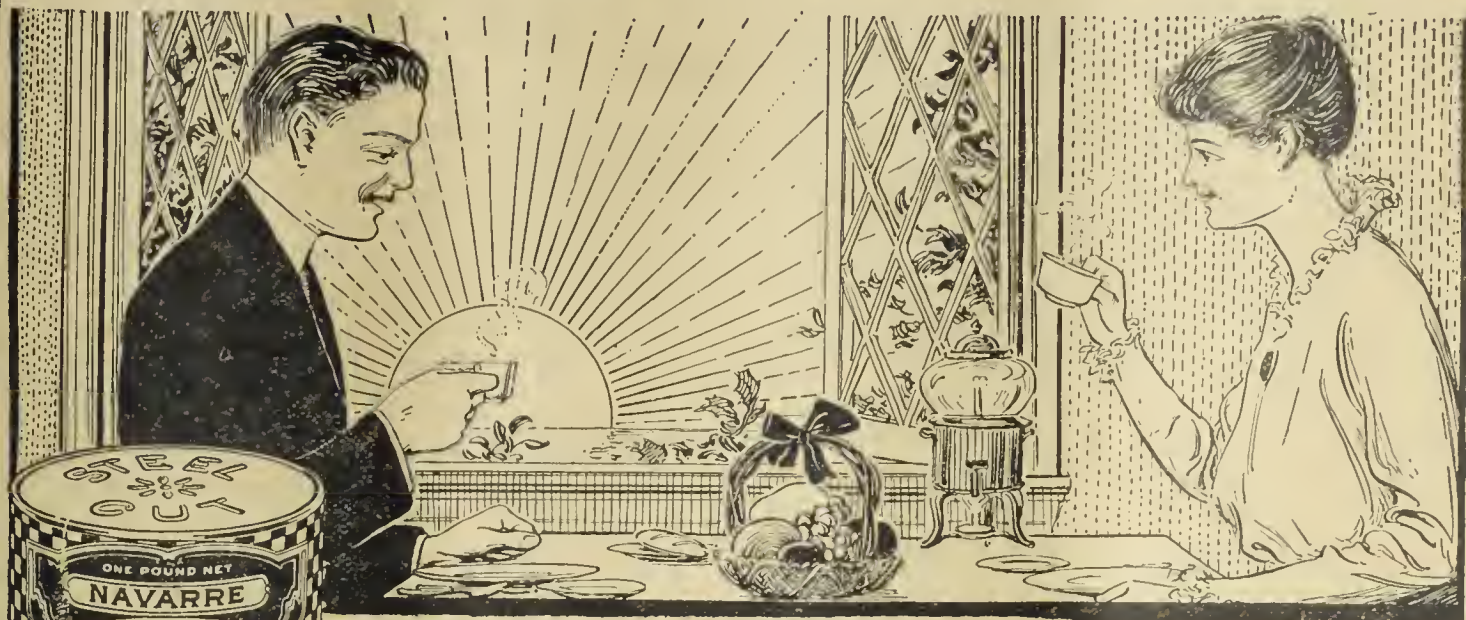
AMONG THE TRADE.

about fifty of the friends of H. Flint, late Philadelphia sales ager for the Shredded Wheat gave him a farewell dinner at Bellevue-Stratford last Monday ing, just before he left for gara Falls to assume the duties general sales manager. Many rs and telegrams of regret were e, and everybody at the table e. Mr. Flint responded feel- y and as a climax George Now- toastmaster, presented him, on lf of those present, with a fine watch. The dinner was a fine r and the editor of this paper tly regretted being kept away it by a serious accident to a eber of his family.

. B. Richmond, an old and well yn canned goods broker, died Wednesday last at the Presby- n Home for Aged Couples and le Men at Bala, aged 77 years. e indigestion caused his end, he has been ailing for a long r. Nearly blind and the victim paralytic stroke, his condition pitable until friends secured smission to the Bala home six hs ago.

r. C. A. Wilsey has resigned as sales agent for the Ohio ch Sales Co. The office will eforth be conducted from New

Right in the Cup



That's where coffee "repeats"

If it "hits the spot," they come back for more.
If it doesn't taste right, you lose.

Golden Sun STEEL-CUT Coffee

"The Crown of Coffee Goodness"

has that rare sense of completeness—a wonderfully fragrant aroma, so delicious and satisfying that it brings you trade and holds it tighter with every can you sell. And you don't have to purchase from five or six different houses. With some one of the

FIVE DISTINCT BLENDS

of "Golden Sun," each different in character and price, you can satisfy **every** customer no matter how particular his taste may be. Golden Sun Blends are recognized by coffee experts to be **without equal** anywhere in the country at the prices. This means

MORE PROFIT TO YOU

than that offered by any other high-grade line.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest house of coffee experts in the world



SAY TO CUSTOMERS

"An early morning cup of delicious, fragrant 'GOLDEN SUN' will make your whole day brighter."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

In considering the matter of the extension of credit, you must not overlook the proper relations of your accounts receivable to the total volume of your sales. To illustrate the point I wish to make, I am going to quote the actual figures of a Minnesota merchant situated in a fairly prosperous farming district:

Gross sales, \$35,000; cash sales, \$14,500; produce, \$8,500; a total of \$23,000; leaving credit sales \$12,000.

On December 31, 1913, this man had on his books in open accounts rather more than \$5,000 for goods sold. In addition he had notes amounting to \$5,244, part of which covered real estate sold on time; in other words, this merchant was selling about two-thirds of his goods for cash and its equivalent, and yet he had on his books represented by open accounts and notes somewhere around \$7,500 for merchandise sold and not paid for. He stated that he charged his customers 8 per cent. on all accounts that were six months old or more, and then if the customer was good he did not care so much when he paid. I believe this merchant is on fairly safe ground, providing he does not allow his accounts to get too old; but he is not very far from danger.

I am going to give you another instance the actual figures of a real merchant, doing a good volume for the year which showed him a satisfactory profit, his figures at the end of the year indicating that he had a profit of nearly \$6,000 on his year's trade; and he figured in every legitimate expense against that business. This man said, using his own figures, goods that cost him \$26,950. His cash sales were \$22,500, leaving a difference of \$4,450. In order to discount his bills it was necessary for this man to collect approximately \$4,000, which must be

collected from his customers who had charge accounts. In addition to that he will need to collect enough to pay the running expenses of his store if he wishes to avoid borrowing from some one. The point I am trying to make is, that there is a distinct relationship between your cash sales, your credit sales and the total amount of your business. The man who wishes to be able to discount his bills has got to keep this relationship in mind constantly. He must see to it that his cash sales are large enough and that he collects in enough money to pay his bills and running expenses; in other words, there will come a time in the business of most every one when it will be a mighty good thing to chop right down on the credit sales.—By H. K. Zuppinger, who spoke on "Retail Credits."

In figuring fixed charges of a business, one item is salary for ourselves. I am not going to ask what your idea of a salary would be; but any man who can do a business of \$30,000 a year is certainly worth \$100 a month. So we will put salary \$1,200 per year. I could not get any man to run my business and work as hard as I do for \$100 a month. There is a difference which comes from realizing it is my own, an energy that I could not hire for \$100 a month; so you ought to get for yourself and take out in cash at the end of every month at least \$100; and if the business does not pay it to you in cash, you had better get out of it and get with some fellow that can pay you in cash. You should pay yourself, when you are working for yourself, just the same as you would have to pay some one you hired to do it.

Next comes the item of first clerk. I have got to be careful

what I pay that clerk. If I pay him too much, he will save up money and in a few years go across the street and start a business of his own, and let me have the dead beats. If I pay him too little my competitor will take him away, if he is any good; and if he is not any good, I ought to fire him. I have got to pay him a salary that is right, not too big, nor too little. We will compromise the matter at \$60 per month or \$720 per year. That head clerk cannot figure much on the cost of living or he either would not get married or would ask for a raise in salary. Perhaps you can get this clerk to thinking that when this farmer retires he is the man who is going to take his place. With that idea in his head you may get him to figure that \$60 a month would be worth more than \$75 a month without that idea.

Now comes the second clerk. (He knows more about the business than the boss or first clerk put together.) He is paid \$40 a month for that knowledge or \$480 per year. You have got to make this second clerk think that in the near future he is going to be the head clerk, but you must keep the head clerk from getting that idea in his head. You encourage him in every way you can without a raise of salary.—By C. M. Johnson, who spoke on "Where My Profits Have Gone."

Did you ever stop to figure how much your lighting bill would be for lighting a store 25 x 50 feet, for instance? We will say it can be operated at a cost in the neighborhood of \$1 a day. Now if you can get your store well lighted for a cost of \$1 a day, is not that a good investment? If you could sell more goods by employing an extra clerk, you would have to pay him at least \$1 a day, and your clerks can sell more and work faster under proper light conditions. So the money spent with the lighting company is well spent. I would not advocate what is frequently done. When a customer comes in begin to turn on the lights. That does not make a good impression, to keep a customer waiting while you turn on the lights. There is one store I know of, unless I go in at noon or on a bright day I am kept waiting fifteen or twenty seconds while a clerk turns on the lights. The owner of that store is a friend of

mine and I go in to buy, but I would much rather put in that extra time buying than to stand around while a clerk fools around with the switches. You should either have sufficient lights on all the time or else have the switches so labeled and placed that the clerks can immediately turn on the lights.

Now regarding the color of the light. I want to show you some of the most recent investigations in light of a satisfactory color. We will put on a bluish globe to give what is called the new daylight. It looks blue, but daylight has much more blue light in it than the ordinary artificial light. If you are operating a dry goods store where people come in and want to match colors, it will pay you to have daylight fixtures. If you are operating some other kind of store it is not so important. In a clothing store you might use ordinary globes. Lots of stores use ordinary globes.

I want to caution you on the arrangement of lights. Lots of stores have the lights arranged in a row down the center. It is the cheapest as to wiring, but it is not the cheapest as to lighting a store. The lecturer demonstrated with a model store room how side lights will sometimes help out. Put your lights in two rows and throw the light over each counter.—By Arthur H. Ford, who spoke on "Store Lighting."

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, with tools, nails or screws.

Then by placing the rack on top of each other, you can have an attractive space-saving display. Ask for literature prices.

I. F. D. COMPANY, La Crosse, Wis.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

SUN-MAID RAISIN

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, 113 Hudson New York Fresno, Cal.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Goods That Are Being Advertised to Your Customers

Modern Merchant and Grocery World "Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

September.

Good Housekeeping.

Baker's Sweet Chocolate, one page.
Lowney's Cocoa, one page.
Royal Baking Powder, one page.
Armour's Simon Pure Leaf Lard, one page.
Wesson Oil, one page.
Crisco, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Underwood Deviled Ham, one page.
Crystal Domino Sugar, one page.
Kellogg's Toasted Corn Flakes, one page.
Skinner's Spaghetti, one page.
Fels Naptha Soap, one page.
Carnation Milk, one page.
Liquid Veneer, half page.
Pompeian Olive Oil, one inch.
Franklin Entire Wheat Flour, one inch.
Nesnah Dessert, two inches.
White House Coffee, quarter page.
Colburn's Spices, half page.
Kellogg's Bran, quarter page.
Three-in-One Oil, quarter page.
Cox's Gelatine, half page.
Scot Tissue Towels, one page.
Sani Flush, one page.
Wear Ever Aluminum, one page.
Royal Purple Grape Juice, one page.
Beech-Nut Peanut Butter, one page.
Worcester Salt, one page.
Old Dutch Cleanser, one page.
Bon Ami, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Whitman's Sampler, half page.
White House Coffees and Teas, half page.
Ivory Soap, one page.
Mellin's Food, one page.
Royal Baking Powder, quarter page.
Baker's Chocolate, quarter page.
Grape Nuts, quarter page.

McCall's Magazine.

Cream of Wheat, one page.
Puffed Wheat and Rice, two-thirds page.
Corn Puffs, third page.
Postum, third page.
Packer's Tar Soap, third page.
Fels Naptha Soap, third page.
Van Camp's Pork and Beans, third page.
Eagle Brand Condensed Milk, third page.
Old Dutch Cleanser, third page.
Wear Ever Aluminum, third page.
Quaker Oats, two-thirds page.
Crisco, half page.

Arbuckle's Coffee, two-thirds page.
Minute Gelatine, two inches.
Pompeian Olive Oil, one inch.
Sani Flush, sixth page.
Three-in-One Oil, five inches.
Gold Dust, six inches.
Mapleine, two inches.
Pettijohn's Bran, five inches.
Bon Ami, one page.

The Woman's Magazine.

Bon Ami, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Corn Puffs, quarter page.
Three-in-One Oil, six inches.
Postum, quarter page.
Van Camp's Pork and Beans, half page.
Quaker Oats, half page.
Swift's Silver Leaf Lard, quarter page.
Lea & Perrin's Sauce, four inches.

McClure's.

Packer's Tar Soap, one page.
Ivory Soap, one page.
Campbell's Soups, half page.
Bon Ami, one page.
Postum Cereal, quarter page.
Whitman's Chocolates, half page.
Fairy Soap, one page.
Butter Kist Pop Corn.
Cream of Wheat, one page.
Shredded Wheat, one page.

The American Magazine.

Cream of Wheat, one page.
Velvet Joe, third page.
Whitman's Sampler, third page.
Anola Wafers, third page.
Lucky Strike Tobacco, half page.
Ivory Soap, one page.

St. Nicholas.

Fairy Soap, one page.
Baker's Sweet Chocolates, one page.
Kellogg's Toasted Corn Flakes, one page.
Royal Purple Grape Juice, one page.
Puffed Wheat and Rice, one page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.
Grape Nuts, one page.

Pictorial Review.

Cream of Wheat, one page.
Bon Ami, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Eagle Brand Condensed Milk, quarter page.
Shredded Wheat, quarter page.
Wool Soap, quarter page.
Postum, quarter page.
Fairy Soap, quarter page.
Van Camp's Pork and Beans, half page.



There's No Guess Work

All SUN-KIST Dried Fruits are packed to schedule—there's no guess work like there was in olden times.

Then, peaches were peaches and prunes were prunes, as folks were not so particular. Today, they recognize and appreciate the difference between ordinary dried fruits and the SUN-KIST Kind.

SUN-KIST Dried Fruits and Raisins are not only packed in the districts of California where the *best quality* and *finest fruits* are grown but are a *selection of the best* produced in these localities.

Furthermore—they are packed by people who know what good fruits are and how to pack them—No wonder, they have been 50 years *learning how*.

Connect with SUN-KIST if you wish to give your customers the kind that will *bring them back*.

Wholesale Distributors In Every Territory—Ask Them

PLACE YOUR FALL ORDER NOW
SUN-KIST Canned Fruits
Canned Vegetables
Dried Fruits and Raisins
Make Your Store a SUN-KIST Store



Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Crisco, quarter page.
Corn Puffs, quarter page.
Quaker Oats, half page.
Coca Cola, half page.
Wear Ever Aluminum, eighth page.
Puffed Wheat and Rice, half page.
Sani Flush, five inches.
Pettijohn's Bran, five inches.
Diamond Dyes, one page.

Woman's Home Companion.

Ivory Soap, one page.
Postum, quarter page.
Old Dutch Cleanser, quarter page.
Crisco, quarter page.
Campbell's Soups, half page.
Eagle Brand Condensed Milk, quarter page.
Fairy Soap, quarter page.
Van Camp's Pork and Beans, quarter page.
Corn Puffs, quarter page.
Pettijohn's Breakfast Food, six inches.
Junket, one inch.
Minute Gelatine, six inches.
Pompeian Olive Oil, one inch.
Beech-Nut Peanut Butter, quarter page.
Lea & Perrin's Sauce, four inches.
Sani Flush, six inches.
Scot Tissue Towels, quarter page.
Three-in-One Oil, six inches.
Puffed Wheat and Rice, half page.

Designer.

Bon Ami, one page.
White Naptha Soap, quarter page.
Postum, quarter page.
Corn Puffs, quarter page.
Crisco, quarter page.
Puffed Wheat and Rice, half page.
Three-in-One Oil, six inches.
Quaker Oats, half page.
Lea & Perrin's Sauce, four inches.
Swift's Silver Leaf Lard, quarter page.
Diamond Dyes, one page.

Delineator.

Bon Ami, one page.
Ivory Soap, one page.
Procter & Gamble's White Naptha Soap, quarter page.
Corn Puffs, quarter page.
Postum, quarter page.
Crisco, quarter page.
Pettijohn's Bran, five inches.
Puffed Wheat and Rice, half page.
Van Camp's Pork and Beans, quarter page.
Quaker Oats, half page.
Three-in-One Oil, five inches.
Silver Leaf Lard, quarter page.
Lea & Perrin's Sauce, four inches.
Diamond Dyes, one page.

The Youth's Companion.

Puffed Wheat and Rice, half page.
Baker's Cocoa, four inches.
Van Camp's Pork and Beans, quarter page.
Campbell's Soups, half page.
Minute Tapioca, eight inches.
Crisco, quarter page.
Anola Wafers, quarter page.
Puffed Wheat and Rice, half page.

The Outlook.

Mellin's Food.
Ivory Soap, one page.
Three-in-One Oil, quarter page.
Pettijohn's Bran, quarter page.
Tuxedo Tobacco, one page.
Nabisco Wafers, one page.
Grape Nuts, one page.
Quaker Oats, one page.
Bon Ami, one page.

Collier's Weekly.

Cream of Wheat, one page.
Van Camp's Pork and Beans, quarter page.
Butter Kist Pop Corn, eight inches.
Quaker Oats, half page.
Puffed Wheat and Rice, half page.
Nabisco, quarter page.
Campbell's Soup, half page.

Clicquot Club Ginger Ale, quarter page.
Campbell's Soups, half page.
Sun Kist Oranges, one page.

Ladies' Home Journal.

Bon Ami, one page.
Ivory Soap, one page.
Van Camp's Pork and Beans, quarter page.
Wool Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.

Crisco, quarter page.
Goblin Soap, quarter page.
Corn Puffs, quarter page.
Campbell's Soups, half page.
Quaker Oats, half page.
Packer's Tar Soap, sixth page.
Scot Tissue Towels, quarter page.
Sani Flush, six inches.
Three-in-One Oil, six inches.
Parrot Polish, eighth page.
Kellogg's Bran, four inches.
Colburn's Spices, two inches.

(Continued on page 21.)

The New York Letter

Sugar Refiners Don't Want Sugar Added to Free List. Cream of Wheat Case Appealed. Southern Cotton Oil Coupon Case Will be Heard September 13th. Corn Products Co. Sues "Globe" for Libelling Karo. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, September 3, 1915.

It is stated that an attempt will be made on the part of leading sugar refiners to induce Congress to suspend that provision of the recent tariff act placing sugar on the free list beginning May 1, 1916. It is claimed that if this is done the problem of raising additional revenue will be solved. The tariff on sugar has ranged from \$55,000,000 to \$60,000,000 per year under present tariff acts, and under the recent tariff act it has ranged from \$30,000,000 to \$32,000,000. This item of revenue will be lost entirely if the law goes into effect at May.

The Great Atlantic and Pacific Tea Co. has appealed from a recent decision against it in the Cream of Wheat case and the matter will now be decided by the United States Circuit Court of Appeals.

The hearing in the injunction suit brought by the United Profit Share Corporation against the Southern Cotton Oil Co. to prevent the company from selling Wesson or kerosene oil without packing coupons was scheduled to be heard in the United States Court in Trenton, N. J., on August 31st. The hearing has been postponed until September 13th.

The sensational articles on pure and impure food which have been published in the "New York Globe and Commercial Advertiser" for several months, having been written by Alfred W. McCann, have resulted in a lawsuit against the publishers of the paper by the Corn

Products Refining Co. They sue for \$250,000 damages. The Corn Products concern, which is the principal manufacturer of glucose in the United States, claim that McCann deliberately and maliciously misquoted a scientific paper prepared by Doctors Meltzer and Kleiner, of the Rockefeller Institute for Medical Research, and read before the National Academy of Sciences at its recent meeting.

McCann, in his article, said that this paper stated that manufactured glucose is "often fatal" and that it appears in syrups, cheap candy and other products. McCann used this statement to prove that Karo Corn Syrup is injurious to health. The Corn Products Co. say that the McCann articles have been used mostly to get advertising for the "Globe."

The American Specialty Manufacturers' Association announces that its next annual meeting will be held November 17th, 18th and 19th at Hotel Statler, Detroit, Mich.

SUMMARIZED MARKET CONDITIONS.

Tea quiet; unchanged. Low grades neglected.—Coffee weak and declined. Demand small.—Sugar somewhat easier. Granulated 5.50 to 5.60.—Future prunes steady to firm. Very light demand. Spot prunes and all other dried fruits except raisins dull. Raisins in fair demand and firm.—Salmon unchanged. Opening prices on Alaska will be announced September 13th. Spot salmon strong.—Wheat uncertain but fairly steady on favorable crop information.—Flour unchanged and in better demand.



"THE BUSINESS BUILDER"

is the title of a clear, concise analysis of the *Sperry* system, its operation and appeal to your Customers.

It points out the powerful features of our service and why it is the best, easiest and cheapest way to draw new trade and hold it. It gives unquestionable proof of the results we are producing for our subscribers every day. Write for a copy.

We will also send you the August-September number of "The Sperry Magazine"

**The Sperry & Hutchinson Co.
The Hamilton Corporation**

GEO. B. CALDWELL, President

2 West 45th St. New York City

These Manufacturers Will Graciously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Bakerizing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnsey Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter casels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes mammoth cartons, twelve-package containers for window and shelf trims, small signs for inside display, recipe booklets for distribution and lantern slides with dealer's name for picture show advertising. Will also mail samples to selected list of customers.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own

letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Cannery Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats,

California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds

and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large Jummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 22.)

The Grocery Markets

Tea.

The tea market shows no change the week, all good grades being steady to firm. Demand fair. The poorer grades are neglected and buyers are willing to make concessions on them, but the trade do not seem interested.

Coffee.

The coffee market continues very satisfactory from the holder's standpoint. Another decline has occurred during the week and Santos are now below 9 cents and Arabicas are below 7 cents green and white in a large way. Even at these very low prices the market is barely steady. It is reasonably certain that unless Brazil adopts some sort of a valorization plan to take care of its surplus or the European embargo against coffee is removed, allowing some of the surplus to be shipped there, the market for both Santos and Arabicas will go lower than now. The consumptive demand is small. Mild coffees are unchanged for the week. Washed Arabicas, Bogotas and Maracaibos all steady. Mocha is a shade off now rules at 24 cents in a large way, green. Java firm and quiet.

Sugar.

The sugar market is unchanged on the same basis as a week ago except that all refiners advanced prices 15 points. This brings cubes 40 points above bulk fine granulated, instead of 25 points as formerly. The price of granulated sugar has risen from 5.50 to 5.60, according to the refiner. Demand comparatively light. Raws are unchanged the week.

Syrup and Molasses.

Glucose declined 10 points during the week on account of the weakness of corn, due to the fine growth weather. Compound syrup is off in sympathy, but the demand is very light. Sugar syrup is very high on account of foreign demand, domestic demand being as small. Molasses unchanged and quiet.

Fish.

Norway mackerel are worth from 10 cents to \$1 a barrel more this week than they were last, due to continued scarcity of spot stock.

Advices from Norway say that the catch of fall mackerel to date is only something over 700 barrels as against something over 10,000 last year. There is almost no North Sea fishing at all. Prices are out on cod, hake and haddock, on about the same basis as a year ago. Salmon unchanged and quiet. It would appear as if spot Alaska salmon was ruling a good deal lower than it ought to rule if the current pack is as small as it is said to be. Domestic sardines quiet and unchanged and not very firm. Imported sardines firm and unchanged in price.

Canned Goods.

Tomatoes have taken a sharp advance during the week on account of the bad weather and the comparative failure of the pack up to this time. The market for Maryland 3s in a large way f. o. b. rules from 72½ to 75 cents, which is an advance of 5 to 7½ cents within one week. The weather has been very unfavorable so far and most of the packers have nothing to offer. If conditions improve and the pack is large from now on, the market may recede again, but at present it is very firm. Corn unchanged and quiet. Peas still heavy and dull. Apples unchanged and quiet. California canned goods are still in buyer's favor, both spot and future, on account of oversupply. Demand light. Small Eastern canned goods unchanged and quiet.

Dried Fruits.

Prunes have shown somewhat of an advance during the week, probably an ⅛ to a ¼ cent, due to reports of good foreign purchases. The domestic demand is quiet at the moment. There have also been heavy sales of raisins to go to England and the raisin outlook is steady to firm, as the crop of seedless is said to have been all sold. Other dried fruits are dull and unchanged.

Beans and Peas.

Pea beans are about 10 cents per barrel higher than a week ago, and the quotation in a large way is now \$3.20. Marrows, on account of scarcity, have also advanced, and most holders decline to sell under \$4.75, although there have been

Success, the Result of Effort

Do not get a name for being indifferent to the welfare of your trade. People are not going to run to the store of the dealer who makes no effort to repay them for their coming. People nowadays are quick to sense such an attitude. They shun the dealer who makes no effort to please them.

"Why don't you try Jones' grocery? You can depend on everything he sells"—is the kind of conversation that spells ruin for one dealer and success for another. It bespeaks lack of effort on the first—presence of great effort on the other.

Sell dependable goods—play fair and your business will grow—your reputation is made. Sell National Biscuit Company products and you are building upon a solid foundation, for N. B. C. goods are known as absolutely dependable. People have confidence in them and buy them by the millions of packages.

NATIONAL BISCUIT COMPANY

some sales made at about \$4.65. California limas unchanged from a week ago, as are green and Scotch peas.

Butter.

There is an active butter market with prices about a half cent higher. The quality of the butter arriving is very good, as is also the con-

sumptive demand. Some little butter is going abroad, and if there is any change in price, it probably will be an advance of a half cent to one cent.

Eggs.

The receipts of eggs have fallen off, and with a very good consump-

Will You Trade a Stamp for a Better Profit?

Very well, the deal is on. Mail us any sample of Tea and Coffee, let us match it and quote you by mail. Almost certainly your stamp will bring back a better price than you've been paying—if you've been buying through salesman, and there is your extra profit all ready for you.

When we cut out such a large expense as salesmen's salaries it stands to reason we can sell cheaper than the other fellow.

We specialize in good Coffees.

DURYEE & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES
533 Greenwich St. NEW YORK ESTABLISHED 1897

tive demand the market has advanced 2 cents per dozen during the week. At ruling prices the situation is healthy without radical change in sight.

Cheese.

The cheese market is firm at an advance of a half cent, due to increased consumptive and speculative demand. The make is normal for the season and a continued good market with a possible slight advance is expected.

Provisions.

All smoked meats are dull at a decline of a quarter cent. Pure and compound lard are steady and unchanged with a moderate consumptive demand. Barreled pork, canned meats and dried beef are unchanged and moderately active.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Continued unfavorable weather conditions for the tomato crop, both East and West, are becoming serious. The month has been extraordinarily cool, more like September temperature, and there have been a number of heavy rainstorms, accompanied several times by large hailstones. The Weather Bureau predicts more of the same sort of weather for next week, and, at this writing, the temperature stands at 60 degrees, when it ought to be around 90 degrees. Though it is a relief to suffering humanity, it is anything but beneficial to the crops of tomatoes and corn. The growers report that the blossoms on the tomato vines have been destroyed to a very large extent by the heavy storms and cannot "come back." Without blossoms there can be no late fruit. The jobbers have heard the old cry of "wolf" so often that they expect it each season, but this time it may prove to be a reality. The season is young yet, however.

The tomato prophets are predicting a half crop and a dollar market this year. It would be a blessing, perhaps,

if it turns out to be a half crop, but it is a long, very long, road to a dollar market. However, there is a basis for a firmer market. The jobbers allowed their stocks to run down to the minimum since the war abroad upset the equilibrium of all the merchandise markets, and they are now ready to replace them with the new goods. An upward movement in the tomato market would be beneficial to all concerned, and a tonic for the whole canned goods business.

It was a tomato market last week to the neglect of the other articles, none of which were active except in a small way. The fancy grade of corn, especially the shoepeg variety, is more than likely to be scarce here next fall and winter as a result of the damage done by the almost continuous storms this summer. The pack of fancy shoepeg was pretty well sold up to the limit of the canning season. Whatever little activity there was in the other vegetables was chiefly in string beans, sweet potatoes and spinach.

In canned fruits the market was a little bit more active this week, but there is no snap to the buying. Straight carload lots for any one article, excepting peaches, were not much in evidence, the same character of buying in small lots prevailing, as heretofore. The canners are packing some very fine quality, select fruit, all yellow peaches, which will find appreciative buyers later on, and the pie peaches and seconds table peaches, also, are better quality this season. New crop pears will be canned early in September. All of the other fruits are ready for shipment when wanted.

Cove oysters were dull, and the prices remain unchanged this week.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Evaporated Apples, Etc.

There is a little more life to the evaporated apple market locally, now that we are approaching the drying season.

The domestic markets have bought fair quantities of new goods, paying on a basis of 7½ cents per pound for prime and 8 cents per pound for choice, packed in 50-pound boxes. The movement of old goods out of cold storage has been light. The stock is quotable at from 7 to 9 cents per pound, according to quality.

The raspberry market is steady, and a slight improvement in the demand is

noticed. Local stocks are light and are in strong hands. The market is quotable at from 22 to 22½ cents per pound, f. o. b., in barrels.

C. C. HALL.

Rochester, N. Y.

Imported Fish Specialties.

In regard to Holland herrings, we have no reports whatever this week, and no shipments arriving, because prices are still much too high to allow the import of these herrings, and furthermore, the quality is not good enough to allow shipping during the hot weather. Our Norwegian agents report that several cargoes of Iceland herrings have arrived there, showing exceptionally fine quality, and the herrings were bought up promptly at enormous prices, principally for the German market. Of course, as long as Germany is in the market for whatever fish products may be offered to her, and as long as goods can be shipped without any trouble to Germany from the Scandinavian countries, we shall see high prices here for all fish products. If the Allies, as it is reported to-day in the newspapers, should institute a submarine blockade of the Baltic and thus prevent shipments to Germany from Scandinavian countries, we may see a return of normal prices again for the Scandinavian fish products. In the meanwhile, we shall have to reckon with high prices.

We have no reports from the Norwegian mackerel fishing ground as yet; at least no reliable reports. All kinds of stockfish seem to be scarcer than they have ever been before, and prices are simply enormous. There is sure to be a shortage of supply of all grades of stockfish and very high prices this season.

The sardine fishing in Norway continues in a satisfactory way, and were it not for the eager demand from German buyers, we would have plenty of sardines here at reasonable prices. As it is, we have to bid against foreign buyers, and if we want the goods we have to pay the price or leave them. Of course, the advance in price will not make itself felt here as long as there are stocks here which have been bought at lower figures. It always has been the custom of the American importer not to take advantage of any advance in price until the old stocks which have been bought at low prices have been exhausted, and it is working the same in this case. But as soon as old stocks are cleared, there will be a

decided advance in prices of all smoke sardines.

Our agents in Portugal cable that small fish are beginning to make the appearance, and they expect to be able to pack some sardines suitable for the United States. The only trouble is that they will have to ask quite a bit more for their goods than they did in other seasons. Of course, we shall be obliged to pay whatever they ask, because Portuguese sardines are very scarce in this market, and while the demand is not very brisk, there is a good hand-to-mouth business being done right along on those Portuguese sardines. At any rate, no cheap price for Portuguese sardines. This is a fact.

STROHMEYER & ARPE Co.

New York.

Spices.

The market is fairly active. It is confined, however, to actual current trade needs. Should any unusual demand occur, stocks will be found short. Spot values are really less than goods quoted to arrive.

Pepper.—The market is generally unchanged. There are no special features to report this week.

Cloves.—While in fair demand, remain unchanged.

Nutmegs.—In very active request, steady prices for all sizes and grades.

Cassias.—In steady demand. Saigon and Batavia rather scarce and firm. China grades more active. Prices, however, are unchanged.

Gingers.—In fair demand, at generally unchanged prices.

Green Ginger Root.—In unusual demand at present. Prices continue firm with upward tendency.

Tapiocas.—Rather quiet, but firm prices are prevailing for pearls.

Paprikas.—Very steady and in better demand, with few changes in values.

Seeds, Herbs, Etc.—This line is much more active than other spices. Celery is in very good demand. Cummin seed is also selling well. Coriander is practically a crop failure. It is very scarce here and prices have advanced 25 to 30 per cent., with higher prices probable. Sage is scarce, especially for the Austrian. Thyme, savory, marjoram rather firmer.

McCORMICK & Co.

Baltimore, Md.

Salmon.

This is the season of the year when futures merge into spots. Carry-over



Our Latest Film

Representing high-grade sweets, the best yarns, magic killers, perfection in beans, and to clap the climax, a sanitary jar top that is self-sealing.—Approved by Board of Censors



SYRUPS—Our prices on Syrups are below the general market and we will have to advance the full line fully one to two cents per gallon; can protect a few more orders if received promptly. Nothing nicer than our **Challenge Table**, some prefer **Royal Table**, others **Very Best**, **Gilt Edge**, **Ex. Amber**, **King B**, **Starlight**, **Crescent**, **White Clover**, etc. A very fine flavored Sugar Syrup, **Mighty Fine**, at 24c. Also a full line of selected New Orleans Molasses in bbls. or ½-bbls. Buy your sweets of us.

FODDER YARN—A corn crop of three billion bushels means the use of a lot of Fodder Yarn. We offer the best sisal yarn, medium size, in coils of 50 and 100 lbs., price per lb. 6c.

MAGIC FLY KILLER—One of the most effective fly poisons on the mar-

ket; Seibert's Magic Fly Plates is attractive and saleable. Flies and insects are attracted to it by the sweet, poisoned wicks; 2 doz. in box, price per doz., 80c.

WHITE WAX BEANS—We offer the new pack cut Wax Stringless Beans, cans full and the quality the best, Wild Rose brand, per doz., 95c.; also the same brand green cut Refugee Beans at 90c. per doz.

JAR TOPS—Now the preserving season is here, the thrifty housekeeper will look up her stock of jars and will most likely want extra jar tops. We recommend the new Sanitary **White Crown Cap**, self-sealing, fits any Mason jar, ½-gross box, per gross, \$2.50; the old style zinc P. L. caps, per gross, \$2.10. All grades jar rubbers.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

ists of a small amount of pinks and pound tall sockeyes. indications point to the smallest pack of good red Puget Sound sockeyes we ever had. The pack amounts to practically nothing on the Canadian and 35,000 to 40,000 cases will probably cover the entire Puget Sound to date, and these mostly four halves. Market is expected to \$1.35 for halves, \$1.95 for talls \$2.15 for flats.

Shipments of Alaska reds are arriving. A few thousand cases have sold for export at about \$1.45. Reports indicate half million cases before previous year. Spot red Alaska probably bring \$1.60 shortly after opening.

Look for slightly increased pack of one-pound tall red Kings over last market ruling from \$1.20 to \$1.25. Columbia River Chinooks.—Pack is all.

We have received about 20,000 cases of new pack of one-pound tall pinks opening prices. About the time you receive this circular we will know whether Puget Sound pink is a success. If it is, prices will be 75 cents higher. If a successful pack is made, we look for the market to be better. The run in Southeastern Alaska generally is very good. Despite strong export demand, market today is 75 cents for carried-over stock. In chums we expect a good pack, as canneries will have some cans remaining to fill. Prices to a certain extent will be governed by the price of

In a general way, this is a season for high prices on sockeyes, reds, Chinooks and Kings, and under any conditions we would have had a pack of pinks, but the shortness of the run up to date is ascribed to extent to washouts on the Fraser River, which destroyed a large amount of pink salmon, preventing them from coming, fish that would have matured some in this year.

Everybody that is a bear on salmon has gone broke. We look for sharp advances after the opening. The great price of trade in favor of America is one of the many factors entering the calculations.

PHILIP J. BRADY.

Seattle, Wash.

What Two Dollars Will Buy.

A black walnut front alarm Cash register, whose lock has thirty-two combinations, which can instantly be changed. Seems as though everybody has use for a cash drawer would buy one of these at once. These are cheaply priced by the Howe Scale Co., 8 Market street, Philadelphia, who have the patent.—Advt.

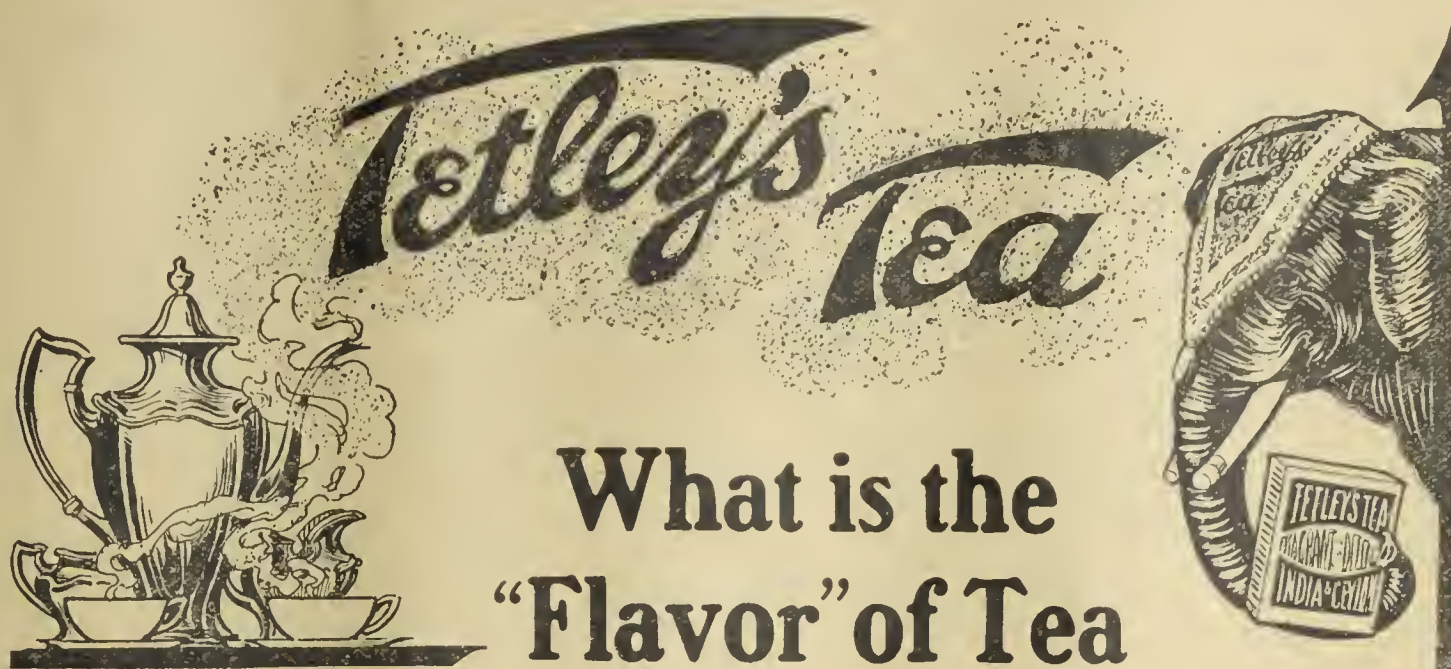
ADS THAT ARE BEING ADVERTISED TO YOUR CUSTOMERS

(Continued from page 17.)

Tetley's, five inches.
Simon Pure Leaf Lard, half page.
Sairy Soap, quarter page.
Downs Down Cake Flour, three pages.
Formel's Hams and Bacon, three pages.
Ruffed Wheat and Rice, half page.
Procter & Gamble's White Naphtha Soap, quarter page.
Ever Ever Aluminum, eighth page.
Sun Maid Raisins, one page.
Kellogg's Toasted Corn Flakes, one page.

Saturday Evening Post.

Ivory Soap, one page.
 Quaker Oats, half page.
 Duke's Mixture Tobacco, half page.



Tetley's Tea

What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is TETLEY'S. Recommend TETLEY'S and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York



TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Partners



ONE of the heaviest advertising campaigns in the world has put "Wrigleys" into the mouths of millions of citizens of the United States—it has joined every retail merchant in the United States to our organization as a partner—it has proven him to be an important half of the partnership. We have endeavored to make this partnership—what every partnership must be to succeed—pleasant and profitable to both sides. We believe we have succeeded.

We have joined the **PENNSYLVANIA PLAN** because it is a movement on the part of the retail merchant who is already our partner; because we appreciate the important factor which his good will and co-operation have been in our success—because we consider it a privilege to reciprocate and be a partner in his organization.

Our ability and resources are at the service of Pennsylvania merchants and are constantly directed toward securing bigger business and greater profits for us both.

Display **Wrigley's**, and connect your cash receipts with our advertising.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is the gum with the flavor that lasts. The biggest nickel's worth you can buy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Beech-Nut Peanut Butter, quarter page.
Pettijohn's Bran, six inches.
Prince Albert Tobacco, one page.
Clicquot Club Ginger Ale, quarter page.
Sun Maid Raisins, one page.
Gold Medal Flour, one page.
Heinz Catsup, one page.
Crisco, one page.
Campbell's Soups, half page.
Kellogg's Toasted Corn Flakes, one page.
Old Dutch Cleanser, one page.
Puffed Wheat and Rice, half page.
Van Camp's Pork and Beans, half page.
Duke's Mixture Tobacco, half page.
Beech-Nut Peanut Butter, quarter page.
Clicquot Club Ginger Ale, quarter page.
Bull Durham Tobacco, one page.
Prince Albert Tobacco, one page.
Campbell's Soups, half page.
Pompeian Olive Oil, one inch.
Velvet Tobacco, quarter page.
Carnation Milk, one page.
Hires Root Beer, quarter page.
Johnston's Chocolates, eighth page.
Underwood Deviled Ham, quarter page.
Sunkist Oranges, one page.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 18.)

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and booklets when their specialty men are located so that they can reach the dealers' towns. Franklin Cane Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending show state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveteen display cards and transparent signs for window or door.

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show card chandelier cards; also window trims—six pieces, on paper, in color. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trim envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 6 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, boards, sampling lists.

Buffalo Specialty Co., 375 Ellington street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Licorice Veneer.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



What's Your Shelf Room Worth?

This photograph isn't big enough to show you the real advantage this store has gained by using **Baines' Brackets**. You can see the neat, compact effect, but you can't see the saving in shelf room, which is the main point.

This store, whose picture appears above, actually and literally has one-fourth more goods on its shelves than it had before. Why? Because **Baines' Brackets** support the shelves without uprights. The shelves are clear for goods from end to end.

The **Brackets** are much cheaper than 25 per cent. of your shelf room.

PIQUA BRACKET COMPANY
PIQUA, OHIO

Do You Sell All the Rice You Could?



SOME people will always buy something new—it rests with the article whether they keep on buying it.

If you will show **Imperator** rice, which is different from the rice your customers may be used to, in that it is not coated with glucose and talc, a lot of them will buy it just because it is new to them. When they taste the difference between **Imperator** and ordinary rice they will keep on buying it.

It's a way to better rice sales.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA



When a Fellow Feels His Business Ain't What He Needs.

Every once in a while I find a customer way down in the mouth over something, maybe only a fly speck trifle, and when that happens I'm apt to have a hard luck story handed to me, if I have time to listen to it before my train goes.

One day last week I ran into a fellow who was plumb convinced that his business was on the bum and never would amount to anything, that it was never going to stop raining, that everything was about to bust, and what the hen was the use anyway.

"Oh things are rotten!" he groaned when I asked him how was everything. "I'm getting more and more disgusted with this business."

"Oh pooh!" I said, "I wish you had some business I know of—you'd think you were in Heaven in this store."

"Know anybody who will take this place off my hands?" he said, as gloomy as get out. "I'll give it to anybody who'll pay the debts against it."

"Mean it?" I said.

"Sure I mean it! I'm sick and tired of this narrow treadmill every day!"

"All right, as you meant it, the store's mine," I said with a bright and happy smile. "I'll take my coat right off and give myself an order. Sorry I can't ask you to stay any longer, but I'm going to be mighty busy and I don't like loafers around my store anyway."

Gee whiz, how easy you can call the bluff of these glooms that see nothing but black in the sky and are going to do this and do that with their property. I've had 'em make cracks like that at me before, and my hand always went out to catch what fell, but nothing's fell yet.

"What you want to do," I said, "is to walk up and drink a glass of your own hard cider. Or maybe you go somewhere else when you want good cider. Your liver is

lying down on its job; that's all that ails you."

"Nothing of the sort," he said, "I'm feeling all right, but I've been thinking the thing over and I can't see any future in this business at all. I'll always make a living at it; I'll probably make a good living, but there isn't any chance to do big things. It's all small and trifling—you can't pull off great big stunts. To a man who longs for big things it's a constant irritation."

"Why don't you buy a share in some more gold mines?" I said. That was a sore subject with him, and I hadn't ought to have brought it up, but it seemed to fit. In trying to get rid of the trifles and go into something big, he dropped \$300 about eighteen months ago.

He didn't come back, so I came out from behind the counter and took up the conversation.

"Old man," I said, "I've always admired you—your beautiful shape and your cute feet, and I'm going to do something for you that I wouldn't do for another living soul. I have a scheme that I did hope to hand down to my children, so's they wouldn't have to worry over money any more. I've been saving it up until they showed they were fit to manage a big thing, but I never could turn away from a suffering friend, and I'm going to hand it over to you. All I ask is that when you've made your millions out of it, you'll once in a while buy my little Willie a straw hat."

Of course he didn't take it in right away, and I didn't blame him at all for reaching to kick me. I'm the most misunderstood man on top of the earth.

"I'll tell you what it is," I said, "it's a scheme to reclaim second-hand chewing gum. I've thought it all out and there ain't a hole in it anywhere. You sell chewing gum—did you ever think, fellow citizens of this grand republic and gents of

the Twenty-fifth Ward, what becomes of it all? It is chewed—how long, until it's all gone? *Never*—it is chewed until the taste has went, and then what? It is thrown away!"

You see, I had gone over the thing so often in my own mind that I couldn't help letting out the speed valve when it came to telling him about it. That ain't my usual way of talking, believe me.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Get Back of the Butter Sales.—Ordinary talk won't do. Ordinary talk won't do much of anything. When you are asked to introduce an article, don't imagine that the work simply means speaking about that article, then feeling that a duty is done. Duty isn't done till the thing is sold to-day, to-morrow or next week.

We listened to a street faker the other night selling raincoats, and the writer remarked what a splendid thing it would be had our clerks half that man's force, half his descriptive powers, half his earnestness. The thing you talk about must come from heart and brain—must be felt all over, must be believed in absolutely. Conviction convinces.

Getting back of the butter sales is to back up your talk with a demonstration. It consists of a plate, a small plain cracker, and on it a piece of butter. It's a most effective follow-up plan. If you will try this one week the result will be surprising and the more success you have with it the more enthusiastic you become. Suppose you sell only five new customers a day through your demonstration. That's 30 a week—30 people using butter on their tables from your store that formerly bought it elsewhere; and mind you, this is only one item.

"It is thrown away," I went on "and for why? Because it ain't of any more use? Sure not, for it of the same use that it was at first. All it needs is to have more flavor put back into it! D'y'e see the thing dawning on you, old man? Why I saw as plain as could be your liver turn over and begin to pump while I was talking!"

"What I'd do," I said, "is to offer coupons or something for all the used chewing gum I could get. The big thing about the scheme is that you can use it over and over again—it don't use up. All you got to do is to pump a little more flavor into it every time."

I waited a minute for him to throw his arms around my neck and kiss me, but he put that off for the present, and I went on.

"Another sweet thing about it that you'll never know who had the gum before," I said. "It might have been Lydia Pinkham or William Taft for all you know. It was

What we all need to do, gentlemen to get away from this eternal sameness in doing things.

Standing back of a counter with a gracious smile and a polite manner taking orders and wrapping up goods is right and proper, but it isn't salesmanship necessarily.

If a woman orders a sack of nationally advertised flour, with every grain cutting the life out of it, isn't it good business to talk "our own," and is it a good idea to pick up the sack cover and show her a loaf of bread made from this flour, and by the way, token, offer her a piece spread with butter of yours?

Every time you change a customer from using a profitless flour to one that represents a living margin, you most assuredly increase your efficiency. You feel better for it. You feel that though you were breaking loose from the machine man to the business man, and this breaking loose game is what every merchant appreciates in his employees, unless he happens to be a member of the very old school. And the few of them left, good, honest salesmen that they were.

Let me know how you made out with the butter idea, anyway.

be kind of mysterious that
d'ye see? And money! I
lated the profits one night in
sleep, and when the scheme
out the stocks of the chewing
companies went down like I
know what!"

he might as well have been
for all the interest he was
g, so I put on the high gear
ne last spurt and let him have

ll over this broad land," I
"there's hundreds of thou-
of little wads of chewed
ng gum, every drop of it
to waste. Every time I'm
on Sunday I step on a bushel
on my own porch! I'm a-
to coin this into—"

t then I had to leave. I ain't
to tell you what made me—
t use that sort of talk myself
something he said to me
me feel that was no place for
fect gent. You won't believe
t that man never so much as
ed me!

's in a bad way. Any fellow
siness is in a bad way when
ts the hunch that his business
big enough for him and ain't
looking after, and he wants
hing bigger. He'll come a
er, believe me. The thing to
hen you feel that way is to
a man's size dose of salts.
ng like a good dose of salts to
you see that if you'll stick at
re's plenty of chance to branch
your own store.

THE STROLLER.

Standards for Canned Peas.

Advisory Board and Standards
ittee of the canned pea section
National Canners' Association at
ting in Chicago last week agreed
the following standards for
peas:—

varieties are stated on labels
e shall be two designations—
oth variety and wrinkled va-
r. The sizes to be stated on
ls shall be one, two, three,
and five sieve, all longer than
sieve to be designated as six

ere shall be three grades of
ed peas, namely:—
uncy peas to be young, tender,
ulent, fresh green peas, uni-
in size and color in reasonably
liquor.

andard peas to be wholesome,
table peas, packed from green
s, fairly uniform in stock and
r, of mellow consistency and
onably clear liquor and not nec-
rily free from sediment.

ff grade peas to be peas packed
a mature stock, or lacking in
r qualifications, requisite for
ard grade.

hen peas are not sifted they
to be designated as "ungraded
size."



ADVERTISED

The reputation of **Borden's Milks**, and the word of mouth recommendation from housewife to housewife, is backed up by our advertising in newspapers, magazines, billboards and street cars. **Borden's Eagle Brand Condensed Milk** is the *safest and best food for infants*. We keep advertising this fact so that every baby born that is compelled for any reason to be fed artificially, the mother will find in **Eagle Brand Condensed Milk** an ideal and satisfying substitute for her breast milk. **Borden's Peerless Brand Evaporated Milk** is the leading brand for cooking purposes, and its quality and purity, together with our advertising, is steadily winning for it more and more satisfied customers.

It Will Pay You to Keep Borden's Brands Prominently Displayed

The sale of **Borden's Brands** is lively at all times, making a steady stream of profit flowing into your cash register. You should take advantage of their prestige and established popularity to secure all the sales you can. Remember also that every can is guaranteed to your customer, and all **Borden's Brands**, whether sweetened or unsweetened, are made from the highest grade raw material, by the most modern method of manufacture, and guaranteed **absolutely pure**.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"When you buy **Borden's Brands** you get a finished product that is safe and uniform, which has been made in surroundings and by methods that are the most perfect types of cleanliness and sanitary handling."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



327.—Avoiding Being at Salesmen's or Solicitors' Mercy.

A Pittsburg firm write me that they are facing a very serious problem on which they wish some suggestion through these articles. They do not wish me to reproduce their letter, or to give their name, but I am permitted to state their problem in a general way.

They use a large number of salesmen and are practically depending on them for their business, which appears to be somewhat peculiar, in that very few of their customers ever come in to the store. Almost all of their business, therefore, comes in through salesmen, and like many concerns, they are at their salesmen's mercy in a very large degree. I have known of other cases like this. In one of them a concern was practically destroyed over night by a strike of all of its salesmen. In the end it managed to gather something from the wreck, but the condition into which that house was plunged by the leaving of its salesmen was the greatest possible revelation of the danger any concern exposes itself to if it lets its trade go to its salesmen rather than to itself.

The Pittsburg concern has had considerable trouble with salesmen leaving and joining a rival house in the same line of business. Naturally, their acquaintance with the trade was their chief asset, and they capitalized it all they could. Some efforts had been made by them in past cases to stop salesmen from doing this, but they had not been very successful, and the concern writes that there is some reason for believing that it is going to lose six of its best men, who are talking of forming a company of their own to go into the same business, with of course, if possible, the same customers. I am asked to say how a house dependent wholly or in part on its salesmen can tie those salesmen up so that they may

not suddenly depart and take all the trade with them.

I can of course see the very great need of such protection, and I am glad to say to any one who is interested that the thing can be done, not completely, but to a very useful extent, by the right kind of a contract keeping salesmen off their old customers when they take a new place, or even when they engage in business for themselves.

The courts do not like these contracts, for they savor of restraint of trade, but they will enforce them nevertheless if they are reasonable and properly drawn. I have never known one case, however, in which a salesman was compelled to stay away from his old customers, unless he had contracted to do so, preferably in writing. Let me make that emphatic. A salesman engages with a house to solicit new customers. There is no contract binding him not to solicit the firm's customers if he leaves. He works up a good list, being of course paid for his work. Receiving a better offer, he takes himself—and seeks to take his list—to a new employer. No matter how unfair that may seem, no matter how hurtful it may be to the old employer, the courts will not interfere, because the salesman never contracted not to do that very thing. It is only grudgingly, anyway, that the courts will interfere with a salesman in such a case, and all the conditions must be right before relief will be granted.

Which means not only that a contract must have been made, but that it must have been a reasonable contract. I heard a case argued recently, in which an appeal court, apparently with considerable satisfaction, threw a restraining contract of this sort out of court. It had been made by a big laundry concern with its solicitors, and bound them if they took another position,

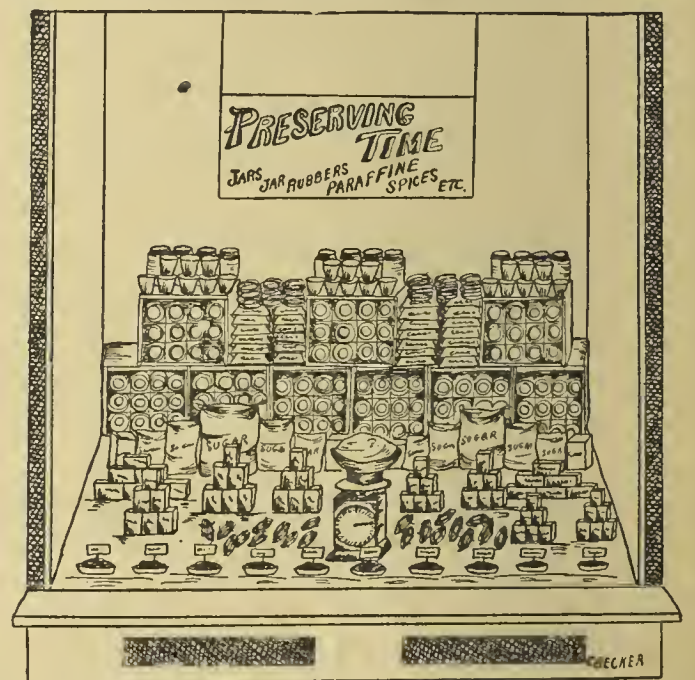
never to solicit their old customers for the new house. The employer had over-reached himself; the court said the contract was unreasonable. Had it bound the solicitors not to go after their customers for six months, or even for nine, it would almost certainly have been upheld.

In a case of this sort which happened recently in my own experience, I had some trouble to convince an employer that six months' protection was plenty. Certainly if a house cannot go in and bind its

former salesmen's customers to self in six months, it can never it.

The point about a contract like this is that it must go no further than will give the employer proper protection. If it oversteps that limit it will be considered undue restraint of trade and will be thrown out. What will be proper protection varies in different cases. A physician selling his practice, who was all local, would not be held to a contract by which he bound himself not to practice medicine within ten miles for a certain period. Manifestly, the contract was unnecessarily wide. Otherwise, had a selling physician been of the roving type whose practice roamed over ten miles of territory. Of course where it is a case of a salesman calling on certain trade, that point of it is easy—he is simply to keep away from any customers whom he called on for his old house. The period of exclusion is the moot point then. It is not safe to make longer than six or nine months, and three months is safer.

Weekly Window Display Suggestions



Preserving Supplies Display.

Here's a seasonable display. It will be a relief to you if you have been having perishable goods displays—easy to arrange neatly. Cover the bottom of the window with white crepe paper. Make a background in the rear of the window with different sized fruit jars, making another row on top of them like the illustration, between the boxes on the second row. Put paraffin and jar rubbers on the top of the boxes of fruit jars. In the very front of the window place little dessert dishes of loose spices, with the price tag per ounce on each dish. Place a family scale with the scoop full of granulated sugar on it in the center of the window. Arrange little pyramids of package spices around, and on each side of the scale place little bundles of stick cinnamon. Fill in any bare spaces, if there are any, with different size bags of sugar; for instance, twenty-five, ten, five and two-pound bags. Suspend a large sign card like the illustration.

will write here a brief form of
ement which will be upheld, I
ve, in any court. The em-
er is party of the first part and
alesman party of the second:—

he party of the second part, in
sideration of the premises, and
n being given the said employ-
it, hereby agrees in case he
uld leave the service of the
ty of the first part, not to ap-
ach, write to, telephone to or
cit in any manner whatever, di-
or indirect, the customers of
party of the first part within a
od of six months after said
ing.

inary contracts with some
men would be unenforceable,
ise the salesman would be
ut resources. But you could
ce the above contract with an
ction, which would mean im-
ment for contempt of court if
olated it. A contract like this
rms two good offices. It not
supplies protection after a
man leaves, but it makes him
more settled in his position.
realizes that he cannot capital-
is employer's customers, he
not be so attractive to his em-
r's rivals.

Copyright, September, 1915, by
Elton J. Buckley.)

estion: B. B. Crompton.—
ose I have several accounts
nding and give them out for
tion or try to collect them
lf, and through some error
should be included one which
aid but had received no credit.
d it make me liable for dam-
or should they produce a re-
for all or a part of these bills?
swer.—There would be no
here and no damages if you
ot publish in any way the
ment that the person referred
ved you money, when he did
In other words, if you merely
him a bill, there would be no
ation, but if you gave his
among other delinquents to a
tion agency, or to an associa-
there would be publication,
without doubt he would have
tion against you for damages
bel.

E.—Requests for information in
partment should tersely set out
all the facts bearing on the case,
all questions should be carefully
nd to avoid misconstruction. Write
e side of the sheet only. Letters
d be received at this office not
han Tuesday of each week, to en-
an answer in the Monday's issue
ing. The signature and address
e writer must accompany all in-
irs, and will be published un-
ere is a request not to do so. All
ies received will be answered
at charge. Address all communi-
s to Legal Editor "Modern Mer-
and Grocery World."



Franklin Carton Sugar Is Ready to Hand Out to Customers

When you have slit the top of a CONTAINER of FRANKLIN CARTON SUGAR with your pocketknife (and that's easier than taking the head off a barrel), the CARTONS are ready to hand out to the customers with no more work than if they were cans of tomatoes.

FRANKLIN CARTON SUGAR saves you all the work of putting sugar in bags, saves the cost of the bags, the cost of twine, saves time, prevents loss by overweight. The CARTON is a neat, tight, strong package that will not burst like a paper bag and let the sugar out. It keeps the sugar clean and dry and your customers will appreciate those features. FRANKLIN CARTON SUGAR pays you a profit because it costs you nothing to handle; bulk sugar does not pay you any profit because of the cost of handling. You can make a profit instead of a loss on all your sugar trade by handling FRANKLIN CARTON SUGAR as we pack all fast selling grades in the FRANKLIN CARTON, including FRANKLIN GRANULATED, FRANKLIN CUBE, FRANKLIN DESSERT & TABLE, FRANKLIN XXXX CONFECTIONERS' and FRANKLIN POWDERED.

You can buy **FRANKLIN CARTON SUGAR** in the
original **CONTAINERS** of 24, 48, 60 and 120 pounds

The Franklin Sugar Refining Company PHILADELPHIA

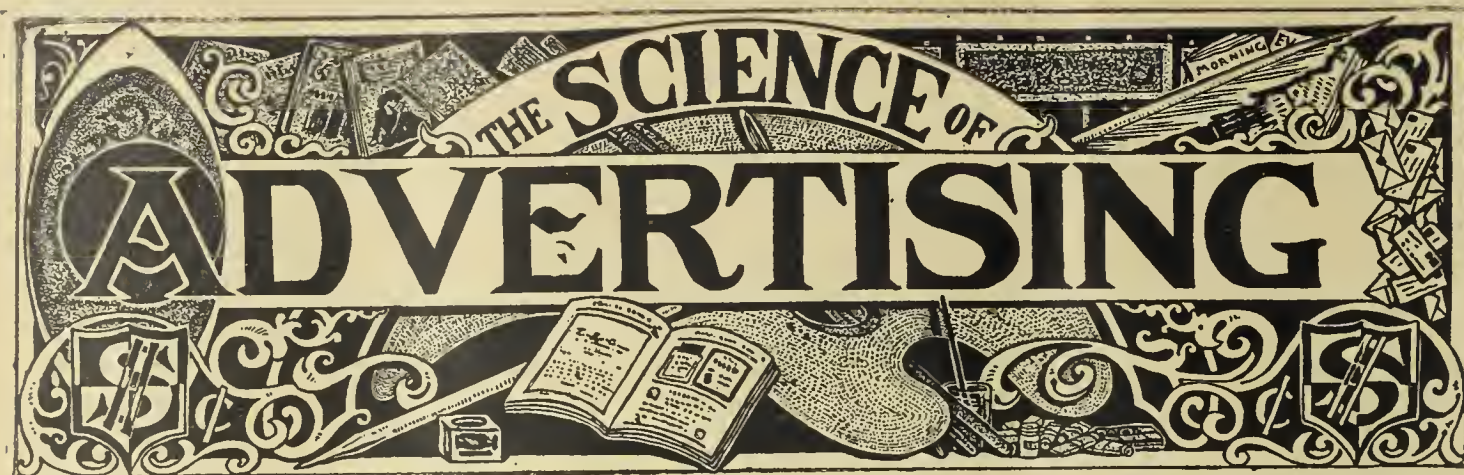
"Your customers know FRANKLIN CARTON SUGAR is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"We know you'll like **Franklin Carton Sugar** because it's cleaner and better quality than other sugars, and the **Carton** keeps it clean and dry as well as being a handy package for your cupboard."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



Wilksburg, Pa., August 19, 1915.
Editor "Science of Advertising."

Dear Sir:—What is your opinion of circulars similar to the inclosed mailed weekly? Your advice would be appreciated.

Yours truly, THE KUHN CO.

The circulars inclosed were mimeographed on plain paper. They were about the size of a large letterhead, and I am reproducing one of them in reduced form:—

done. This work of the Kuhn Co.'s is neat and clear and I believe should bring results. The saving of expense is a big item in advertising of this sort. Anybody can own and operate a mimeograph, and if he doesn't also own a typewriter, he can get his original sheet typewritten somewhere near at very slight expense.

ing, but mimeographing is at least more personal than printed matter, if not as much so as typewriting. Advertising of the personal, intimate type—the chatty sort in which you use the first person singular in addressing customers, will go with much more force if done in neat mimeographing than if put into type. There is a psychological reason why this is so. I suppose the main factor is that mimeographing suggests the idea that it was done in the store, as it probably is in most cases.

The only change I would suggest in the typographical arrangement of this work is that the headlines be put in capitals instead of capitals and small letters. Let them be underlined just as they are now.

I want to say a word to the Kuhn Co. about economy in the use of words. They can sharpen up their advertising considerably by making a point of cutting out unneces-

sary words. Read their "Premier Salad Dressing" paragraph and then read the following. It is the same thing, but with seven words cut out:—

Premium Salad Dressing.

Has any one told you about Premier Salad Dressing? We have seldom sold anything that met with such instant approval. Within a few weeks it has taken the place of some of the oldest brands. An olive oil mayonnaise, light, cream and mild.

NOTE.—This department is devoted to the criticism of advertising matter, in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Dry Goods Business Fair.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Wholesale dry goods distribution has not been as heavy this week during the corresponding week a year ago, although the number of buyers in the market has been about the same.

The outlook for supplies of imported lines of merchandise was not at all promising a year ago on account of the war and consequently caused a great rush of buyers to the market and created heavy sales.

Conditions this year surrounding supplies of merchandise are well known, so that it is only natural that immediate distribution would not compare with that of a year ago.

Merchants continue to feel optimistic toward fall business.

Collections are about normal.

August, 19, 1915.

New crop 1915 Early June Peas.

We have secured a small lot of new crop Peas at a price less than they cost the packer. These Peas are tender and sweet, and in every way equal in quality to our 15 cent Peas, or your money back. While they last:— "Pioneer Brand Peas" 3 tins .25

New 1915 pack Sour Pitted Cherries.

Cherries were never so cheap before. "Farm House" brand are large, sour pitted Cherries, packed in #2 sanitary, lacquer lined tins. Each tin contains a quantity equal to 1½ quarts of fresh cherries. Delicious for pies or as a desert. A little sugar must be added. While they last:— "Farm House" brand Pitted Cherries, tin .15

Premier Salad Dressing.

Has anyone told you about "Premier" salad dressing? We have seldom sold an article that met with such instantaneous approval as this. Within a few weeks it has taken the place of some of the oldest brands on the market. It is an Olive Oil mayonnaise, light, creamy and mild. Premier Salad Dressing, the bottle .25

Speaking about mayonnaise; If you like it without oil, our own make "Home Made" salad dressing will most likely please you. "Home Made" salad dressing the bottle .13

Shepard's Fly and Insect Exterminator.

If you have too many ants, flies etc., here is your chance to get rid of them at one fell swoop. This Preparation comes in liquid form and has the refreshing odor of Pine Tar. The manufacturers claim it is actually beneficial to humans, but we do not go so far as to say that, however, experience has shown us that it will destroy flies almost instantly. We sprayed a little in a closed room and the flies, in a few minutes, perished miserably. Also for bed bugs, moths etc. Used and endorsed by Hospitals. the bottle .50

Old Monk Olive Oil.

When a tin of "OLD MONK" is in every refrigerator in Wilksburg, we will stop talking about it. If you are still paying a dollar a quart for some advertised brand of Olive Oil, when you can get "Old Monk" for that price, you are paying too much for the quality you get. We have just received a fresh shipment and the price is one dollar the quart, and you should order one today.

SPECIALS FOR SATURDAY? AUG. 21st.

Gran. Cane Sugar	25 pound bag	\$ 1.58
Extra Heavy Jar Rings	3 doz.	.22
Sure Seal Fruit Jars	½ pints doz.	.49
" " " "	pints "	.54
" " " "	quarts "	.59

ONE DAY ONLY

The Kuhn Co.
WILKSBURG, PA.

I have always believed in advertising of this style, always provided it is neatly done. I have seen some mimeographing work sent out to customers which could scarcely be read—it was so blurred and badly

Another point about this kind of advertising is that it has a much more personal look than printed matter. Of course in this day most people know the difference between real typewriting and mimeograph-

Will You Answer This Grocer's Question?

We want as many of our subscribers who will, to answer question propounded below. We have an answer to it, and in due time we shall make it, but first we want other grocers to answer.

What should Mr. Wenger have done—given in to his greedy customer or stand his ground, as he did?

Chambersburg, Pa., August 29, 1915.

To the Editor.

This is how I lost a good customer. Did I do right?

I had a customer buying about \$25 a month, paying at first of every month. I considered him one of my best. But this occurred. My clerk took his order as usual; with it was a gallon of vinegar wanted. The clerk put in four quarts, as I told him to, and delivered it. Shortly afterwards the customer came back and put up a kick stating that he didn't get a gallon and accusing the clerk of giving him short measure. I told him I would get the jug and give him a standard gallon of four quarts. He consented. I gave him four quarts standard measure, and told him what the contents were. He still insisted he had been given short measure, because when he received a gallon of whisky in that jug the distiller always filled it. What more could I do? I gave him four quarts standard measure and had to let him go, a dissatisfied customer. At the end of the month he paid his account as usual and quit dealing with me.

Rather than fill that jug, which holds more than a gallon, for a gallon, I let him go. Did I do right?

Yours truly,
E. G. WENGER.

Window Display Awards Postponed

We made a mistake fixing September 1st as the end of the **Lipton Window Dressing Contest**. It's a bad time, when clerks or proprietors are away on their vacations.

So many people have told us this, that we have decided to postpone the award of prizes until

NOVEMBER 1, 1915

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation typewriting. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. CO.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 86.

Delivery wagon for sale, almost new; built for me eight months ago by an A No. 1 wagon builder; capacity 3,500 pounds. Cost me \$225, will sell to quick cash buyer for \$100, f. o. b. Scranton, Pa. Reason for selling, am using an auto truck.

W. L. NORTON,
2324 Jackson St., Scranton, Pa.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed ad-

justments and will slice ham, bacon, chip beef, etc. Reason for selling, am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have Deer Roaster in perfect condition, less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.00, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

WANTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in Stamp brings samples. Grabill & Lancaster, Pa. 52

WANTED

WANTED.—To buy a meat and grocery store in a good location, doing a business of not less than \$300 a week. Address B. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

WANTED.—To buy a United States sewing machine; give price and state how long it has been in use. Address J. Pottstown, Pa. 10

WANTED.—A Toledo Computing scale to weigh 10 pounds or more; must be in first-class condition and cheap. F. L. Crissman, East Palestine, Pa. 10

HELP WANTED

WANTED.—High-grade men to call on every trade in connection with Star Carriers and Trays. Nationally advertised and used by more than 50 per cent of the grocers in the country. Optional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 11

WANTED.—A general store man, town in Schuylkill County, Pennsylvania. A man to assist the manager, not afraid of work and to have full charge. Kindly apply and give the best reference. Address L. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 10

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—Stock and fixtures of a well established grocery store, with or without property, on a prominent corner, has all conveniences, all cash trade, no teams, no delivery, doing better than \$1,000 monthly; will sell at inventory; stock about \$2,000. Owner too old to continue, wishes to retire; business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco ware-

houses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—General store, stock and fixtures, gas and electric light, stock at appraisement; stock and property about \$14,000, clear of incumbrance. Wish to retire. Established 34 years. I. Kepler, North Wales, Pa. 10

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—Just published, "Pennsylvania's Compensation Act Explained." R. Brodsky, Ph. D., Compensation Expert, 867 Drexel Building, Philadelphia. 25 cents copy. 10

FOR SALE.—A set of almost new delivery harness; cost \$35, will sell for \$25; they are hand made; also a hand made rubber tire buggy for sale; first tires are not worn hard; will sell for

\$60. A. E. Flagler, Quakertown, Pa. 10

FOR SALE.—Huckleberries, 9 cents a quart; summer apples, \$1.75 a barrel, f. o. b. cars here, cash to accompany order or A-1 reference. W. B. Zullinger, Mt. Holly Springs, Pa. 10

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia. 10

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

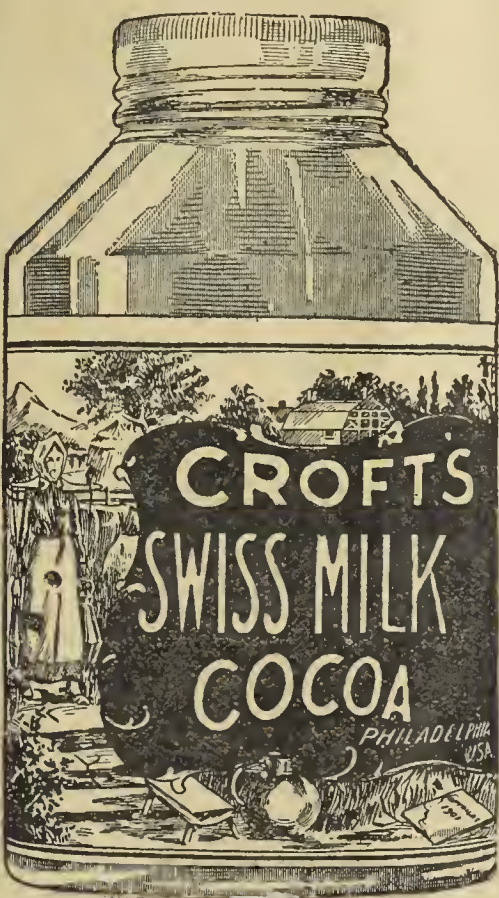
Sanitary Galvanized Iron Metal Baskets are economical because they save space; durable, will outlast three of the old kind; modern, brings delivery system up to date; cleanly, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day
Sanitary Metal Basket Co., Lafayette, Ind.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets



Where the Glass Jar Comes In

The glass jar in which **Croft's Swiss Milk Cocoa**—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, **Croft's Swiss Milk Cocoa** will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market

Croft & Allen Co.
PHILADELPHIA, PA.

Get Our Prices on Salesbooks First

We make everything in **Salesbooks** you can think of—duplicating, triplicating, carbon-coated, single carbon and all of their combinations. All sorts of counter pads, too. You won't find our sort of carbon paper in most books. We specialize in it because the copy is so important.

We sell entirely by mail—get our prices and samples before you place another order. Our books will stand up with anybody's and our prices may please you very much.

Order through your jobber.

The F. D. Crane Co.
CANISTEO, N. Y.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. SEPTEMBER 6, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28	Salad Dressing.....	28
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	28
Baking Powder.....	2	Datenut Butter.....	23	Mustard.....	26	Sauces.....	28
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	20
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14	Seeds.....	14
Blacking—Shoe.....	2	Evaporated Milk.....	9	Oysters.....	19	Soda—Bi-Carb.....	19
Bluing—Dry.....	3	Eggs.....	12	Oils.....	19	Soft Drinks.....	19
Bluing—Liquid.....	3	Fancy Groceries.....	13	Olives.....	19	Soap Powder.....	19
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	3
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	9
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	9
Butter.....	4	Floor Polish.....	24	Pure Olive Oil.....	19	Syrup and Molasses.....	19
Cakes and Crackers.....	10	Green Coffee.....	3	Peanut Butter.....	19	Smoking Tobacco.....	11
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickled Meats and Fish.....	11	Table and Cooking Oil.....	11
Canned Goods.....	5	Horseradish.....	17	Pickles.....	20	Tapioca.....	11
Canned Meats.....	6	Hominy.....	14	Popping Corn.....	15	Tea.....	15
Catsup.....	4	Honey.....	27	Provisions.....	20	Toilet Soaps.....	15
Cereal Specialties.....	14	Ink.....	17	Plum Pudding.....	24	Tobacco—Plug.....	15
Cheese.....	12	Jars and Jar Rubbers.....	4	Preserves, Jellies, Jams and Marmalades.....	21	Vinegar.....	15
Chewing Gum.....	23	Ketchup.....	4	Prunes.....	17	Wood and Willow Ware.....	15
Chocolate and Cocoa.....	8	Lamp Goods.....	18	Roasted Coffee in Bulk.....	3	Yeast Cakes.....	15
Cider.....	23	Lentils.....	14	Rice.....	23		
Clams.....	16	Lime.....	19	Refined Molasses and Syrups.....	27		
Cleasers and Polishing Compounds.....	24	Lye and Potash.....	18	Rope, Tie Yarn, etc.....	27		
Cocoanut.....	17	Lard and Compounds.....	20	Raisins.....	17	Eggs.....	2
Cornmeal.....	13	Live Poultry.....	21	Sugar.....	1	Fresh Fish.....	2
Cornstarch.....	26	Laundry Soaps.....	25	Shoe Dressing.....	2		
Condensed Milk.....	9	Laundry Crystals.....	26	Sardines.....	6		
Cottolene.....	12	Laundry Starch.....	26	Saratoga Chips.....	16		
Coffee Essence and Chicory.....	3	Macaroni.....	15	Soups.....	7	Sugar.....	7
Delikatessen.....	10	Mapleine.....	22	Smoked Fish, Codfish and Mackerel.....	15	Flour.....	15
Dried Fruits.....	17	Matches.....	18	Sauer Kraut.....	12	Provisions.....	12
Dried Meats.....	21	Mince Meat.....	18	Salt.....	23	Dressed Meats.....	23

ADVANCES.

DECLINES.

ADVANCES.

Eggs.....	1
Fresh Fish.....	1

DECLINES.

Sugar.....	1
Flour.....	1
Provisions.....	1
Dressed Meats.....	1

-1-
SUGAR.

	Barrels.
Cut Leaf.....	6.70
Eagle Tablets.....	7.20
Crystal Dominoes, 24 5-lb. pkgs.....	8.30
" " 60 2-lb. pkgs.....	8.80
Patent Cubes.....	6.05
Confectioners' Lozenge.....	5.95
Powdered.....	5.90
Fruit Powdered.....	5.80
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.10
Granulated, fine or standard, McCahan.....	5.80
" " Franklin.....	5.85
" " extra fine, bbls.....	5.80
" " 2-lb. bags.....	6.10
" " 5-lb. bags.....	6.00
" " 10-lb. bags.....	5.95
" " 25-lb. bags.....	5.95
" " 100-lb. bags.....	5.80
" " coarse.....	5.90
Confectioners' Crystal A.....	5.80
A Confectioners'.....	5.70
A No. 1.....	5.55
A No. 2.....	5.50
Franklin B.....	5.25
Extra C.....	5.10
C.....	4.95

TEA.

	Per lb.
Formosa--	
Extra choicest, 1/2 and 1/4 chests.....	.40 - .45
Choice, 1/2 and 1/4 chests.....	.35 - .38
Finest, 1/2 and 1/4 chests.....	.27 - .30
Fine, 1/2 and 1/4 chests.....	.23 - .25
Oolong, black--	
Extra choice, 1/2 and 1/4 chests.....	.30 - .35
Choice, 1/2 and 1/4 chests.....	.25 - .27
Finest, 1/2 and 1/4 chests.....	.22 - .24
Superior, 1/2 and 1/4 chests.....	.20 - .22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 - .35
Choicest, 1/2 and 1/4 chests.....	.23 - .25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/2 chests.....	.35 - .40
Firsts, 1/2 chests.....	.28 - .30
Extra seconds, 1/2 chests.....	.23 - .25
Seconds, new, 1/2 chests.....	.22
Imperial, green--	
Firsts, 1/2 chests.....	.38
Seconds, 1/2 chests.....	.25 - .30
Japan, green--	
May pickings, 1/2 chests.....	.38 - .40
First crop, 1/2 and 1/4 chests.....	.30 - .35
Second crop, 1/2 chests.....	.28 - .30
Basket fire, uncolored, needle leaf, 1/2 chests.....	.32
Young Hyson, green--	
Firsts, 1/2 chests.....	.35 - .40
Hyson, green--	
Extra firsts, 1/2 chests.....	.35 - .40
Firsts, 1/2 chests.....	.28 - .32
Seconds, 1/2 chests.....	.25 - .27
Assam, black--	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
1 lb. 1/2 lb. 1/4 lb.	
Gold Label, I. and C.....	.71 .70 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 100 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 100 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

-2-
AMMONIA.

	1 lbs.	1/2 lbs.	1/4 lbs.
Lipton's Tea, 50-lb. cases--	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 100 tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 100 tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90
Victor, 13 oz., 3 doz.....			.40
O. K., 3 doz.....			.42 1/2
Colburn's, 2 doz.....			.85
Parson's, 25c., 2 doz.....			2.40
" " 10c., 3 doz.....			.92
Banner Dry Ammonia.....	1 doz.		.95 1/2
White Foam, 10 oz., 3 doz.....			.90
" " 16 oz., 2 doz.....			1.35

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz.	.75
Mica, 1/2 gross.....	per gross	8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder--	
4 oz. glass, 6 doz.....	1.66
6 oz. " 4 doz.....	0.15
6 oz. " 4 doz.....	4.05
6 oz. " 6 doz.....	6.00
6 oz. " 10 doz.....	10.25
Rumford Baking Powder--	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 4 doz.....	.90
1/2-lb. cans, 4 doz.....	1.25
1-lb. cans, 1 doz.....	0.30
Davis' O. K.--	
1/2 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
3 lb., 1/2 doz.....	7.30
Leslie's--	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 6 doz., 6 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/2 lb., 4 doz.....	1.30
1 lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.05

BLACKING--Shoe.

	Per gross
Mason's--	
No. 1, 1/2 gross.....	2.70
" " No. 2, 1/2 gross.....	3.00
" " No. 3, 1/2 gross.....	3.30
" " No. 4, 1/2 gross.....	5.40
Blackola, 3 doz.....	6.80
Shinola, 3 doz.....	8.05

SHOE DRESSING.

	Per doz.
Mason's--	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

-3-
GREEN COFFEE.

Black Shln, No. 1.....	.45
" " No. 3.....	.75
Tan Shln, No. 1.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.90

ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/4
Mocha Seed Santos.....	.15 1/4
Carcacas, fancy, washed.....	.20 1/4
Maracaibo, strictly fancy, mild, choice.....	.12 1/4
Santos, Peaberry, extra fancy.....	.12 1/4
Santos, fancy.....	.11 1/4
Rio, Golden, fancy.....	.11 1/4
Rio, prime.....	.09 1/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" " imp., 1/2 gross.....	" 2.15
Floto's, improved, 1/2 gross.....	" 2.15

BLUING--Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" " No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	3.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Rockitt's, 30 1/2 pkgs., 16 1/2 doz.....	per box 2.15

BLUING--Liquid.

	Per gross
Boyer's Bengal, No. 8, 1/2 gross.....	3.90
French Laundry, large, 1/2 gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 1 doz.....	6.50
" " 16 oz., 1 doz.....	9.50

-4-
BUTTER.

	Per
Tub Butter--	
Creamery specials.....	per
" " extra, 60-lb. tubs.....	.25
" " first, ".....	.25
" " second, ".....	.25
" " third, ".....	.25
" " dairy, extra, bakers' use, 30-60 lbs.....	.22 - .25
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27 - .30

Print Butter--	
Prize.....	.25
Gurnee, lbs. and 1/4 lbs.....	.35
Awltru.....	.35
Milhen Farm, lbs. and 1/4 lbs.....	.35
Honebe.....	.35
Star or S. D., 1 lb., 60-50 lb. boxes.....	.35
B. B., E. D., 50-50 lb. boxes.....	.35
J. J., C. V., Gilt Edge, Gold Medal, 50 lb. boxes.....	.35
Sheaf ("400"), Elgin, 50-50 lb. boxes.....	.35
Sheaf.....	27 - .28
White Rock.....	.35

CANDLES.

	Per
P. & G., 8s, 30 lbs.....	.15
" " 16s, 30 lbs.....	.15
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.10
Searchlight, hotel, 16s, 30 lbs.....	.10
Peerless, hotel, 16s, 30 lbs.....	.10
Bright Light, 16s, 30 sets to box.....	per box 1.60

JARS AND JAR RUBBERS.

	Per
Mason's--	
Half gallons.....	7.00
Quarts.....	5.00
Pints.....	4.00
Jar Rubbers--	
Double lip, wide, 5 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	per gross
Lightning, pure rubber, hulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
5-lb. lots 1 cent per lb. less.....	
Jar Tops--	
1/2-gross boxes, no rubbers.....	per gross
Jelly glasses, fluted, bbls. 64 doz.....	per doz.

CATSUP.

	Per
Salder's--	
16 oz., 6 doz.....	1.00
8 oz., 6 doz.....	1.00
Ritter's--	
Tomato, 1/2 pint, 6 doz.....	
Tobacco, 1/2 pint, 6 doz.....	
Beech-Nut--	
Pints.....	1.00
1/2 pints.....	1.00

KETCHUP.

	Per
Curtis's "Blue Label," Tomato--	
Small.....	1.00
Medium.....	1.00
Large.....	1.00

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

ed Beans—	
itter's	
& M., No. 2	1.25
campbell's, 20 oz., tomato sauce or Boston	
style	1.90
lder's, No. 2	1.40
an Camp's, No. 2	1.40
ruikshank's, No. 2	1.35
inz's, No. 2	1.40
og's Head, No. 3	1.25
ctory, No. 1	1.47 1/2
atoes—	
andard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" " No. 3	.80
a Beans—	
andard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
ancy, small, No. 2	1.50
g Beans—	
andard, New York, No. 2	1.10
tra fancy, New York, No. 2	2.00
ancy, New York, No. 2	1.50
andard, Maryland, No. 2	.60
Kidney Beans—	
andard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
andard, New York, No. 2	.90
ancy, New York, No. 2	1.00
andard, Maryland, No. 2	.80
" Maine, No. 2	1.30
ancy, Maine, No. 2	1.30
oe Peg, No. 2	.85
hole grain, No. 2	.75
andard, New York, No. 2	1.25
ted, New York, No. 2	1.50
tra sifted, New York, No. 2	2.00
andard, Southern, No. 2	.80
ted, Southern, No. 2	1.00
tra sifted, Southern, No. 2	1.40
andard, Indiana, No. 2	.75
ted, Indiana, No. 2	1.00
tra sifted, Indiana, No. 2	1.40
andard, Wisconsin, No. 2	1.10
ted Wisconsin, No. 2	1.40
tra sifted, Wisconsin, No. 2	2.00
andard, New York, No. 2	
" No. 3	1.25
" New Jersey, No. 2	
" No. 3	1.10

California Canned Fruit.

ots—	
tra, No. 3	2.75
" No. 2 1/2	2.10
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.50
st Pears—	
tra, No. 3	
" No. 2 1/2	2.50
tra Standard, No. 2 1/2	2.30
andard, No. 2 1/2	2.15
le Cherries—	
tra, No. 3	
" No. 2 1/2	2.90
tra Standard, No. 2 1/2	2.50
andard, No. 2 1/2	2.25
es, Lemon Cling, Sliced—	
tra, No. 3	2.95
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.50
es, Lemon Cling—	
tra, No. 3	2.95
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.45
es, Yellow Crawford—	
tra, No. 3	2.80
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.70
andard, No. 2 1/2	1.40

Eastern Canned Fruits.

berries—	
yrup, No. 2	1.35
water, No. 2	
ita Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	2.50
le, No. 3	1.35
onds, No. 3	1.15
o, No. 3	.85
lett, Extra Standard, No. 2 1/2	2.00
er, syrup, No. 3	
water, No. 3	
vy syrup, No. 2 1/2	1.25
it syrup, No. 2 1/2	2.00
ne, in water, No. 2	2.40
berries—	
tra preserved, No. 2	2.80
erved, No. 2	1.60
water, No. 2	2.20

Pineapples—	
Hawaiian, Extra, No. 2 1/2	2.00
" Standard, No. 2 1/2	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32 1/2
" " No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	4.50
" No. 1, flat, 4 doz.	4.50
" No. 2, flat, 4 doz.	2.30
Star, No. 1, flat, 4 doz.	1.40
" No. 2, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37 1/2
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42 1/2
" " 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, roos.	15.00
" Soused, 1/2s, oval, roos.	15.00
" " high oval, roos.	18.00
" Fresh Mackerel, roos.	19.00
" dgl., Young Mackerel in Olive Oil, 1/2s, roos.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	
Normanna, Tomato Sauce, roos.	11.00
" Boneless, 1/2s, oval, roos.	11.00
Roe—	
Normanna, Mackerel, red, oval, roos.	15.00
" Cod, 1-lb. round tins, roos.	23.00
" " high oval tins, roos.	18.00
Salmon—	
Haggood's, No. 1, tall	2.36
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. 1/2, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, 1/2s, Olive Oil, roos.	11.50
" " 1/2s, Tomato Sauce, roos	11.50
" " 1/2s, oval, Royans a la Bordelaise, roos.	15.00
" " Portuguese, Olive Oil, 1/2s, skinless and boneless, roos.	24.00
Boneless and peeled, 1/2s.	24.00
" D. & G., 1/2s	20.50
" Ispa, 1/2s	28.00
" Gondolier, 1/2s, 100	18.00
" Landell, 1/2s, 100	9.50
" Martell, 1/2s, 100	10.50
" " 1/2s, 100	15.00
" Loyal, 1/2s, 100	9.50
Argonauts, 1/2s, 100	14.00
Orion, smoked, 1/2s, key, 100	8.00
Tomato sauce, 1/2s	15.00
Truffled, 1/2s, key, 100	12.50
Spiced, 1/2s, 100	10.00
Royanette, oval, 1/2s, 100	9.60
Angus Watson & Co.—	
Skipper, 1/2s, olive oil, 100	15.00
" 1/2s, tomato sauce, 100	15.00
" 1/2s, olive oil, 50	13.25
" 1/2s, tomato sauce, 50	13.25
Sea Queen, 1/2s, olive oil, 100	11.25
Sea Pearl, 1/2s, olive oil, 100	9.40
Tea Time, 1/2s, olive oil, 100	7.80
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60

Domestic.

American Oil—	
Seminoles, standard, key, carton, 1/2s	2.90
No. 2, 1/2s, 100	2.50
1/2s, key, 100	2.75
Irma, 1/2s, 100	4.00
Pickert's, Rival brand, carton, 1/2s, 100	3.90
" " 1/2s, 100	6.00
Mustard—	
Irma, 1/2s, 100	4.00
1/2s, 100	2.25
1/2s, 48	3.60
Continental, 1/2s, key, 48	3.15
Irma, fancy, 1/2s, 50	3.80
Gold Label, 1/2s, 50	4.50
" 1/2s, 100	7.00
Underwood's, 1/2s, 50	4.50
Pickert's, Crown brand, 1/2s, 48	4.00
" Columbias, 1/2s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Hash, No. 1, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, 1/2 or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. 1/2, 2 doz.	2.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" " large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. 1/2, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. 1/2, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 2, glass	3.50

Sliced Bacon.

Holly brand	
Erie brand	

Loaf Goods.

Armour's—	
Beef, No. 1/2	1.40
Chicken, No. 1/2	2.25
Ham, No. 1/2	1.40
Veal, No. 1/2	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. 1/2, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1 1/2, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2 1/2, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2 1/2, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. 1/2, 4 doz.	.45
No. 1/2, 2 doz.	.90
Ham, No. 1/2, 2 doz.	1.40
Tongue, No. 1/2, 2 doz.	1.40
Libby's—	
No. 1/2, 4 doz.	.45
No. 1/2, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. 1/2 Tin. No. 1/2 Tin.	
Ham	1.50 2.60
Tongue	2.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. 1/2 packed 4 doz. No. 1/2 packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.	27.00

Potted Chicken.

Armour's—	
Chicken, No. 1/2, 2 doz.	1.95
Libby's—	
No. 1/2, 2 doz.	1.70
No. 1/2, 1 doz.	2.40
R. & K., No. 1/2, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. 1/2, 4 doz.	2.15
" No. 1/2, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. 1/2, 2 doz.	
" No. 1, 1 or 2 doz.	
Curtice Brothers' Blue Label, In tins—	
Chicken, No. 1/2	3.45
" No. 1	6.10
Turkey, No. 1/2	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1 1/2	10.00
" " No. 2 1/2	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

Tha Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10 1/2 oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Plnts.	1/2-Pints.
Chicken, Chicken Con-			
somme, Chicken Gum-			
bo (Okra), Mulligata-			
tawny, Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 13, 10 1/2 oz., 4 doz.—			Per case
All kinds			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case			3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery,	
Chicken, 2 Chicken Gumbo (Okra), 2 Consomme,	
Clam Chowder, 3 Mock Turtle, 1 Mulligatawney, 2	
Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato	
Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspara-	
gus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege-	
table	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock	
Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60
Curtice Brothers' Blue Label—	
Green Turtle	Quarts. Plnts. 1/2-Pints
" clear	6.50 3.50 2.00
Terrapin	7.25 3.75 2.25
All others	3.15 1.75 1.25
Ritter's, Tomato	

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
roc. tins, 6-lb. boxes	.35
1/2-lb. tins, 6-lb. boxes	.32
1/2-lb. tins, 6-lb. boxes	.31
1-lb. tins, 6-lb. boxes	.30
5-lb. canisters	.33
Wilbur's Premium Chocolate—	
1/2 lb., 6 and 12-lb. boxes	.31
1/2 lb., 6 and 12-lb. boxes	.30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, 1/2s, 6 lb.	per lb. .19
Walter Baker & Co.'s—	Per lb.
Premium, 1/2 lb., 12 lbs.	.29
" 1/2 lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., 1/2 and 1/4-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, 1/2-lb. cans, 12 lbs.	.34
" 1/2-lb. cans, 6 lbs.	.34
W. H. Baker's—	
Best Cocoa, 1/2-lb. size	.33 1/2
" 1-lb. size	.33 1/2
Premium Chocolate, 1/2s, 12 lbs.	.29
" 1/2s, 12 lbs.	.29
Best Sweet Chocolate, 1/2s, 6 lbs.	.20
" 1/2s, 6 lbs.	.20
Vanilla Chocolate, 1/2s, 6 lbs.	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, 1/2-lb. glass jars	.40
Cocoa, 1/2-lb. tins	.29
" 1/2-lb. tins	.30
" 1-lb. tins	.33
" 6-lb. cans	.30
Baking Chocolate, 1/2s	.29
" 1/2s	.28
Swiss Milk Chocolate, 48 5c. cakes	1.50
Hershey's—	Per box
Milk, 24s	.85
Breakfast Cocoa, 1/2 lb. size, 6 or 12 lb. bxs.	.27
" 1/2 lb. size, 6 or 12 lb. bxs.	.28
" 1/2 lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz.
Grand brand, 1/2-lb. tins, 2 doz.	1.88
" 1/2-lb. tins, 2 doz.	3.50
" 1-lb. tins, 1 doz.	6.50
" 5-lb. tins, 1 doz.	per lb. .52
" 10-lb. bags, 100-lb. case	.50
Daalder's brand, 1/2-lb. tins, 12-lb. box	.40
" 1/2-lb. tins, 12-lb. box	.39
" 1-lb. tins, 12-lb. box	.38
" 2-lb. tins, 12-lb. box	.37
" 5-lb. tins, 60-lb. box	.36
" 10-lb. bags, 100-lb. case	.35
Runkels—	
Decorated Cocoa, 1/2s, 6 and 12-lb. boxes	.36
Labelled Cocoa, 1/2s, 6 and 12-lb. boxes	.33
Premium Chocolate, 1/2s, 6 and 12-lb. boxes	.30
" 1/2s, 6 and 12-lb. boxes	.31
Dairy Milk Chocolate, 24 cakes to carton	.80
Almond Bars, 24 cakes to carton	.80
" 12 roc. cakes to carton	.80
Vanilla Sweet Chocolate, 24 cakes to carton	.80
" 1/2s, 6 and 12-lb. boxes	.29
Red Ribbon Sweet, 1/2-lb. cakes, 6 and 12-lb. boxes	.24
Vienna Sweet, 1/2s, 6 and 12-lb. boxes	.23
Chocolatina, 24 cans to box	1.85
Lowney's—	Per lb.
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	.31
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, 1/2-lb. pkgs.	.31
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins	.35
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins	.34
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins	.34
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins	.35
"Diamond" Sweet Chocolate, 6 and 12-lb. boxes	.22
Nut Milk Chocolate, 48 5c. pkgs. in box	per box 1.60
Nut Milk Chocolate, 24 5c. pkgs. in box	per box .80

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box		1.50
Milk Chocolate, 25 5c. pkgs. in box, per box		.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....		.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....		.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....		.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 3/4	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per lb.
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/4 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....	1.10	
No. 3, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	1.10	
No. 51, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S.	Republic (White) S. O. S.	
1/4 lb.....	34 1/2	.26
1/2 ".....	41 1/2	.31 1/2
1 ".....	55 1/2	.42
2 ".....	72 1/2	.55
3 ".....	86 1/2	.65 1/2
4 ".....	1.07 1/2	.81 1/2
5 ".....	1.24 1/2	.94 1/2
6 ".....	1.52 1/2	1.15 1/2
8 ".....	1.76 1/2	1.34
10 ".....	2.01	1.52
12 ".....	2.35 1/2	1.78 1/2
14 ".....	2.98	2.25 1/2
16 ".....	3.18 1/2	2.41 1/2
20 ".....	3.56 1/2	2.70 1/2
25 ".....	3.95	2.99
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	
15x20, 5 reams in bundle.....	.48	
20x30, ".....	.90	
24x36, ".....	1.20	
Butter, Parchment—	Per pkg.	
8x11, 1000 sheets.....	.60	
9x12, ".....	.70	
18x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10	
Toilet—	Per case	
Extra quality, 100 rolls.....	5.75	
Good " 200 ".....	4.95	
Butter, Wax—	Per pkg.	
9x12, about 480 sheets.....	14 1/2	
White Tea—	Per bundle	
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....	.70	
Bags, price per M—		
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow Wolf Heavy Drab
1/4 lb.	15M	.35
1/2 "	10M	.43
1 "	8M	.56
2 "	6M	.74
3 "	5M	.89
4 "	4M	1.10
5 "	3M	1.27
6 "	3M	1.56
8 "	2M	1.81
10 "	2M	2.06
12 "	2M	2.40
14 "	1M	3.05
16 "	1M	3.26
20 "	1M	3.64
25 "	1M	4.18
Flour Sacks, satchel bottom—		
Majestic		Plain
Ex. Heavy		per 10c
12 1/2 lbs., 1/2 bbl.....	.42	
24 1/2 lbs., 1/2 bbl.....	.70	
49 lbs., 1/2 bbl.....	1.40	
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	

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Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	10.00	
10 roll lots.....	per roll	.20

CONDENSED MILK.

	Per case
Eagle, 4 doz.....	6.25
" 2 doz.....	3.15
Challenge, 4 doz.....	4.35
Magnolia.....	4.85
Dime.....	3.75
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.40
Star, 4 doz.....	4.85
Anchor, skimmed.....	3.25

EVAPORATED MILK.

	Per case
Borden's, Peerless brand, tall.....	3.25
" " small, 6 doz.....	2.25
" family size.....	2.55
" hotel size.....	3.25
" confectioners' size.....	3.50
Silver Cow, small, 6 doz.....	2.25
St. Charles, small, 4 doz.....	1.65
" tall.....	3.25
" hotel size.....	3.25
" confectioners' size.....	3.50
Pearl, tall.....	3.25
" small, 4 doz.....	1.65

HIRES CONDENSED MILK



	Per case
Silver.....	\$4.95
Hires.....	4.60
Queen.....	4.60
Premium.....	4.15
Blue Ribbon.....	4.15
Gold (Baby).....	2.35
Gold (Tall).....	3.35
St. Elmo.....	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes
Assorted Jumbles.....	.10
Cocoanut Ripple.....	.11
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Honey Jumbles.....	.12
Lemon Bar.....	.09
Lunch Biscuit.....	.09
Marshmallow Mayblossoms.....	.12
Newtons.....	.11
Salines.....	.13
Spiced Wafers.....	.09
Sugar Cookies.....	.10
Sweethearts.....	.12
Water Crackers.....	.08
7-lb. tin pails.....	.16
Arrowroot Biscuit.....	.17
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.17
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.16
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundaes.....	.16
Lady Creams.....	.20
Lemon Sundaes.....	.16
Sweet Marie.....	.15
Package goods—	Per doz.
Animals.....	.45
Cracker Meal, large.....	.90
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.90
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltona Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers.....	.09 1/2
Oyster Crackers.....	.09 1/2
Wine Scroll.....	.11 1/2
Cracker Dust.....	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" with horseradish.....	"	1.15
" large, 1 doz.....	"	1.75
" with horseradish.....	"	1.75
Wein Senf, bbls.....	per gal.	
1-gal. stone jars.....	per jar	.75
5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.
" 15-gal. kegs.....	"
" 10-gal. kegs.....	"
" 5-gal. kegs.....	"	.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmenthaler Swiss, selected, tub.....
" loaf.....
Sap Sago, 3 to lb.....	per lb.
" less than case, ".....
Roquefort.....	12 in case, ".....
" less than case, ".....
Parmesan, about 30 lbs.....	loaf, ".....
" less than loaf, ".....
Edam, 12 in case.....	case.....
" single.....
" 1-lb. tins.....	per case.....
Camembert, domestic, wood boxes.....	per doz.
" Autocrat brand, large.....	"
" medium, ".....	"
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.
Parmesan, grated, ready for use, small bottles.....	per doz.
Olmutzer Hand, 100 in box.....
Edelweiss, Romatour and Bier-Kase.....	per doz.
American Swiss, No. 1.....	loaf.....
" less than loaf.....	.23
" square loaves, No. 1, about 25 lbs. each.....	per lb.
Limburger, No. 2.....	box and 1/2 box.....
" less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	per doz.
Muenster.....	per lb.
Brick, No. 1.....	18-.20
English Dairy.....	2.2 1/2
Pineapple, picnic size, 6 in box.....	per box
" gem size, 6 in box.....	"
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....
" 4 doz.....
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....
Imported Cervelat Sausage, Rolff's.....	per lb.
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.	
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....	.27	.28
" (H.).....	.26	.27
" Peutonic.....	.24	.25
" Gothaer.....	.32	.33
Salami (C. W.).....	.27	.28
" (H.).....	.26	.27
" (G. A. P.).....
Landjager, short.....	per lb.	.35
" long.....	"
Mortadella, dry.....	"
Knackwurst, 25 in box.....	per box	4.75
" per doz.....	2.40	
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	.18	
Lachs Ham.....	.37	
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	20-.22
Paprika Speck.....	"	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"
" Pfefferwurst.....	"

Pickled Meats and Fish.

	Per doz.
Lamb Tongues, Derby brand, pint glass jars.....	4.80
" quart glass jars.....	5.75
" 10-oz. jars.....	2.50
" tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....	per pail
" 5-gal. kegs.....	per keg
Russian Sardines.....	.75
" 5-lb. pails.....	per pail
" 10-lb. pails.....	1.25
Beef Salad, in glass.....	1.00
Holland and Scotch Herrings.	
Holland—	
Mixed, Y. M., 5 keg lots.....	per keg
Milkers, Y. M.....	per keg
Mixed, standard, bbls.....	6.50
" 1/2 bbls.....
Milkers, standard, bbls.....
" 1/2 bbls.....	7.50
Scotland—	
Mixed, large, fulls, bbls.....	16.50
" 1/2 bbls.....	8.75
Milkers, " bbls.....
" 1/2 bbls.....
Marinerte Herring, imported, about 40 in pail.....	1.25
Roll Herring, imported, about 25 in pail.....	1.00

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Spiced Herring, imported, about 40 in pail.....	1.00	
Norway Stockfish, dry.....	per lb.	.15
Matjes Herring.....	piece	.04

Bismarck Herring.

	Per tin
Round tins, with key, pint.....	.20
" quart.....	.35
" 2 quarts.....	.60
" 4 quarts.....	1.10
Roll Mops, 4-quart tin.....	1.00
" 2-quart tin.....	.60
" quart tin.....
Bismark Haring, 4-quart tin.....	1.00
" 2-quart tin.....	.60
Kruger's Roll and Brat Haring, oval tins, doz.....

Russian Sardines.

Imported, Wallkoff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....	"	1.25
Cut Spiced, 5-lb. pails.....	per keg	2.75
Russian, in glass jars.....	per doz.	.95

Norway Anchovies.

Fancy, keg.....
" 1/2 keg.....
" 1/4 keg.....
" 1/8 keg.....
Original package.....	per 1/2 bbl.
Repacked, 5-lb. pails.....	per pail
" 10-lb. pails.....
" 5-gal. kegs.....	per keg
" 1/2-lb. flat tins.....	per doz.
" 1/2-lb. tall tins.....	"
" 1-lb. tall tins.....	"

Salt Sardellen.

Original packages, 1902.....	per anker
Repacked, kegs, about 8 lbs.....	per keg	4.00
" pint jars.....	per doz.	6.00
" large tins.....	"	3.60
" small tins.....	"	2.40

Russian Caviar.

1-lb. tins.....	per doz.	22.00
1/2-lb. tins.....	"	11.50
1/4-lb. tins.....	"	6.00

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FANCY GROCERIES.

and Staple Paste, 5-lb. cans.....per lb.	.35
ovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
rs, Nonpareil, 1/2 gal. kegs.....per doz.	7.50
" " quart, glass.....	2.25
" " 1/2 size.....	2.00
" " 1/4 size.....	1.20
in Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
ies in Maraschino, glass, 1 doz.....	7.00
Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.	2.20
a Powder, pints.....	3.60
" " 4 oz.....	2.40
" " 2 oz.....	1.40
h Peas, extra fins.....per case
" " fins.....
" " moyens.....
nn's Irish Oatmeal—
b. cans.....per doz.
b. cans.....per tin
b. cans.....
ey & Palmer's Petit Beurre Biscuit...lb.	.22
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.32
Packed 7 and 5 lbs. in a can.
pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
tone jars, 4 doz.....	1.75
lore Marquett Mushrooms—
e choice.....per case	24.00
ice, 100 tins.....	22.00
ra, 100 tins.....	26.00
el, 100 tins.....	20.00
es, 1/2.....per tin	.25
" " 1/4.....	.40
" " 1/8.....	.75
" " 1/16.....	1.50
ps, pickled, small size.....	1.30
Dunbar's, 2 doz.....per doz.	2.80
i Cordial, Bishop's, 1 doz.....	6.50
lized Ginger, 1-lb. tins.....	4.00
" " 1/2-lb. tins.....	2.25
ulce, Rose's.....	4.50
Rose Water.....	2.25
Peach Water.....	2.25
Olives.....	5.25
anco-American Food Co.—	Per doz
hs for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOLLON CUBES AND LIQUIDS.

Bouillon Cubes—
in, 100 cubes.....	2.70
" " 50 cubes.....	.90
loz. tins, 12 cubes each.....	2.75
Clam Bouillon—
bottles, 1 doz.....	2.00
bottles, 1 doz.....	3.75
s Oxo Cubes—
roc. size.....per doz.	.85
25c. size.....	2.00
100 cubes.....per 100	1.65
s Beef, Clam and Chicken Cubes—
boxes, 12 cubes, 1 doz.....	2.50
um boxes, 50 cubes.....per tin	.90
s boxes, 100 cubes.....	1.70
s Concentrated Bouillon—
size 2, 1 doz.....	3.50
" " 4, 1 doz.....	6.75
" " 8, 1 doz.....	13.00
" " 16, 1/2 doz.....	25.00
s Tomato Bouillon—
s, size 4, 1 doz.....	2.50
" " 12, 1 doz.....	6.50
" " 5.....per bottle	3.00
jugs, size 2.....per jug	2.25

EXTRACT OF BEEF.

s Solid Extract of Beef—	Per doz.
size 2, 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1/2 doz.....	29.75
s Fluid Beef Extract—
s, size 4, 1 doz.....	5.00
" " 8, 1 doz.....	9.00
" " 16, 1/2 doz.....	27.00

FLOUR.

	Per bbl.
das.....	7.40
dal.....	7.90
ne.....	7.50
ne.....	7.15
ne.....	7.65
s Best.....	7.40
Idem.....	5.40
the West.....	6.00
oil.....	5.90
oil.....	7.40
oil.....	6.65
oil.....	6.30
White.....	7.35
s Best.....	7.15
Imperial.....	7.15

Prepared Flours.

Prepared Doughnut, Cake, Ginger-	Per case
and Tea Biscuit Flour—	1.44
14-oz.....	2.40
(Either straight or assorted cases)

Self-Raising Flour.

Buckwheat, medium, 188.....	1.50
Flap Jack Flour, 188.....	1.42 1/2
ry Buckwheat, 36 25.....	2.75
Pancake, 36 25.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 188.....	1.45
" " Pancake, 188.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 3/4
New York State Marrows, new, bags about
2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel...	3.25
Red Kidney, fancy, new, grain bags about
2 1/2 bushel.....	3.95
Peas—
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
ooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—
Fancy, bbls.....
Less quantity.....
Hominy—
Lea's Grits, 24 25.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 25 (2 pkgs. free
with every case).....
Barley—
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—
B, bbls.....per bbl.	6.25
B, 100 lbs.....per keg	3.25
Rolled Oats—
Avena, 180 lbs.....per bbl.	6.00
" " 90 lbs.....per keg	3.13
" " 90 lbs.....per sack	2.88
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 15.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 3/4
Flake.....	.06 3/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 188, large.....	Per case
" " 18 pkgs., small.....	2.25
Egg-O-See, 36 pkgs.....	1.45
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—
3 doz. popular size.....	2.70
Post Tavern Porridge—
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 188, tubes.....	2.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 28 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—
Oaten Goods—
Quaker Oats, regular, 368.....	2.90
" " large, reg. asst., 208.....	4.55
" " no china, 208.....	3.85
" " tins, 368.....	4.05
Quaker Oatmeal, steel cut, 248.....	2.85
Old Fashion Scotch Brand Oatmeal, 248.....	2.85
Mother's Oats, regular, 368.....	2.90
" " large, reg. asst., 208.....	4.55
" " no china, 208.....	3.85
" " aluminum asst., 208.....	4.65
Royal Seal, 368.....	4.05
Mother's Steel Cut Oat Meal, 248.....	2.85
Corn Goods—
Quaker Cornmeal, yellow or white, 24 25.....	1.85
" " family, 108.....	1.85
Quaker F. S. Hominy, pearl or gran., 245.....	1.85
" " 108.....	1.85
Mother's Hominy, pearl or gran., 245.....	1.85
" " Cornmeal, large, yellow, square,
208.....	1.85
Wheat Goods—
Quaker Cracked Wheat, 245.....	2.10
Pettijohn's Breakfast Food, 188.....	2.75
Quaker F. S. Farina, 245.....	1.45
Saxon Wheat Food, 245.....	2.70
Mother's Wheat Hearts, 188.....	2.00
Flaked and Puffed Goods—
Quaker Corn Flakes, 368.....	2.10
Corn Puffs, 368.....	4.30
Puffed Rice, 368.....	4.30
" " Wheat, 368.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—
Quaker Breakfast Biscuit, 248.....	2.70
Apetizo, 248.....	2.90
Quaker Whole Wheat Flour, 108.....	2.15
Schumacker XXX Graham, 10 108-20 58.....	3.15
Scotch Brand Pearl Barley, 248.....	1.70
Holland Rusk—
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Frehofer's Bread Crumbs, 1 lb.....	.06
" " Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 2 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	2.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit
Flavors: Raspberry, Strawberry, Orange,
Lemon, Vanilla, Black Currant; Wine
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pl gs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.—
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 18.....	Per lb.
Short, 25 18.....	.12
Cubes or Elbows, 24 1.....
Spaghett, 25 18.....
Vermicelli, 25 18.....	.12
Alphabet, 25 18.....

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghett a la Milanaise, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freibofers—	Per lb.
Elbow Macaroni, 36 18.....	.10
Straight Macaroni, 36 18.....	.10
Pastels, 36 18.....	.10
Spaghett, 36 18.....	.10
Elbow Spaghett, 36 18.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 248.....	.06
Fancy, long, 25 18.....	.07 3/4
Cubes or Elbows, 24 18.....	.07 3/4
Spaghett, 25 18.....	.07 3/4
Vermicelli, 25 18.....	.07 3/4

Cheolcest Grades.

Macaroni, short, 25 18.....	.08 3/4
" " 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 18.....	.07 3/4
Spaghett, 25 18.....	.07 3/4
Vermicelli, 25 18.....	.07 3/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	34.00	17.60	9.00	1.95	
Ex. Norway, No. 2.....230-260	27.00	14.10	7.25	1.60	
Ex. Norway, No. 3.....320-360	25.00	13.10	6.75	1.50	
Ex. Norway, No. 4.....400-450	22.00	11.60	6.00	1.35	
Ex. Norway, No. 5.....550-650	15.00	8.10	4.25	1.00	
Fcy. Bloaters, XXX 90-110	27.00	14.10	7.25	1.60	
Fcy. Shore, No. 1.....150-170	23.00	12.10	6.25	1.45	
Fcy. Shore, No. 2.....250-260	
Fcy. Shore, No. 3.....300-350	
Extra Irish, No. 2.....300-350	19.00	10.10	5.25	1.20	
Medium Irish, No. 2.....350-450	18.00	9.60	5.00	1.15	
Irish, No. 4.....400-450	18.00	9.60	5.00	1.15	
Large Cape Shore.....100-120	12.00	6.60	3.50	.85	
Med. Cape Shore.....180-220	14.00	7.60	4.00	.95	

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1,
Lab. Splts.....
Herring, large No. 2,
Lab. Splts.....
Shore, round, large.....	7.50	4.35
" " medium.....
Ocean Fish.....	5.50	3.35
Salmon, red, fancy
No. 1.....	18.00	9.60
had, Mess, No. 1.....
No. 2.....

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/2
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palamos, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/4
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muira, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muira, 50 lbs.	.06 1/2
Extra fancy Muira, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	
" fancy, 25 lbs.	
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowes, 70 lbs.	
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 24 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10 1/4
50-60	.08 3/4
60-70	
California—	
40-50, 25-lb. boxes	.10 3/4
50-60	.09
60-70	.08
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.30
Connoisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 1/2
California, Loose—	
Muscatales, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/2-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/2-lb. pkgs., 15-lb. case	.29
1/2 and 1/4-lb. pkgs., 15-lb. case	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Milleman's, No. 8 bottles, 2 doz.	.87 1/2
Schramm's, large tumbler, 2 doz.	.82 1/2
Sherbert glass, 2 doz.	.77 1/2
	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.
	No. 0. No. 1. No. 2.
Lamp Chimneys—	
Macbeth, Pearl Top	4.20 4.50 5.10
Sun, Crimp, Lustre brand	3.00 3.60 4.50
Electric, No. 2	per doz.
" slim	.75
Rochester, "	.75
" 12 inch	1.25
Success, No. 1, 10 inch	.90
" 12 inch	1.25
No. 0, Tubular Lantern Globes	5 doz. 2.75
Cold Blast	5 doz. 3.25
Jumbo Chimneys, plain	per doz. .75
" dec., 207.	.90 1.00
Banner Burners	No. 0. No. 1. No. 2.
No charge for packages	.40 .50 .70
Oil Cans—	Per doz.
1 gal., glass	2.25
1 gal., galvanized, Pearl	1.75
5 gal., Lennox, spout	5.50
5 gal., " spigot	6.00
5 gal., Columbia	7.00
5 gal., Banner	8.00
5 gal., Climax, pump	10.00
5 gal., Home Rule, pump	12.00
Lanterns—	
No. 0, Standard	4.00
No. 0, Dasb	7.50
Cold Blast	7.50
Nu Style Lanterns	8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 2 doz.	3.45
Case of 4 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 6 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 2 case	3.60
" " " " 1 case	3.50
Bird's Eye, " " 1 case	3.50
" " " " 1 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " " 1 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " " 1 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " " 1 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " " 1 case	2.70
" " " " 1 case	4.75
" " " " 1 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " " 1 case	2.85
" " " " 1 case	5.00
" " " " 1 case	4.75
Doric, " 2 gross, 1 case	1.15
" " " " 1 case	1.10
" " " " 1 case	5.50
" " " " 1 case	5.25
Monument City, No. 1, 1 gross, 2 case	1.05
" " " " 1 case	1.00
" " " " 1 case	3.00
" " " " 1 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " " 1 case	1.00
" " " " 1 case	3.00
" " " " 1 case	2.85
" " " " 1 case	5.00
" " " " 1 case	4.75
New Fast Mail, " 2 gross, 1 case	1.10
" " " " 1 case	1.05
" " " " 1 case	3.15
" " " " 1 case	3.00
" " " " 1 case	5.25
" " " " 1 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" " 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

None Such—	Per case
1/2 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/4
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case 2.70
" " 6 1/2 doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	
Veribest, Concentrated—	Per doz.
1 1/2-lb. pails, 2 doz	2.40
3-lb. pails, 1 doz	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13 1/2
" 40 lbs.	.13
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08 1/2

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	Per lb.
National—	
18-lb. canakins	.07 3/4
30-lb. pails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08 1/2
Packages not returnable.	

LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.05 1/4
" " 3-box lots	.05
" Banner, sifting, 25 lbs	.06 1/2

OILS.

	Per gal.
Stove Gasolene	
Headlight, 150 test	

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	2.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 2 gal.	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
1/2-gal. tins, 5 gal.	15.05
1/2-gal. tins, 10 gal.	27.00
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/2-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	6.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half-gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 8	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

	Per doz.
Large, 1 doz.	2.30
Medium, 2 doz.	1.40
Small, 3 doz.	.90

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NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.14
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.14
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.12
" medium	.12
Mixed Table Nuts, 25 lbs.	.14
Peanuts, Green—	
Jumbo	.07
Fancy, hand picked	.06
Virginia, choice	.05
Peanuts, Roasted—	Per bu.
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.25
Big Nickel	3.75

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 4000	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	22.00
Sweet Mixed—	
16 gals.	18.00
10 gals.	8.00
5 gals.	4.00
Sour and Dill—	Sour.
16 gals., 600	6.00
32 gals., 1200	11.00
48 gals., 1800	16.00
16 gals., 800	6.50
32 gals., 1600	12.00
48 gals., 2400	17.50
16 gals., 1200	7.00
32 gals., 2400	13.00
48 gals., 3600	19.00
Cbow-Cbow—	
16 gals.	1.00
10 gals.	.80
5 gals.	.40
Cuban Relish—	
16 gals.	11.00
10 gals.	7.00
5 gals.	4.00

VINEGAR.

	Per gal.
Pure Cider, 45 grain	.10
" 40 grain	.10
Distilled, 45 grain	.10
" 40 grain	.10
Fermented, 45 grain	.10
" 40 grain	.10
Beech-Nut, quarts	per doz. .80
" pints	" " .80
" 1/2-pints	" " .80
Cruikshank, distilled white	per gal. .10

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	
" " 10-12 lbs.....	
" " 14-16 lbs.....	
" Skinned Hams.....	
" Cooked Hams.....	
" Bacon.....	
" Dried Beef Insides	
" Beef, knuckles.....	
Empire Brand Hams, 10-12 lbs.....	
" Skinned Hams, 12-20 lbs.....	
" Picnic Shoulders	
Hams, skinback, 12-20 lbs.....	
" 14-16 lbs.....	
" 8-12 lbs.....	
Picnics, 6-8 lbs.....	
Dried Beef, sets, city smoked.....	
" tenders and knucks.....	
" air dried, sets.....	
" tenders and knucks	
Brisket Pork.....	90.
Jersey Pork, butt.....	19
" family.....	21
Breakfast Bacon, rib ln.....	
" boneless.....	
S. P. Bellies, 14 lbs. average.....	
Bologna, 25-lb. boxes.....	
Boiled Boneless Ham.....	
Beef Tongues, smoked, 5-6 lbs.....	per lb.
Cooked Compressed Ham, 25-lb. boxes.....	
Covered Hams, ¼ cent extra. Covered Shoul	
Picnics and Bacon, ¼ cent extra.	
Vogt's Baked Meatake, 2 doz. 3 ½-oz. cans... 1	

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DRESSED MEATS.

Dressed Stock—	Per lb.
Beef, 12 1/2-15	
" 11 1/2-14	
" 10 1/2-13	
Calves, 15-16	
" 14-15	
Veal, 10-12	
Ham and Butteryards, 10-12	
Try Dressed, 14-15	
" 13-14	
" 12-13	
" 11-12	
" 10-11	
" 9-10	
" 8-9	
" 7-8	
" 6-7	
" 5-6	
" 4-5	
" 3-4	
" 2-3	
" 1-2	
" 1/2-1	
" 1/4-1/2	
" 1/8-1/4	
" 1/16-1/8	
" 1/32-1/16	
" 1/64-1/32	
" 1/128-1/64	
" 1/256-1/128	
" 1/512-1/256	
" 1/1024-1/512	
" 1/2048-1/1024	
" 1/4096-1/2048	
" 1/8192-1/4096	
" 1/16384-1/8192	
" 1/32768-1/16384	
" 1/65536-1/32768	
" 1/131072-1/65536	
" 1/262144-1/131072	
" 1/524288-1/262144	
" 1/1048576-1/524288	
" 1/2097152-1/1048576	
" 1/4194304-1/2097152	
" 1/8388608-1/4194304	
" 1/16777216-1/8388608	
" 1/33554432-1/16777216	
" 1/67108864-1/33554432	
" 1/134217728-1/67108864	
" 1/268435456-1/134217728	
" 1/536870912-1/268435456	
" 1/1073741824-1/536870912	
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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
	Bars. Lbs.	5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naptha	100	3.90
Best, B. T. Babbitt	100	75 3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naptha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 sct.	4.00
Fels-Naptha, Fels & Co.	100 10ct.	6.75
5-case lots	100 75	4.00
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.95
" "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
" "	100 6 oz.	4.00
Lautz Naptha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 ldry.	5.20
" "	100 sct.	3.90
Marseilles, Lautz	100 sct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxsl.	100 7 oz.	1.50
New Process	25	3.80
" "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 sct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naptha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 sct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naptha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gross	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapallo, 1/4 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naptha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c.	4.20
Star Naptha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1770, 50 10-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10 "	2.20
25 "	2.15
Fels Soap Powder can be included with dropshipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
" Col. Cinnabar	.18 1/2
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 1/2
" Cochin	.14 1/2
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags.	.05
less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls.	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14 1/2
less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, Isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	.07 1/2
Best, 24 1-lb. pkgs.	.04
" 48 1s.	.03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	.07 1/2
Niagara, 48 1-lb. pkgs.	.05 1/2
" 24 1-lb. pkgs.	.05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 1/2
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 1/2
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 1/2
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/4-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	.90
" Mucilage	.75
" Cone General Mucilage, 2 oz., 1 doz.	.30
Le Page's Glue, bottle	.80
" tube	.80
Royal Glue, 3 doz.	.80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 3.00
-------------------------	---------------

HONEY.

	Per doz
Selzer's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
roc. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 15	1.15
" 25	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.10
" medium, 2 doz.	1.40
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.30

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.10
7, " "	3.40
6, Household	2.20
7, " "	2.20
6, Monogram	3.30
7, " "	3.30
Daisy Parlor	3.30

Washboards.

Single Zinc—	Per
No. 100, Northern Queen, Protector	3.30
No. 101, Tidal Wave	2.10
No. 123, Seal Globe	2.20
No. 126, Ruby	2.20
Double Zinc—	Per
No. 56, Red Cross Swing, Protector	4.40
No. 80, Double Seal Globe, Protector	3.30
No. 85, Double Stag, Wide Head	3.30
No. 687, Double Leader Swing, Protector	3.30

Buckets.

	Per
Painted, 2 hoops, flat	1.10
" 3 hoops, flat	1.10
Galvanized, 10 qt.	1.10
" 12 qt.	1.10
Indurated Fibre	3.30

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.10
" 2 lb.	per 1000 1.10

Clothes Pins.

5 gross	per 1000 1.10
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Mops.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, September 13, 1915.

No. 11.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
City Exchange.

All Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Written for the "Modern Merchant and Grocery World."

Cream of Wheat Case Doesn't Show Company Protecting Retailers' Profit, for It Apparently Doesn't Believe in Retailers' Profit

So Says a New York Contributor in Discussing the Great A. & P. Tea Co.'s Suit Against the Above Company. Says That If the Tea Co. Had Sold Cream of Wheat at Fourteen Cents, Which Was Satisfactory to the Manufacturer, the Gross Profit Would Have Been Less Than Eleven Per Cent.

When the Cream of Wheat Co. declined to sell the Atlantic & Pacific Tea Co. the news was published in the trade papers of the country with more or less prominence, but generally with approval of its action. Inasmuch as the Cream of Wheat Co. has never provided an adequate margin for the retailer, it seems strange to me that publishers gave it such prominence and I wrote to several publishers about it. One answered me as follows:—

The only reason the papers gave the Cream of Wheat Co. so much prominence was because it was a matter of news, cream of wheat being about the largest sold cereal.

Scarcely any of the cereals pay the retailer a satisfactory profit, and yet for some reason I have never been able to understand, many of the smaller grocers seem to display cereals conspicuously in their stores and thus help to educate the public to buy unprofitable merchandise. If I had a store, nearly all cereals, and I think all flour, would be kept in a back room where customers couldn't see it. If grocers generally could ever be taught that the display of profitable merchandise is about their greatest need, a great change would take place, and the business would become profitable.

As it is, grocers are advertising unprofitable goods by displaying them in their stores and windows.

Inclosed is an editorial about a department store which lost \$110,000 the year before it failed because it displayed unprofitable merchandise. The new management, displaying profitable stuff, made a net profit of \$41,000 the first three months.

If the trade papers of this country could educate retailers generally to this idea, the grocery business would be far more successful than it is now, with a large proportion of the retailers actually displaying unprofitable stuff, and influencing people to buy it.

Now it is true that grocers do display unprofitable goods, but it seems to me that the chief mission of the trade paper should be to educate grocers to display profitable goods and one way that this can be accomplished is through refraining from endorsing a product which is

forced across without any regard for the retailer.

The Cream of Wheat decision really is not an endorsement of the maintained price idea. In substance, it is simply a reiteration of the well established principle that a merchant or any other can sell or refuse to sell anybody without assigning any reason for his action, so long as his product does not monopolize the market.

Let us first examine what Cream of Wheat is. I quote from the decision of the court:—

"Middlings" is the coarse flour and fine bran separated by bolting from fine flour and coarse bran. These middlings defendant (Cream of Wheat Co.) "selects," a selection depending upon the grade and kind of wheat used by the miller, and then purifies or cleanses such selection. The result is cream of wheat, which is no more than purified middlings. It is not patented, any one can make it who can get middlings, and the amount of that annually required by the business of the defendant is less than 1 per cent. of the amount thereof produced in the same period by the millers of the United States.

The substantial truth is that defendant's business consists in lawfully monopolizing a trade name, and impressing the public with the purity, reliability and uniformity of the very common substance it sells under that cleverly chosen name. The selection of the name was quite as important as the selection of the middlings, when business began, and after so much advertising the name or brand is by long odds the most important element in the business.

We used to sell middlings for from \$14 to \$21 per ton at retail. Wheat is high now and therefore middlings is quoted at \$35 to \$38 per ton. This figures about 1 3/4 cents per pound. Let us call it 2 cents per pound to allow for the cost of the "purification," which I believe consists in evaporating about 30 per cent. of the moisture. The Cream of Wheat Co. packs the middlings and then sells it at about 6 1/2 cents per pound in carload lots. So much for the product itself and

the margin, which is very much greater when middlings is on a normal basis of cost.

Since Cream of Wheat Co. thus makes a gross margin of 77.77 per cent. in car lots there should seem to be plenty of room to allow a modest margin to the retailer—say 20 per cent. As a matter of fact the margin is 16 2/3 per cent. when Cream of Wheat is sold at 15 cents a package. But the Cream of Wheat Co. only wanted the A. & P. people to ask 14 cents a package and if the A. & P. Co. had been willing to sell at not less than 14 cents, the Cream of Wheat people would have continued to supply them in carload lots at carload prices. And 14 cents would have provided what margin for the retail grocer? It would have provided just about 10 2/3 per cent.

There is one novel feature in this decision—novel and valuable. For the first time a court has told the world at large that there is a tangi-

ble value to the public in a trademark, a brand, in that such brand insures to the public a certain definite article and service. It is ironical, considering what I have shown about prices and retailers' margins, that Cream of Wheat should be the immediate beneficiary of the valuable points in this decision. Also, it seems odd to me that it should have been accorded much free publicity with such universal praise for "protecting the retailers' profits." In the case of Cream of Wheat, the protection of the retailers' profits has always been a joke. Surely, it is laugh!

I am writing without any feeling against the Cream of Wheat Co. Perhaps they are entitled to some admiration for their ability to override the retailer and put their product successfully on the market while retaining practically all the value for themselves.

P. F.
New York, September 7, 1915.

Various Views on the Problem Proposed By E. G. Wenger

Replying to the "Modern Merchant and Grocery World's" Request That Its Subscribers Say Whether E. G. Wenger of Chambersburg, Pa., Did Right to Let a Customer Go Rather Than Give Him Overmeasure, are the Following Letters.

In the last issue Mr. E. G. Wenger, of Chambersburg, Pa., described how he lost a customer and asked us to say whether he did right. It seems that the customer ordered four quarts of vinegar put in a jug that held slightly more than a gallon. He got four quarts of course but complained that he was getting short weight because when he "bought whisky in that jug, it was also filled up." Mr. Wenger proved to him that he was getting full measure, but it did not satisfy him and he paid his bill and left. Mr. Wenger asked us to say if he did right, and we in turn asked our subscribers to say. Following are some of the answers received during the week and we hope to present others:—

By F. K. Mattern, Warriorsmark, Pa.

My solution to Mr. Wenger's trouble would have been this: After the customer refused to take my measure as correct, I would have had him go out and borrow or buy

a standard measure (I pay for it and have him watch me measure or measure the vinegar himself. If not satisfied then I should have let him go.

By James V. Daly, Nanticoke, Pa.

In your last issue Mr. E. L. Wenger propounds a question that all grocers have to face, or dread nearly every day. All kinds of containers are sent to the store for vinegar, including the five-quart whisky jug, that staggers and falls down when the acid vinegar test is applied.

I also had a customer who paid up when the bill was good and he was enough, and I noticed that an order for a gallon of vinegar was always

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



Your customers like this kind of
raisin bread because it is made
with this kind of raisins



Mr. Grocer:

The enormous publicity campaign of the California Associated Raisin Company will increase the demand for both raisin bread and package raisins. You will get the greatest increase in sales if you sell

California Raisin Bread

Made With SUN-MAID Raisins and
SUN-MAID Raisins in *packages*

We are spending \$160,000 to increase our business by *first increasing yours*.

By means of a big, convincing, comprehensive campaign we are teaching the housewives of America to buy from you more California Raisin Bread and more Sun-Maid Raisins. Wholesale bakers also are going to advertise this bread. They will advertise *your package goods* because they will advertise *Sun-Maid Raisins*.

This selling campaign is just being started. You have seen the first full-page advertise-

ment in The Saturday Evening Post and The Ladies' Home Journal. Others will follow throughout the fall and winter. Altogether *nine full pages* will appear this season in The Saturday Evening Post and *two full pages* and *two half pages* in The Ladies' Home Journal.

And this is just the *national* part of the campaign, consuming only a minor part of the sum we are spending to make people buy a profitable specialty from you. Our local promotion work will help you specifically in your sales of raisins and raisin bread.

How To Get Maximum Results

This campaign of ours will make some money for you anyway—whether you identify yourself definitely with it or not. But it will help you much more if you sell raisin bread made according to our prize recipe so that your product can be known as "California Raisin Bread, made with Sun-Maid Raisins."

California Raisin Bread, made with Sun-Maid Raisins, is so delicious that it *advertises itself*—and it Advertisises Sun-Maid *package* raisins as well.

Sell This Bread

Your wholesale baker can supply you with California Raisin Bread, made with Sun-Maid Raisins. We suggest that you get in touch with him at once on this—also ask your jobber about Sun-Maid package raisins.

Send us this coupon—get the whole plan. Learn how you can make our huge investment bring more business.

Coupon

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins.

Grocer's Name.....

Street.....

City.....

Mail this Coupon to our Nearest Office

CALIFORNIA ASSOCIATED RAISIN COMPANY

Home Office, Fresno, California

Hearst Building, Chicago

113 Hudson Street, New York

sent in her own jug. It is customary to fill a gallon jug direct from the barrel, but this particular jug contained such a jag when full that this happened. Her sister-in-law sent that identical jug for a gallon of vinegar and she received four quarts by measure in one of our containers. We sent the empty five-quart jug back to where it belonged, with explanations which were accepted by the owner of the five-quart jug, but not by the four-quart customer. We later on lost her trade, which was not worth having, as our books carry a balance against her. This is only one of the little things that test the honesty of a customer. I think Mr. Wenger should have "ducked" and shouldered the mess on one of his

clerks who was gifted with the saving grace of humor and let him fix things, if he was honest, or was a collectible customer.

By F. W. Meddaugh, Elmira, N. Y.

If this customer was in the habit of kicking and finding fault with weights and measures, treat him as Mr. Wenger did. Show him that he got full measure and let him go, but if it was the first time he had complained I would have filled his jug and made him think I was as liberal as a whisky dealer. At the most it would only cost me one or two cents and the chances are there would be no more complaints. I would also explain to him that all my weights and measures were sealed by the city sealer.

California holders feel rather jubilant and independent and will certainly serve to keep prices up during the entire season. The Associated Company will offer no more seedless raisins, either natural or bleached, at present. Several independent packers have also withdrawn from the market.

The trade take considerable interest in the announcement made during the week by the General Chemical Company, of this city, that it has patented a baking powder which it will market under the name of "Ryzon." The company expects to use some new merchandizing principles in its marketing of this baking powder, and makes the following interesting statement of its views and intentions:

Co-operation between the producing advertiser and the distributor, in serving the public for mutual benefit, is more in the public interest and creates more real competition for the approval and patronage of the public than an attempt to place the burden of speculation and competition upon the retailer or middleman, whose legitimate function is to sell and distribute those articles most needful and desired by the public.

We believe the good family grocer (and the jobber who serves him) is here to stay, that he performs a genuine service to the community, from

which he is entitled to a fair compensation, and we desire to co-operate with him for mutual benefit of all concerned.

SUMMARIZED MARKET CONDITIONS.

Tea quiet; unchanged. Low grade Ceylons neglected.—Coffee slightly firmer for the week and grades of Rio and Santos quotable at a shade higher. Reduced receipts in Brazil and somewhat better demand are responsible. Other coffees unchanged.—Sugar demoralized on reported cuts by refiners. Raws somewhat steadier.—Canned tomatoes firm and maintained at the previous advance. Pack look small. Other canned goods unchanged.—Prunes firm and comparatively high. Seedless raisins all firm owing to withdrawals of offerings from the coast. Other dried fruits unchanged and quiet.—Prvisions weak and inclined to be easy.—Wheat fluctuating but inclined to be easy on Government report of large yield.—Flour about unchanged, with heavy demand for export. Tendency easy rather than strong, though there is no pronounced weakness.

The New York Letter

Specialty Manufacturers Said to Have Decided Not to Grant Further Discounts to Philadelphia Jobbers' Co-operative Organization. Foreigners Buy Half Our Seedless Raisins. New Baking Powder With New Selling Plans. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, September 10, 1915.

The "New York Journal of Commerce" during the week published an interesting statement about a dinner which it said twenty-five of the leading specialty manufacturers, doing business in the New York and Philadelphia territory, held at a hotel in this city. The purpose was to decide what they would do if the recently organized Philadelphia Jobbers' Co-operative Buying Organization attempts to enforce its demand for an extra 5 per cent. It was reported that the Philadelphia jobbers' organization had also asked the specialty manufacturers to withdraw their salesmen, the idea being that if the jobbers are giving the extra 5 per cent. their salesmen will do the work which the specialty salesmen have heretofore done. According to the "Journal of Commerce," the manufacturers unanimously decided not to grant the extra 5 per cent. or withdraw their salesmen.

Some of the manufacturers claim that they were already paying the jobbers as much as 17 per cent. for distributing their goods and almost all of them were paying more than 10 per cent.

The old story of establishing a combination of manufacturers' dis-

tributive service warehouse in Philadelphia was revived. Its purpose is to give the manufacturers a general warehouse from which they can distribute their goods to retailers on orders obtained by their own salesmen, without going through the jobber at all.

The sugar refiners have begun to fight among themselves during the week, and in consequence granulated dropped to 5.30. Business is decidedly demoralized and the situation is not improved by the fact that American beet granulated is being offered as low as 5.20. The cutting among the refiners is general, having been started by the American, followed by the Federal, who later to meet further reductions by the other refiners dropped to 5.30.

Advices received here from California during the week tell the interesting story that England and Europe had already bought about 50 per cent. of the seedless raisin crop of California. The information is that foreign, European and British countries have been prevented by the Turkish blockade from obtaining Asiatic raisins and have therefore had to turn to California to buy stocks for their current needs. This tends to make the

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?

A coffee mill or roaster?

A computing scale?

A cheese cutter?

A cash carrier system?

An oil-pumping outfit?

A waste paper baler?

An adding machine?

An account register?

A slicing machine?

A refrigerator?

A typewriter or adding machine?

A safe?

A delivery wagon, team or motor?

New fixtures of any kind, or any store appliance?

Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Using Advertising As a Lever to Push Up Sales

Increasing Advertising Instead of Decreasing It When Sales Fall Off. The Souvenir Card Stunt and a Clever Calendar Thought.

Advertising. I am going to put down $\frac{1}{2}$ of 1 per cent. on sales for advertising or \$150 per year. The reason I put it that way is because I think it a good plan to appropriate a certain amount for advertising every year. I think you will probably spend it more judiciously and get more advertising value out of it than if you advertise without any idea of what it is costing you during the year; $\frac{1}{2}$ of 1 per cent. I don't believe is enough. When my sales fall down from what they were the year before I increase my advertising appropriation the next year, and then if they come up and stay there, I let the appropriation stay there. It is a good thing to have your sales right before you at the time and increase your advertising as the sales fall down. If you watch you should be able to use it as a lever and boost your sales back to where they belong.

Some merchants may say, "I don't need to advertise. I have been in this town for about thirty years." I would rather deal with the fellow who advertises and who is going to be here for the next thirty years. I would rather deal with a man who is a "comer" than a "has been." How many of you men who go away ever send any souvenir post cards back to your customers? Just think of the possibilities of that thing. Suppose John Jones is a customer of mine and I write Jones, "I am having a good time in ———. I will be home next week to see you about some stuff." He gets the card and says, that is mighty kind of Johnson to think of me while he is away; and the next day so after you come home he will be in. There is one thing you want to be careful about. You don't want to send a post card to the man living on one side of the road, and not send a post card to the man living on the other side, because the mail boxes are right close to each other. The one little girl comes out and says, "We got a post card from Mr. Johnson in ———." It ought to have that effect. Every man, woman and child ought to be proud to think

that you remembered them. The other little girl does not find a card. She goes back to the house and says, "Mr. Johnson wrote to that other family and did not write to us."

Calendars used to be a bug bear. I used to hate to buy them and hate to give them. Everyone who came to the store wanted the best one. We solved that problem by going after the women and their curiosity. We sent out cards, say the 1st of December, saying, "We will give a calendar of merit to any woman who will come in and answer one question." That arouses her curiosity. She comes into the store and says, "What is that question you want me to answer?" Question? "Yes," she answers, and gets out her card. Oh, yes, what article in the store would she like most for Christmas? These cards have to be brought back by the 10th. I have lots of things that ought to be turned into Christmas presents. After she has said what she preferred, the next day her husband comes in, and my boy in the store says, "Your wife was in yesterday, and she wants so-and-so for Christmas." He is a mighty poor husband if he doesn't buy it. You can

work on it and sell it next year if you don't sell it before Christmas.

C. M. JOHNSON.

Sioux City, Iowa,

September 6, 1915.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, without tools, nails or screws.

Then by placing the boxes on top of each other, you create an attractive space saving Display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.



Every Housewife likes a change, suggest

MAPLEINE

for delicious flavor, where flavor is needed. Makes fine syrup.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

**A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT**



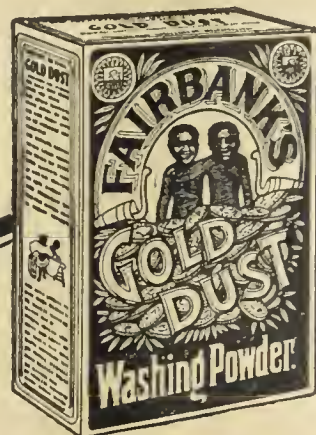
WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.



GOLD DUST
makes satisfied customers

Gold Dust has no equal as a cleanser. Every woman knows this from experience—and every merchant who does has profited by it.

Continual advertising keeps Gold Dust before the housewives—and once Gold Dust is included in an order it will become a regular habit.

You can depend on Gold Dust to make satisfied customers—just as women depend on it to reduce their housework.

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"

The Grand Prize

AT THE

**Panama-Pacific
Exposition** San Francisco 1915

HAS BEEN AWARDED TO



Registered,
U. S. Pat. Off.

**Walter
Baker &
Co. Ltd.**

for the superiority and
excellence of their

**Cocoa and Chocolate
Preparations**

55 Highest Awards at the Leading Fairs and
Expositions in Europe and America.

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

WITH THE EDITOR

Retailers ought to rally to the support of the California Associated Raisin Co.

Taking Up With Raisin Advertising.

and help it all they can, for its present campaign will directly bring business to retail stores. The Raisin Co. is spending \$160,000 advertising to consumers that they should eat more raisin products. I have always been skeptical as to the value of campaigns like this, but the California orange campaign sold oranges, so that there is hardly any room for doubt that the raisin campaign will sell raisins. And every pound it sells will be sold through some retail store. Retailers are surprisingly slow to recognize this, when such a campaign comes up. They talk about "not going to butter another man's bread," and all that sort of thing, evidently missing what is right before their eyes, viz., that they are buttering their own bread, too.

Every retailer who sells raisins ought to yoke up at once with the Raisin Co.'s advertising. It is advertising for goods he sells and will help him sell them.

The English correspondence in this issue, describing the co-operative plan of the

A Movement to Be Reckoned With.

newly formed "United Grocers' Association," inspires some reflections upon one phase of the modern co-operative buying enterprise among retailers with which manufacturers will have to reckon, sooner or later. I mean packing goods under co-operative private brands and having members push them. The alluring story told the retailer is that he gets both the retail and the manufacturing profit; he is absolutely secure from cutters

—on that merchandise at least—for only members can buy the co-operative brands, for which co-operative advertising and co-operative pushing insure a demand.

This new English co-operative concern is doing this, and several American concerns, among which, however, are none of the largest as yet. The Girard Grocery Co., of Philadelphia, tried it several years ago, I think on soap, but it did not succeed very well. The proper co-operation was not forthcoming from members.

Suppose a co-operative organization composed of a thousand members decided to pack a brand of laundry soap which they could afford to sell at 4 cents and make a profit. Under heavy competition, other laundry soaps were selling all around at 4 cents, *without* a profit. The thousand pack their soap and stock it. Could they sell it, in face of the tremendous competition in soaps? Undoubtedly, the right kind of men, with their heart in their work, could sell it. Naturally it would be strenuous work, but no more strenuous than the problems salesmanship has met and solved before.

The trouble is that you cannot seem to get "the right kind of men, with their heart in their work," behind these movements. You can get some, but out of a thousand, a staggering percentage will be those who move in the line of least resistance, and who would prefer

to fill an unsolicited order for advertised soap at 4 cents, which is about cost, to working up business for their own soap at 5, which would pay a good profit. There is much excuse. There are so many articles to sell, so much to do in a day, so much expense to be earned, that it is not to be wondered at that a retailer doesn't always incline to the task of independent salesmanship. The fact that he does not, and that many *can* not, is the strongest weapon that a manufacturer has.

The writer of the following letter did not write it for publication,

but we feel certain

Signing Only When Signing Is Safe.

he will not object to its being published, particularly

as his name and address are withheld, and he has been given an answer by mail. I do not intend to answer the letter here, but will only point out one or two precautions which it shows might well be taken by merchants generally:—

In May, 1914, an agent called on me representing "Leslie's Weekly" and wanted me to subscribe for a year. He offered free a business guide and a world atlas. I at first didn't care to subscribe for it, but when he made me a price of \$3 for cash in advance and offered me that business guide and a large atlas free, I did subscribe. He wrote the contract on their regular contract and I bargained with him to pay him \$1 in advance and the remaining \$2 upon delivery of the books. I was to receive them in two weeks. After this time was up and I heard nothing from that

company, I wrote to them in regard to the magazine and books, which I didn't receive. I received a letter from them stating that they had no record of my order and asking me to send them the receipt which I held for the payment made to the agent.

I mailed them the receipt and in a week I received the business guide, also a small atlas (the contract called for a large atlas). I immediately returned them the small atlas, stating the reason, and asked them to send me the large atlas. This I have not received as yet. In a month they sent their collector around to collect 50 cents a month, so I refused to pay them anything and asked them to live up to their contract written by their agent. I also had the paper stopped. Now they are trying to collect from me \$4.50 (the contract called for \$3) and have placed that account with their attorney. I am inclosing you one of their letters. I will thank you if you will advise me what to do.

Every day some retailer finds himself in a dispute like this over the fact that he has been given contract by some salesman which that salesman's employer refuses to carry out. It seems that the world is full of crooked salesmen, judging by the many incidents one hears wherein, to get orders, they have done crooked things. I believe that any retailer would do well to make and keep the following rules:—

1.—Never to sign *any* contract which has not been thoroughly read, digested and, if any part is cloudy, explained by somebody in position to speak with authority.

2.—Never to sign a contract for anything, unless an *exact* copy is left with him.

3.—Never to pay money under any circumstances to a stranger, salesman whom he does not know is all right.

4.—Never to pay in advance for anything which is to be furnished by a strange and unknown house, but when payment is to be made in advance, to make it to the house and not to the salesman, unless the letter is known.

The Pennsylvania State Convention

During the past week the annual convention of the Pennsylvania Retail Merchants' Association has been meeting in Conneaut Lake, Pa. The "Modern Merchant and Grocery World" had a reporter present and will, as usual, present a stenographic report of the sessions as soon as it is received.

This Will Probably Affect the United States.

One of the largest Canadian producers states that, apart from small quantities being held by manufacturers for their own customers, there is no maple sugar to be had in the Dominion. This state of affairs was realized only a short time ago, when American buyers visited those who had a few carloads

and bought them out at a comparatively high price. The present scarcity is attributed, first, to the operation of the pure food law, and, second, to the small crop. A dealer in Western Canada wrote to a Quebec firm for four barrels of maple sugar and received a reply to the following effect:—

Before shipping, we wish to write you a few lines regarding market

conditions. The crop this year, as you are probably aware, did not amount to much more than a third of what it was a year ago. The demand for the soldiers at the front has had a tendency to make it even scarcer. At present we do not know where to buy it, and are asking 12 cents per pound for what we have in stock. We were nearly cleaned out, but have retained a small amount for the benefit of our

old customers, and are able to offer you four barrels at the above price. We do not expect you will be able to buy at less than 15 cents in a short time. Wire to us whether to ship at this figure.

The effect of the pure food legislation recently introduced has been to put a lot of the black maple sugar, made under more or less primitive surroundings by the farmers, off the market.

ter much of this sugar had been discarded by the Canadian Government, many farmers, feeling the pinch, explained to the Quebec provincial government. Another effect of the law has been to cut down considerably the number of manufacturers, especially those who were making a compound or mixture. Much of the inferior maple sugar made by the farmers of Quebec under the old conditions was bought by manufacturers of tobacco, candy, etc., and with a new standard in force, a

small crop, and many of the farmers unprepared to turn out sugar of standard demand for the better class product, resulting in the present scarcity. On May 1, 1916, the duty of 3 cents per pound on maple sugar and syrup imported into the United States will be removed. Canadian manufacturers confidently expect that this will mean a bigger demand from the States, and preparations are being made to increase the output next year.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Cost of Doing a Cash Business.

Dunkirk, N. Y., Sept. 7, 1915.
The Editor.

Dear Sir:—Please inform me through your valuable paper what percent it costs to do a strictly grocery business, no delivering and no telephones?

Yours respectfully,
JNO. E. WIRTNER.

Naturally this depends on factors which vary very greatly with different stores. We believe a fair average cost of doing business where sales are for cash, and there is no delivery and no telephones, would be around 12½ per cent., although if conditions were especially favorable and the business large, we believe it could be reduced to 10 per cent.

The American Grocers' Society.

Forseheads, N. Y.,
September 1, 1915.

The Editor.

Dear Sir:—What can you tell me regarding to the American Grocers' Society, of Newark, N. J.? I have sent a representative to come and request me to join them. In inclosing the pamphlet which came with me. For your further information would say that the respective member has to buy \$60 worth, 4 shares, payable \$15 per share.

Thanking you in advance for any information that you can give me, remain,

Yours respectfully,
MYERS BROS.,
W. H. Myers.

We have several times discussed the scheme of the American Grocers' Society in these columns, and

each time have advised subscribers that it looked unsound to the "Modern Merchant and Grocery World," and that they would be better off if they did not invest.

W. P. Curtis, of Mechanicsville, N. Y., will please consider this an answer to his letter also.

Some Coffee Questions.

Trenton, N. J., Sept. 6, 1915.
To the Editor.

Dear Sir:—Will you kindly inform me as to the place where both Java and Mocha coffee, offered for sale in the United States, are grown?

My belief is that Java coffee must be grown on the Isle of Java, and Mocha in Arabia, and that unless this is true none of either variety can enter this country under either name. Also in naming a blend Java and Mocha, must it not contain over 50 per cent. of Java, and if the name be reversed, must it not contain over 50 per cent. of Mocha?

The answer will be appreciated.

Yours very truly,
JOHN M. ODENWELDER.

Java coffee comes from the island of Java, which is one of the islands of the Dutch East Indies, and no coffee not grown there can be sold as Java in this country.

Mocha coffee, that is, the best of it, comes from the Arabian province of Yemen. Other Mocha coffee comes from other Arabian provinces, but none, rather strangely, comes from Mocha itself.

To call a coffee "Java and Mocha" no other coffee except Java and Mocha could enter into it. If it is all composed of Java

Why Emperor Will Outsell

There may be other head rice about as fancy as **Imperator**, but it's apt to be coated with talc and glucose, while **Imperator** is uncoated. Take this as almost a guarantee:—that you will sell more **Imperator** rice than you will sell of any other brand, first because it's natural, second because it's exceedingly high grade.

Imperator and its idea make fine window display material.



D. S. & H. CRAIG, Inc. :: Philadelphia, Pa.



Do You Sell Wheatena People?

Every grocer doesn't sell **Wheatena**—that's better for you than if everybody sold it.

The grocer who caters to the very cheapest people often doesn't sell it because **Wheatena** is usually used by a different class of people. **Wheatena** is distinctively a genteel food, not because we intended it for any special class in the beginning, but because it seemed to find its own niches.

Wheatena is the hearts of selected wheat, unusually packed and unusually guaranteed.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

The Grant Egg Candler



Constructed especially for the merchant with the "dark room enclosed," and "a lever construction that rotates one dozen eggs mechanically."

A merchant can begin to candle eggs at once with the Grant Egg Candler without building a dark room or learning to rotate the eggs one at a time by hand.

Not only detects all eggs unfit for food, but you can grade eggs as to quality.

It is durably and neatly constructed, and will last a life time. Write for free booklet.

GRANT BROS. CO.
KOKOMO, IND.

and Mocha, it can be sold as "Mocha and Java" or "Java and Mocha" regardless of the percentage present of the two ingredients.

Who Knows the Homelovers' Association?

Latrobe, Pa., Sept. 4, 1915.
To the Editor.

Dear Sir:—The Homelovers' Association, Chicago, Ill., have asked for a rating on some of our customers. Kindly advise who they are.

Yours very truly,
BRIDGE & GEARY.

We have never heard of a mail-order concern called the "Homelovers' Association." Has any subscriber?

A Training School for Collection Agencies.

Arendtsville, Pa., Sept. 6, 1915.
To the Editor.

Dear Sir:—As subscribers to your journal, we are writing to find out what you can tell us about the American Collection Service, Mr. W. A. Shryer, president, Detroit, Mich. They are a company who start young men in the collection business. I have a son who is anxious to try out their lessons and take up that study. Are they reliable,

and do you think the course worth price asked as a special inducement for September—\$20 cash, regular price \$40. They have been corresponding with us for some time. Tell us your candid opinion, if you will, please. We are inclosing stamp for your kind answer. Maybe you can also tell us what Dun and Bradstreet have to say about them. We shall consider it quite a favor if you will give us any light on the subject.

Yours truly,
H. W. TROSTEL & SON.

To begin with, there is no greater fraud than the collection agency business. We do not believe that a collection agency can be conducted honestly and survive, which is probably the reason why almost none of them are conducted honestly. Collectible accounts, on which they can make a commission, are hard to find, because retailers naturally only turn over what they can't collect themselves. That means that try as they may, the commissions they will actually earn will not support them. They are therefore compelled to charge "retaining fees," which are seldom really earned, or by various subterfuges eat up by overcharges what little they collect, or hang on to it for weeks and months.

We should not advise any honest man to go into the collection agency business, and we should certainly never pay to be initiated into it.

Of the concern named we know nothing except that it has been an advertiser for a considerable period. We advise not investing. Not only for the above reason, but also because there are no secrets in the collection agency business. Anybody with common sense can start one.

Address of Cash Carrier Co.

Johnsonburg, Pa., Sept. 8, 1915.
To the Editor.

Dear Sir:—Please advise me where the Lamson Cash Carrier Co. is located.

Yours truly,
L. G. MEEHAN.

The address is Boston, Mass.

More Arguments Against the Stevens Bill Answered.

New York, Sept. 6, 1915.
To the Editor.

Dear Sir:—Mr. Jason Rogers, publisher of the New York "Globe," is sending to newspaper editors and publishers throughout the country, under the heading "Protect Your Own Business Interests By Helping Defeat Legislation," a letter with an enclosure entitled "Ten Out Of A Hundred

Evils Of Maintained Prices," in opposition to the Stevens standard price bill.

Both letter and enclosure are full of misstatement and seek to create the impression that all department stores are opposed to the standard price principle; as a matter of fact, many department stores of the highest class are actively supporting the Stevens bill and are members of the American Fair Trade League; the "Modern Retailer," which goes monthly to merchants of the United States, announces, in its current issue, that the answers to its country wide inquiry show that "80 per cent. of the retailers in all lines favor price maintenance."

The list of "points" inclosed in Mr. Rogers' letter, entitled "Ten Out Of A Hundred Evils Of Maintained Prices," is all mere assertion without proofs or authorities; it can only result in involving in difficulties editors who use it; we but briefly reply to each point:—

1. "Maintained prices would prohibit low retail price opportunities to the families who would economize."

Nothing of the sort. Price cutters of standard articles necessarily reimburse themselves by overcharging on unbranded and unknown wares, and families who patronize them are victimized; merchants, to exist, must maintain an adequate average of profit.

2. "Maintained prices would encourage every manufacturer to brand his goods and create a big demand for his product, and then increase the retail price."

Absolutely contradicted by the trade fact that on no price-maintained standard product has the price been raised; on the contrary on all such goods the manufacture is giving to-day more and more for the money as competition among manufacturers in quality increases. For instance, a package of Kellogg's Toasted Corn Flakes is one half larger and one-third less in price than it was 10 years ago.

3. "Maintained prices would encourage trusts, as the large and wealthy manufacturer only can afford to take advantage of his privileges under this bill by forcing the demand and holding up prices."

The only comment necessary is to paraphrase this to read: Price cutting encourages trusts, as the large and wealthy retailer only can afford to take advantage of his opportunity to prey upon the public by advertising well-known "leaders" and persuading them to buy inferior substitutes.

4. "Maintained prices would prevent legitimate competition of the small manufacturers who cannot engage in a business against the large manufacturers who have created a demand for their brands by long-continued and expensive advertising campaigns."

Wholly disproved by actual experience in every line of production. It is only necessary to indicate a few in which maintained prices have greatly encouraged competition between manufacturers; the safety razor business, the cereal business, the underwear business, the automobile business, etc., etc.

5. "Maintained prices would increase the cost of living, because the large manufacturer, having choked out competition, will raise his retail price, the consumer being, as in the case of other trusts (Standard Oil), made to stand the burden."

The Week's One-Time Ads.

That's one whacking big ad. the Ferris Ham and Bacon people have in this week, ain't it? *Four pages and a half!* They sure believe some in advertising, and why shouldn't they—they have the goods. If you lay down this week's paper without reading that ad., don't ever ask me to eat dinner with you again, for I won't do it. I've no use for any man that so far forgets himself as not to read something that'll do him the good this will. The talk in the ad. this week is about advertising—about the kind of advertising that pays. Strong meat in every line—good stuff for any business man that either advertises himself, or reads other people's advertising. Something about cutting prices, too—read what he says about his cut-price overcoats—how certain firms actually *teach* people to buy from them only at a cut price. Read that twice, if you think cutting's a good thing. The Ferris people are so bent on helping and interesting people, through these ads., that they most forget to say anything about Ferris Hams and Bacon. But I ain't going to forget to. I'm here for the purpose of saying that any grocer who wants a grade of ham

and bacon that will *always* suit biggest kickers, ought to go to the question of Ferris Hams and Bacon. They cost a bit more, my, my, how everybody does 'em!

I want you to stop what you're doing right away—even if it's making money—and turn over until you find the ad. of the Grant Egg Candler. I've seen some slick idlers, but as a time and money-saver it goes the limit. It's an egg candler that any retailer can use, it doesn't need any dark room, that you don't have to use one at a time with. You can spot a poor egg in a second with it, and goes even further than that—you can grade eggs on their quality you want to sell them that way. Any grocer with a Grant Egg Candler can guarantee every egg he sells and he'll never have to make good on any bad ones unless customers sit on 'em and fuddle up. Now do what I tell you to do now—turn over and look at that ad. and then write for their book telling all about the thing.

JIMMY MANDEL

We Sell for Less Because It Costs Us Less

Please don't put us down as a cheap, cut-price house. We sell standard **Coffees**—in fact, we specialize on High-grade **Coffees**.

It is these Coffees that we can and do sell cheaper than other houses, because as we use no salesmen it costs us less to sell than it costs them. We can charge less and make the same profit.

If you have a High-grade **Coffee** that you're particular about, send on a sample. We'll match and quote—you'll do the rest.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

We are Headquarters for **FRUIT JARS**

MASON PORC. LINED—Ball Brothers Make

Pts. \$4.85; Qts. \$5.15; Half Gals. \$7.40. F. O. B. Philadelphia
Net 30 days, 50 cents per gross off cash 10 days

Making prices Net 10 days: **Pts. \$4.35; Qts. \$4.65; Half Gals. \$6.90**

BANNER WIDE-MOUTH JARS

Half Pts. \$5.00; Pts. \$5.25; Qts. \$5.75; Half Gals., \$9.00. F. O. B. Philadelphia
Net 30 days, 2 per cent. off 10 days

Orders of 10 Gross and upward, 25 cents per gross less

WE ALSO CARRY IN STOCK

Ball's Special Wide-Mouth Mason Porc. Lined Jars

MASON P. L. CAPS

The Genuine Boyd Patent, made by Ball Brothers. \$1.75 per Gross. F. O. B. Philadelphia
Net 60 days, 2 per cent. off 15 days

RUBBER RINGS

For all Standard Makes of Fruit Jars.

Best Quality—Lowest Prices

GLASS TIN TOP JELLIES AND TUMBLERS

Prompt Shipments—Best Goods—Lowest Prices

FISHER, BRUCE & CO.

China, Crockery, Glassware and Lamp Goods

WHOLESALE ONLY

221 Market Street—**PHILADELPHIA**—210 Church Street



Also let us paraphrase this, so to read: Price cutting will increase the cost of living, because the large retailer, having choked competition, will raise his retail price, the consumer being, as in the case of other trusts, made to stand the burden.

8. "Maintained prices would prevent important seasonal reductions in prices upon which most housewives depend—especially those of limited means."

9. "Maintained prices, as legalized in the Stevens Bill, will do nothing of the sort; the Stevens Bill expressly provides that in case of deteriorated goods, the dealer may sell them at any price he chooses, provided he has first given the manufacturer an opportunity to take them off his hands at what they cost him."

10. "Maintained prices would prevent individual initiative, as it eliminates the independence of the retailer and would practically turn every retail store into a sort of a magnified slot machine."

The unanimous opinion of the Supreme Court of Washington in the case of the Fisher Flouring Mills Co. vs. C. A. Swanson completely demolishes any such argument. The court said: "The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer, he cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut prices by the sale of other articles at, or above, their reasonable price. It is a fallacy to assume that the price cutter pockets a loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence. It will not do to say that the manufacturer has not interests to protect by contract in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement."

8. "This is a campaign to increase retail costs and lower wages, to ruin many retailers, to choke competition by other manufacturers, to make possible inordinate profits for the few manufacturers by this class of legislation at the expense of the public and others affected."

This would seem to have been fully answered in foregoing comment.

9. "Maintained prices place the control of all retail business in the hands of the manufacturer, although he has no financial risk or equity in the business."

On this point the Supreme Court of the State of Washington, in the case already referred to, is pertinent and conclusive in recognition of the manufacturer's interest in the reputation of his product. The court said: "It is a fallacy to assume that the price cutter pockets the loss. The public makes it up on other purchases. It will not do to say that the manufacturer has not interests to protect by contract

in the goods after he has sold them. They are personally identified and morally guaranteed by his mark and his advertisement."

Yours faithfully,
AMERICAN FAIR TRADE LEAGUE,
Edmund A. Whittier, Secy.

Telephone Co.'s Co-operate With
Manufacturers.

Philadelphia, Pa.,

September 9, 1915.

To the Editor.

Dear Sir:—In the August 30th issue of "Modern Merchant and Grocery World" there is an interesting article on "How To Sell and How Not to Sell Goods by Telephone."

Here in this organization there has been established a Service Promotion Bureau, the object of which is to help subscribers weave the a telephone into their selling methods, with a view of increasing their net profits at a decreased selling cost. It is possible that this bureau might prove of some practical value to your publication, the object of which is to help your subscribers improve upon their methods of doing business as merchants and grocers.

This office, therefore, is at your service in any way you may desire, and from our experience in the telephone business we may be able to devise ways and means for increasing

business of the readers of this publication.

Very truly yours,
S. C. MASON,
Special Agent.

Address of Maker of Small Tins for
Baked Beans.

Philadelphia, Pa.,

Sept. 6, 1915.

To the Editor.

Dear Sir:—In the issue of August 16th, Selling Talks With Clerks, will the writer give me address where the small tins for baked beans can be bought?

Thanking you in advance.

E. F. KAYSER.

The address is American Can Co., 444 W. Fourteenth street, New York. We suggest writing them for catalogue No. 4.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Here Is a Co-operative Buying Organization That We Might Learn Something From

Description of a New English Plan That Proposes to Put Its Best Work on Packing Private Brands Which Will Sell at Fixed and Protected Prices. Several Co-operative Enterprises on the Side. Sell Members at Cost Plus Two and a Half Per Cent.

Special Correspondence of "Modern Merchant and Grocery World."

London, Eng., Sept. 5, 1915.

Your paper is interested in co-operative buying enterprises; perhaps its readers will be interested in the latest co-operative buying plan for retailers which has been launched here. It is called "The United Grocers' Association, Ltd.," and its headquarters are in London. It is created, according to its prospectus, "for combined buying, combined advertising, and the unification of the grocery trade."

The nominal capital of the company is £10,000, divided into 10,000 shares of £1 each, of which 8,950 shares are now offered for subscription, payable in installments.

Membership of the United Grocers' Association, Ltd., is secured by the holding of at least five shares

of £1 each. No liability attaches to members beyond the number of shares taken up, apart from their complying with the terms of business as arranged by the Sales Department of the association.

The association will only supply goods to persons qualified to be members, or to limited companies in which a person qualified to be a member (or such person or his wife or children between them) hold at least 50 per cent. of the issued capital.

The primary object of the association is to assist its members by supplying them with first-class goods that will ensure a fair profit and by securing for them the best terms obtainable in regard to all goods supplied to the trade and to organize an advertising scheme

which will attract customers to those shops owned by members of this association.

The association proposes to pack various goods under its own registered brands and labels, which will show quality and value not excelled elsewhere.

Every article packed by the association will be of the very best quality and carry a guarantee of absolute purity. The United Grocers' Association goods will be accurately described and the selling prices protected. Any cutting of price will give power to the association to cancel membership.

The whole of the net profits are to be utilized for the benefit of the members of this association, after paying dividend in regard to share capital, and providing for reserve and any extension of the business as the directors deem fit, then the surplus shall be divided each year in the way of bonus amongst the members of the association and in proportion to the amount of their purchases of the association specialties.

It is proposed to form at once groups of members in large towns and centers that consignments of

proprietary goods may be sent at the lowest possible rate, the association arranging with the manufacturers to break up these consignments and deliver each part to respective members carriage free.

Members are not expected to purchase anything from the United Grocers' Association that they can buy better elsewhere. There are no restrictions apart from price protection and qualification.

The association will take but one member from each locality, and members must agree to stock and push goods packed by the association. All these goods are returnable if not sold.

The association will, as funds permit, open up insurance departments, employment of bureaux, engage expert window dressers and lady demonstrators, stock takers, etc., the services of whom shall be at the disposal of the members.

The association claims that it will save its members 5 per cent., nothing will be offered that does not bear out this statement.

The following statement will perhaps interest you. The association, after making investigation, found

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

70 per cent. of the grocers' turnover can be handled at 1¼ per cent., the remaining 30 per cent. upon those lines for which they have a gross profit of 2½ per cent. It is estimated that the gross profit provided for by the association will produce £4,225 per annum. This is based on 250 grocers placing orders of £20 per week only. Members are proposed who can handle ten times the amount. They are that putting aside £2,000 for salaries, wages, office, postage, printing, insurance and other expenses that this turnover would insure, they have a balance of £2,225, which, after providing 10 per cent. for share capital, leaves a balance of £1,225 out of which to provide for reserve and a very substantial bonus.

The association's private brands, being of the finest quality and purity always, will bear a large proportion of profit than other goods dealt in, and still further increase the net profit. This will be used for advertising the Grocers' Association goods which will be distributed in the shape of a bonus in proportion to each member's purchases of these goods.

Apart from combined buying, the association issues a monthly circular or price-list, a weekly circular and a retail price-list free of cost. The retail price-list issues four times a year in order to keep members right up to date with smart new lists instead of the old time price-lists which they were issuing spasmodically. These lists are supposed to keep the housewife regularly interested in members' shops. To insure members taking an interest in the list and distributing it with care, they print the covers with their name and address and a reproduction of their shop.

E. R. APPLIGATE.

Apple Market Hurt by Poor Fruit.

Government Trying to Persuade Farmers to Throw the Poor Fruit Out. War Proves Less Harmful Than Expected to American Apple Business.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., Sept. 9, 1915.

Effective co-operative organizations afford the best means for profitable marketing of the country's increasing apple crop, ac-

cording to a survey of marketing conditions in the industry just published as bulletin No. 302, "Apple Market Investigations 1914-15" by the United States Department of Agriculture. In States where apples are boxed instead of barreled, growers' associations handle a large percentage of the output and in securing uniformity in the pack and advantageous distribution of the crop are much more successful than individual producers in other sections. Where individuals act independently there is little uniformity in grading and much poor fruit is shipped which, in seasons of large production such as 1914, cannot be disposed of profitably.

Observations in the Chicago market showed that 25 per cent. of the arrivals in carlot bulk, or the equivalent of 350 carloads, and 10 per cent. of the barreled shipments, the equivalent of about 160 carloads, were of such poor quality that the price would not have paid the freight charges had these apples been shipped by themselves. By throwing out this poor fruit the farmers would not only have saved the cost of packing and shipping, but would have cleared the market

for their good stock. Similar conditions were found elsewhere.

In this connection it is said that the grade and package laws now in operation in a number of States are proving effective in stabilizing the market. Uniformity in State legislation of this kind, the authors state, is, however, most desirable.

The effect of the war upon the industry has been found to be less disastrous than was apprehended. Because of the cheapness of the fruit, consumption was stimulated until the exports far exceeded expectations. The German ports being closed, large quantities were shipped direct to the Scandinavian markets for the first time and this should prove of considerable benefit in future years. Direct trade with South America has also increased greatly and should continue to do so, especially if the growing trade in meat products affords additional return facilities for shipment. Careful selection, grading and packing by hand is, however, essential to the delivery of the fruit in good condition and only stock that may be classed as "Fancy" or "Extra Fancy" should be exported to South American ports. HOLT.

A Steady Seller and Profit-Maker

So steady has been the demand for

Grape-Nuts

that it is a staple with grocers everywhere.

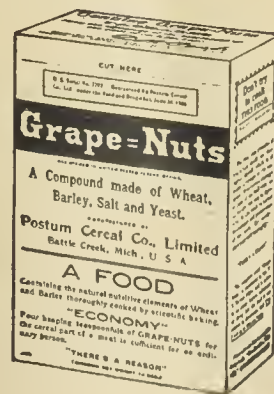
The steady pull of advertising its true merit, month after month the year round, combined with **good profits** for dealers, has made this ready-to eat wheat and barley food

The Leader In Its Class

And still the sale of every package is guaranteed.

Grape-Nuts deserves the hearty support of all grocers!

"There's a Reason"



The Grocery Markets

Sugar.

Sugar is in excellent consumptive demand, but that did not prevent refiners from reducing prices during the week. Those who had been selling granulated at 5.60 reduced it to 5.50 and those who had been selling at 5.50 reduced to 5.40. Raws are a little easier for the week.

Tea.

The tea market shows no change for the week. Everything in desirable qualities rules steady to firm and is in very fair demand. One of the very few things which is showing weakness is poor, stalky Ceylons, which rule around 24 cents in a large way. These are neglected and nobody seems to want them.

Coffee.

The coffee market shows a slight fractional improvement for the week, due to slightly better demand and some falling off in the receipts. Perhaps all grades of Rio and San-

tos can be quoted at an eight to a quarter cent higher than a week ago. There is still much coffee available, however, and no very high prices would appear to be possible. Milds are unchanged and quiet, as are Java and Mocha.

Syrup and Molasses.

Glucose declined again during the week 10 points, ostensibly on account of the reduction in corn, although the reduction in corn hardly warrants the total reduction in glucose. Compound syrup is unchanged for the week and quiet. Sugar syrup quiet but firm. Molasses dull and unchanged.

Fish.

No change has occurred in Norway mackerel during the week, but the undertone is slightly firmer, due to continued diminution of supplies, without any adequate means of restoring them again. The outlook for mackerel is firm. Shore and

Norway fish are changed and cutting no figure. There is some disposition on the part of buyers to contract for new codfish, providing they can get concessions on the opening prices, but so far they haven't been able to do this. There is no consumptive demand for codfish as yet. Medium red salmon, chums and pinks are about 7½ cents a dozen higher than they were, but red Alaska is unchanged. The outlook for the new pack is firm. Sardines, both domestic and imported, are unchanged and quiet.

Dried Fruits.

Prunes are firm on continued inquiries from abroad. Prices in a large way f. o. b. average 3¾ for small and medium sizes with a premium for 40s. The consumptive demand for prunes is small. Peaches, apricots, raisins and currants are all unchanged and dull.

Canned Goods.

Tomatoes are still maintained at the advance noted last week. The warm weather has brought more goods out, but hasn't yet reduced prices. It is said to be too late to recover what has already been lost, and there are predictions of a pack not more than 50 per cent. of last

year. If these predictions are fulfilled it unquestionably means higher prices for tomatoes. Corn and are unchanged and quiet. A dull at ruling prices. Calif canned goods unchanged and heavy. There is some talk that prices of futures do not imply some packers will not pack. Eastern staple canned goods no change and light demand.

Beans and Peas.

Domestic pea beans are a higher than a week ago and in demand. Marrows are also 10 cents per bushel higher and now quoted in a large way at per bushel. Scarcity is the rule in both cases. California have worked up possibly ten per cent. and are in fair demand. Green Scotch peas dull and unchanged.

Butter.

The butter market is active with a good consumptive demand for grades. The quality arriving averaging fancy and the outlook for unchanged prices for the few days.

Eggs.

The egg market is firm at a advance of 1 cent. The consumptive demand is very good and the

Summer Bargains

- \$85 for a National Check Throwing Cash Register
- \$40 for a Refrigerator, 5 x 3 x 7 feet high
- \$22 for a No. 218 Enterprise Coffee Mill, equal to new
- \$20 for a Toledo Computing Scale
- \$16 for a large size Star Counter Coffee Mill
- \$12 for a Ten-pound Grocers' Scale with brass scoop

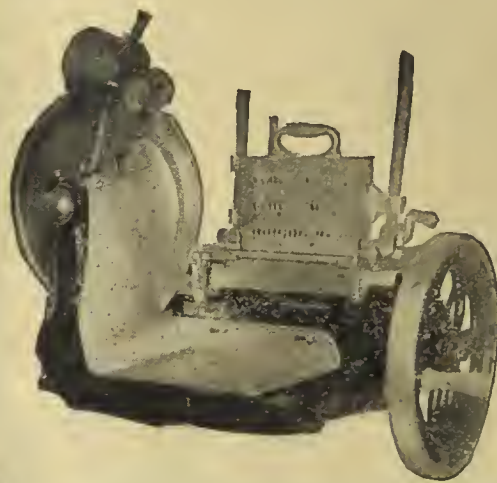
I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Establish Your Store as a Quality Center

INSTALL

"The World's Best Slicer"



Watch your sales and bank balance grow and the waste disappear. Ask any of 75,000 users.

Beware of fraudulent agents and imitations.

Every machine absolutely guaranteed. Write to-day for free demonstration.

U. S. Slicing Machine Co.

1024 Arch St., Philadelphia

Do Women Say This to You?

"Oh, no, I don't want to bother with it—it spoils too easily."

This is the spoken or unspoken reason hundreds of women have for not using **Rennet** regularly in their homes. All such women will buy **James T. Shinn's Liquid Rennet**, for every bottle is guaranteed. We can safely guarantee it because its making is as scrupulously clean as anything can be.

We also guarantee it to do its work with milk in three to five minutes—that's another point to use with women who haven't been using rennet.

And here is the argument to use with you—**Shinn's Liquid Rennet** pays you 100 per cent. profit.

Shinn & Kirk, 1400 Spruce St., Philad'a.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

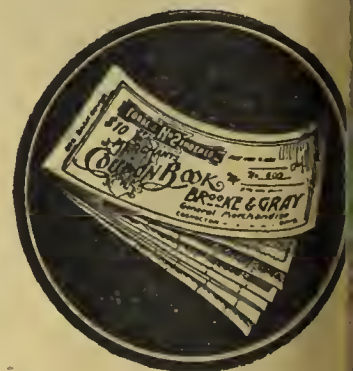
Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



light. This, with the good quality of the present arrivals, makes a healthy market.

Cheese.

An active demand is reported for grades of cheese at a half cent advance. The consumptive demand is very good and the quality arrived fully equal to the standard for the season. The market is firm at present basis with no immediate change in sight.

Provisions.

Unsmoked meats are steady at unchanged prices with a good consumptive demand. Pure lard and compound are steady and unchanged with a moderate inquiry. Cured meats, dried beef and smoked meats are unchanged with a moderate demand.

INDIVIDUAL MARKET REPORTS

Imported Fish Specialties.

In writing our report last week the shipment of new Iceland herrings arrived here, and never before has the market seen herrings as fine as these, but never before has the market paid as high a price for this class of fish as it is paying just at the present moment. There is no chance, at least for the present, of seeing any better figures in the near future. Our shipment, sailing from Norway last week, will cost just as much money, and the next shipments are likely to cost even more, and the demand from buyers for herrings and all kinds of fish continues unabated.

Norway mackerel, so far, only in small lots have been offered, and at prices which practically excluded business, but it is to be hoped that when the fishing becomes more general, that prices will also be more within reach of our buyers to start importing those fish.

Not only herrings continue very scarce, but naturally the few small lots arriving are taken by eager buyers at high prices.

Norway the fishing of sardines continues quite satisfactory, and the demand from our competitors in Europe is equally strong, so that prices are entirely in sellers' favor, which makes it impossible to acquire any new lots of Norwegian sardines at the present moment, and we could not compete with lots held by importers here, and which were bought at old prices, and which, owing to American custom, are being offered at old prices. It seems to us that prices for sardines in this market must advance before long.

Our friends in Portugal cable that fish have made their appearance, and the prices now asked for the new fish make it impossible to import them at the present time. We shall have to wait until their demands are more moderate before importing any lots.

STROHMEYER & ARPE Co.
New York.

Rice.

The market shows improvement in demand and the inquiry is becoming lively. Stocks in the hands of the buyers are steadily getting into better shape, "old" gradually passing out and attracting more attention. New rice is arriving slowly and a more free market of slightly samples is in evidence. Prices are holding steady, although there has been a slight easing

off from last week. It is generally believed, however, that fancy grades at the present time are on a safe and reasonable basis for operation, and are likely to be strengthened in view of the fact that the river crop is over with in 60 or 90 days, and in consequence bring a premium after that time over prices from Texas, Interior Louisiana and Arkansas.

At New Orleans the market shows some improvement and buyers are taking hold with more confidence, and in consequence prices are being well maintained. Although receipts of rough were heavy during the past few days, the tone of the market was stronger and prices for the better grades show an advance.

In the Interior, Southwest Louisiana, Texas and Arkansas, a few mills have started up, but as yet they are not strong factors in the situation.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Spices.

The market continues fairly active. Spot stocks of many articles are being rapidly disposed of. Most spices are firm. The trade demand for the next two or three months will be large and supplies here at this time are plainly inadequate for the normal consumption.

Pepper.—Market somewhat firmer. Black peppers being in active request at this time. White peppers, however, are slightly easier.

Mace.—In good spot demand. While the market is unchanged, prices are steady.

Nutmegs.—In very good demand at steady prices. Supplies in our country have been heavily reduced lately.

Cassias.—All grades are unchanged. The demand is fair.

McCORMICK & Co.
Baltimore, Md.

Standard Canned Goods.

With cold rainstorms almost a daily occurrence throughout the tomato belt, and the temperature frequently below 50 degrees during the last two or three weeks, continued unfavorable crop conditions are not surprising. The market situation has now resolved itself into a weather proposition, and your thermometer will be your best guide, probably for the month of September. It is a fortunate thing for the canners that the jobbers refused to buy futures this year even at the below cost prices at which they were offered up to the middle of July, otherwise there would now be a scramble among themselves to buy tomatoes to cover unprofitable contracts. As it is, they have been buying of one another this week to protect themselves against further loss on the sales which they made during July and August. Next year it may again become fashionable for the jobbers to buy futures.

The character of the buying last week indicates that the jobbers are "up against it" on the tomato proposition, so far, this season. The buying orders came from all sections of the

(Continued on page 22.)

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.



"THE BUSINESS BUILDER"

is the title of a clear, concise analysis of the "Sperry" system, its operation and appeal to your Customers.

It points out the powerful features of our service and why it is the best, easiest and cheapest way to draw new trade and hold it. It gives unquestionable proof of the results we are producing for our subscribers every day. Write for a copy.

We will also send you the August-September number of "The Sperry Magazine"

The Sperry & Hutchinson Co.
The Hamilton Corporation

GEO. B. CALDWELL, President

2 West 45th St. New York City

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St.

New York

OUR NEW DEPARTURE IN ADVERTISING*THE SEPTEMBER LETTER—To Progressive, Experienced, Well-Principled Grocers***Our Good Friends:—**


Generous comments come to us on the striking Commercial Romance from the life of Alexander T. Stewart, as condensed in our August Letter. One of the proofs of his "forwardness" was his inauguration of Broadside Advertising in the Daily Papers of 1850-1870. He saw a new opportunity; he seized it. His enterprise appalled his smaller competitors. Of course, if ten of those Houses had taken his cue and quickly followed his lead, his advantage could not have been so marked. The cluster of Houses would have paid ten times as much for Advertising, to be sure, and each might have won out on the average perhaps one-tenth of what came to A. T. Stewart & Company. Would it then have paid any one of them?

• Every Merchant in our day is interested in Advertising and of ADVERTISING may we talk together now? Each Merchant who would advertise to advantage must learn the trade by going through the mill himself. Otherwise he will not know what means are adapted to his purpose or what money spent is likely to come back in the way of increased business and profits. As you know, we have been advertising generously for half a century, never firing in the dark, but using the best judgment and enterprise we could command, and ready for new opportunities and new methods. This has been costly, of course. We have charged two or three moderate fortunes to Advertising Account, and while from some ventures we have received reward doubtless half of the money might as well have been thrown off the dock, so far as profitable return was concerned.

In the last quarter of a century the soliciting and preparing of Advertising has become a profession. The Eleventh Annual Convention of Advertising Men, just closed in the West, claimed a Membership of 10,000 men. These are they who "bone" you to advertise, make your contracts, write your advertisements, and take your money. There is a deal of character and brains in that profession and perhaps fewer black sheep than in many other lines. Intelligence, Industry, Enthusiasm, Hopefulness, are earmarks of this new profession. But the lack of adequate returns to many a man who pays the money for it all, compels him to question, "Will Advertising Really Bring Increase and Profit to My Business?" The world is full of Page Ads., Display Type, Catch Phrases, Striking Illuminations, Huge Bill Boards, Pictorial Postal Cards and Letters ad nauseum, until in every home the flood of advertising matter has become one of the banes of life.

Of course, if all Advertising advertised, every Merchant who began Advertising would cling to it with the grip of grim death. He could not afford to let go. But have you noticed how often names that have become familiar to your eye in Magazines, Weeklies, Flats, Dailies, silently fold their wings and steal away; and have you figured what a shrinkage there has been in the last two or three years in the Advertising Columns and Pages of many of these Issues? Why? The answer is easy. Mere Advertising often **DOES NOT PAY**. This brings the question to every Merchant, "Shall I advertise at all?" "How shall I advertise to have it worth while?" For you will not mistake the Froth for the Beer. Advertising Bills take clean money out of Net Profits. Does it come back? This is the immensely practical question. We have had some startling eye-openers of late in this Big Town. Henry Siegel is serving (in spite of his flood of advertising), a term in a New York Penitentiary. The J. B. Greenhut Company, formerly Siegel-Cooper & Company who filled this part of the world with Advertising, sent a Lawyer's Deputy to our Office a few days ago asking us to compromise our account with them at 27½ cents on the dollar.

In our September Letter we are addressing perhaps 30,000 Grocers, many of whom have had wide experience in this field. We are not attempting to advise them, but we ask them to do us the favor of advising us. Won't you, therefore, our good friend, write us **HOW YOU** have Advertised and found it paid, and **HOW YOU** have Advertised and found only a Failure? You will do us a valued service in this way, and perhaps clarify your own judgment a bit. See?



W. & J. SLOANE

SPECIAL ORDER RUGS

The highest degree of decorative excellence and luxury can be attained by the use of a Whole Carpet, woven in a single piece without seams, in any shape, size, pattern and coloring.

We make such Floor Coverings to special order at reasonable prices in a variety of fine imported weaves—French Aubusson and Savonnerie, Scotch Chenille Axminster, English Hand-tufted, Berlin, India and Turkey, as well as in excellent domestic grades.

Sketches prepared and samples submitted upon request. Orders should be placed as far as possible in advance of the delivery required.

FIFTH AVENUE & 47TH STREET, NEW YORK

In the meantime we have been using our shears on some of the Issues that come to our desk; it is easy to sort ads. into general classes. Here for instance, is the advertisement of no doubt The Leading Carpet and Rug House of the Country. Notice how concise and direct it is and how it appeals to the reader who wishes to buy Carpets, Rugs, etc., of the quality, style and value that will be worth while and a joy. And there it stops. If you want such floor covering you decide you will go to Sloane's and see their stock, for the tone of this Sloane ad. commands your attention and confidence. Is this "Worth While Advertising" for the Sloanes?

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Many of the ads. of B. Altman & Company, probably "The Leading General Dry Goods Establishment" here now, are of the same high grade. See in their display, reference is made to prices, to be sure, but not appealing first of all, to the cupidity of the buyer. If you want style, quality, up-to-date material and coloring, will not the Altman Store attract you and is this "Worth While Advertising" for Altman's.

B. Altman & Co.

B. Altman & Co.

Women's Ready-to-wear Suit Department
(Third Floor)

Tailor-made Suits

for travel, sports and outing wear.

Chic styles modeled in semi-tropical materials include fashionable Pongee Silk Suits (in natural color, navy blue or black)

Prices are very reasonable.

Fifth Avenue - Madison Avenue

34th and 35th Streets

New York

An Extraordinary Sale of Oriental Rugs

(wearing qualities unreservedly guaranteed
by B. Altman & Co.)

for which unprecedented preparations are now
being made, will shortly be held.

Very remarkable price advantages will be
offered.

Fifth Avenue - Madison Avenue

34th and 35th Streets

New York

Speaking of direct presentation, how in this illustration the word "PLYMOUTH" takes your eye? We do not indorse the Gin, but the ad. tells a simple story and stops. "Plymouth Gin" may go to the right spot, but you notice the Advertiser does not propose to sell it at half price. Is not this a specimen of directness and fair play, even with Gin, that is worth noting?

Coates'

PLYMOUTH

Imported Dry Gin

SHAW
THE HIGHEST STANDARD
OF QUALITY

The only Gin Distilled
in Plymouth, England.

You have seen in our City Papers a series of modest ads. put out by Bloomingdale. Do they not make you look a second time? Here is a new, attractive figure every day and you read what follows. There is reference to popular prices, but no pretense of selling dollars at fifty cents. Many a Merchant among our 30,000 who would advertise in his Home Daily Papers will study the Bloomingdale Style with profit. Economy of Space! Winsomeness! Force!



ATHER SERVICE

MADAM has at her instant service (at the Toilette Counters at Bloomingdale's) the thousand first-aids to beauty and health that are today so indispensable!

From "Endura" tooth-brushes with their enduring bristles at 25c. and 35c., to the rare perfumes of Kerkoff and Brecher of Paris!

Bloomingdale's



July

CLEARING SALES

YOU know what Clearance Sales should be—a clearing away throughout the store, to leave shelves clear for incoming merchandise. Well, that is just what these Clearing Sales at Bloomingdales ARE!

¶ All this week, and Monday and Tuesday of next, in almost every department, you will find something you need—something very desirable—at a real reduction. Now please don't forget that!

Bloomingdales
59th to 60th St. Lex. to 3d Av.



SPEAKING OF SPOT CASH

WE like to remind our friends that Bloomingdale's buy always for cash—

That Bloomingdale's are their own landlords and that, therefore, our rents are, by comparison absurdly small—

That Bloomingdale's regular and special prices are ordinarily as low as any other in the city—

Probably lower—but we prefer to dwell on the GOODNESS of our goods.

Bloomingdales
59th to 60th St. Lex. to 3d Av.

Some enterprising Advertisers win you at the start by a bit of humor. Notice the donkey at the head of this Earle ad. and the exhortation, "Don't be a mule!" There is the mule, sure enough, and you will smile at his obstinate attitude. A perfect donkey, is he not? And if you want a Heating Plant your house you will very likely look up D. E. Earle & Company. That mule "stays by you."



DON'T
BE A
MULE!



Our Editor, waiting a car on Broadway, saw on an upper floor of a Store opposite a sign "WASH HATS," and, following, "LIDS for KIDS." How many Mothers, at such a Poster, where Children's Hats were on sale, would smile; be at once interested in the goods offered and tell the joke in the family circle? "A little nonsense now and then is relished by the best of men."

For many years Rogers, Peet & Company have chosen to mark their daily ads. with a "more or less humorous illustration (?)." We all look at the ad. and smile at its grotesque heading if we do not read what follows. We never heard of any buyer who found fault with the Rogers, Peet clothing. There were any grounds for complaint the slip was made good by the firm instant. So notable a House at the same time affords some questions as to

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

advertising methods and business policy. For days and days of late the papers have been full of the cut prices of these Merchants. Readers ask, "Can it be necessary to sacrifice 30 per cent. to 60 per cent. of regular marked prices in order to sell 'surplus stock,' and if it be a 'surplus stock' would not the Board of Directors, made up of experienced, level-headed Merchants, ask whether there was something wrong at the buying end of the House in so overloading its shelves with an unsalable surplus that a sacrifice like this at the end of the season was necessary? Would it not be 'better business' to buy or manufacture 20 per cent. less of stock in these lines at the opening of the demand and move all out at uniform prices in season, trusting to fill in with later orders if necessary, or make a plunge on new goods a little before the opening of the next season, and so get a fine start at profitable prices then? It may seem ungracious to suggest any question of business wisdom to such a Management, but if an ordinary Merchant or Manufacturer is tempted to follow this policy will he not have to pay dear for his business mistake?"



No! The \$15 Summer Suit Sale is not setting!

It's rising!

Rising in opportunity in many ways!

With the first rush over our salesmen have the more chance to help you find the generous values here in your size.

For nearly 8,000 suits went into this Sale Monday; that means most excellent values to-day in all sorts of mixture fabrics and serges.

\$18.00 to \$30.00 were the former prices.

\$15 now.

In the larger matter of the \$15 Sale, we have omitted to mention that we have some hundreds of slim men's suits, 32 to 35 chest, now marked down to \$12.50.

ROGERS PEET COMPANY



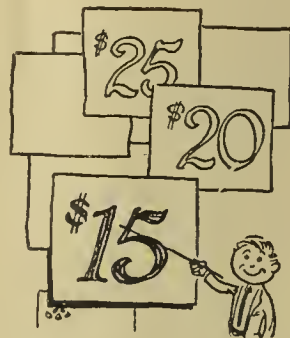
To-day we cut a melon for boys!

Slices of many things boys wear in one grand clean-up!

1307 Boys' Norfolk and Double-breasted suits.

88 were \$7.50,
391 were \$8.50,
332 were \$9.50,
333 were \$10.50,
173 were \$12.50,
90 were \$14.50,

\$5 now.



While pointing out the remarkable values in the men's suits marked down to \$15—

Thousands of suits that dropped to \$20 and \$25 deserve their share of the lime-light.

Most of our mixture suits and lots of serges have been revised in price.

\$15, \$20 and \$25 are the bargain prices.

Youths, too, come in for their share.

\$12.50 now for suits that were lots higher—32 to 35 chest

Everything for the Torrid Zone.

ROGERS PEET COMPANY

Note the aftermath of such Cut Price Sale at the end of each season. The Editor congratulated a Banker friend of his a year or two ago on his good-looking suit. It was a Rogers, Peet, and the friend went on to say: "You know, that for several years past I have learned how to save 40 per cent. of my annual clothing bill. I have an average figure, and I am easily fitted from stock sizes. I wait until the season's end and then step in and supply myself on a 40 per cent. cut. My clothes are the same and I get as much value out of them, and I know six men about me in Wall Street who have learned the same trick."

That was good financially for these "Seven Wise Men of Gotham," was it not? The Editor put this in his pipe and smoked it for awhile. On Change one day he said to a Broker, "That's a nobby suit of yours." "Yes," replied the active man, "I have a Salesman friend in Rogers, Peet and at the end of the season I get a postal from him, saying, 'Come in, Harry, I have a bargain for you.' I go in and do this. I save 40 per cent. on my clothes and get the same value and satisfaction out of it." Our Editor smoked a little longer and came across an Advertising Man living in one of our New Jersey suburbs. He has two boys of the growing age and he had learned how to economize on clothing them. It was the same story. "Make the old clothes do until the end of the season, for once, and then buy for the boys and save the 40 per cent. or more." For instance he had just ordered three suits, at first sold at \$15, for \$7.50 each, and a Suit at \$8, which early sold at \$18.

After some more whiffs at this figurative pipe it occurred to the Editor that he would have a bit of personal experience along that line. His favorite recreation in the evening or on the Saturday Half Holiday is an Auto Ride. His sons or his daughters do him proud as Chauffeurs, and there hang on his frames four wraps suitable for Auto use all through the year. A heavy overcoat, long and ample, somewhat on the Chinchilla order, made to sell at \$45, but bought at the end of the season at \$24. A slightly lighter Winter wrap of the Rogers, Peet make, offered when fresh picked, at \$34, whittled down to \$17, and the day Ye Editor looked in, it had been marked again to \$15. He has the receipted bill before him as he writes. Then came a lighter weight black coat, bought at 40 per cent. discount at the end of its first three months. This Spring he was looking for a Salt and Pepper Wrap, suitable for summer evenings. He found what would suit him at from \$16 to \$22, but he picked one up at Benjamin's late in July at \$10. So you see, "Ye Editor" has been through this new Post Graduate Course, buying dollars for sixty cents, and while somehow this sacrificing of good material in this cannibalistic way goes against his grain, he looks at his four fine Coats as they hang there and understands what an appeal Cut Prices make to the Buying Public. He has saved a good \$50 on that row of Coats which would have been in the Rogers, Peet Bank Balance but for their own work.* He abominates the "Cut Price" System, but he tried it out on Auto Wraps.

Do you not see something else in this story? Here are nine men in one's own circle who have been educated by Rogers, Peet & Company to hang off until the Cut Price comes and then take advantage of it? Can that in the long run be good for Rogers, Peet & Company? If nine men in this little circle have been taught this lesson, how many hundreds (thousands?) of men unknown to Ye Editor have been to School in the same fashion? Must it not appear to Rogers, Peet & Company that they are cutting their own throats? And will it not be soon a burning question, "How Long?" So a furious "Cut Price" Campaign may only represent "enterprise gone to seed." The final test must be this. Each dollar of merchandise sold should show—

1. The cost of the manufactured article itself when it goes out of the Store.
2. Plus the average overhead charge, comprising rent, possible depreciation of real estate, interest, labor, delivery cost, advertising and collection; the quota of loss by bad debts and depreciation of fixtures, and above all this.
3. The Net Profit. And the Merchant's life hangs on THIS!

* against themselves.

This Cut Price Business has spread far and wide. If Rogers, Peet & Company could pay such a price and call it advertising, and have the sole benefit of it, that might be one thing, but they have a host following their lead. Notice the Arnheim Ad. herein reproduced, and one of Benjamin's. Also the James McCreery Ad. taken from a Fifth Avenue Auto Bus. From the Daily Papers this same House announces a Special Sale, classified under five different items, showing between former and present prices a cut of from 30 to 50 per cent. Years ago George Crawford, genial and enterprising, was selling Ye Editor of a famous Ribbon Sale he had engineered for McCreery & Company, when they were in their Eleventh Street Store. It was well

Coat & Trousers, \$21.50 From \$40 to \$60 Fabrics

This remarkable sale will close on Saturday. The 720 pieces, bought especially for this offering, are the greatest value we've ever shown. There are imported and domestic Woolens, Cassimeres, Serges, Flannels and Tweeds. We make clothes to order only. Style, fit and satisfaction strictly guaranteed, or no charge.

Broadway
& 9th St

Arnheim

The Largest Tailoring Establishment in the World

August Sale
\$200,000 Oriental Rugs
at about
Present Wholesale Price
James McCreery & Co.

Correct Dress for Men

The Sale of Stylish Suits

will continue until all are sold:

\$12.50, \$15, \$17, \$20 & \$25

prices that represent a saving of

\$3, \$5, \$8, \$10, \$12 or \$15 on each

Nearly all our three piece suits
are included in this offering

PALM BEACH SUITS

\$6.50 to \$13.50

Cool, serviceable and daily
becoming more fashionable

George G. Benjamin

Fifth Ave Building - Broadway Cor. 24th St.

advertised. Quality! Color Schemes! Patterns! Widths! etc. all set forth, but not one word as to price. The display opened promptly and two or three days later I asked Mr. Crawford how "The Special" went off. "Sold out everything! Didn't cut prices one cent! Every Buyer satisfied and A better Friend of McCreery's than ever!"

Has the day of that sort of thing passed? And is that specimen of business policy only a memory, or AN INSPIRATION?

We reproduce Specimen Ads. from different large Stores. See how they follow suit. Notice Giddings,—(here follow six classes of goods showing cut from 50 to 60 per cent.); or Franklin Simon & Company,—(This heads 16 Specials all offering great slaughter.) And Gimbels,—(in the sale of rugs four classes are specified, naming discounts of 25 to 35 per cent. from former prices.) Does it occur to you that the regular customers who

J.M. Giddings & Co.
564-566 and 568 Fifth Avenue, 46th and 47th Sts.
This Establishment closes—at 5 P. M. daily—all day Saturday.

Fashionable Summer Apparel
at mere fractions of former prices
For the Races Coaching Parties

EVENING SUN, THURSDAY, JUNE 17, 1915.

BUSINESS HOURS FOR JUNE—Daily 8:30 to 5 P. M. Saturdays Close at 1 P. M.

Franklin Simon & Co.

Fifth Avenue, 37th and 38th Streets

Special Offerings—Friday and until noon Saturday

GIMBELS

Broadway and 33d Street

A Very Notable Selection of Superb
"French Wilton" Rugs

might of these same stocks three months ago and paid full price for them will have a dark brown taste in their mouths as they look at their home and realize that they threw away 30 per cent. of good money? And does it not beget in time a grudge against the House that serves them in this way? They feel they have been euchered out of their surplus cash. Is Resentment in a Customer's heart a good business Asset for Merchants to develop?

We have room for one more (Cammeyer). Here follow five different classes of Summer Shoes for Women at "Special" Prices. Our Advertising friend with two growing boys had a bit of experience here. I have bought my shoes at Cammeyer's for years. I have had a prejudice against the Cut Price Stores in those earlier days. Somehow it seemed to me as if there were something of the pirate instinct in the Merchant who did business in that way. But I have a normal foot in size and shape and Cammeyer Shoes always easily fit. Last year I paid \$5 for my Summer Shoes; the other day I saw "Cuts" advertised—"Russet Leather Shoes, formerly sold at \$5 now offered at \$2.95." I went to my old friends and bought three pairs, anticipating wear for next Summer and perhaps for the Summer after. Instead of paying the House three times five (\$15), I paid three times \$2.95 (\$8.85). I realize that somehow I am a changed man. Now it seems to me I would be a fool to throw away that extra \$6.15, so I concluded I wouldn't do it.

EVENING SUN, FRIDAY, JUNE 18,

CAMMEYER
STAMPED ON A SHOE
MEANS STANDARD OF MERIT
6th AVE. AT 20th ST.

*Special Week-End Offerings in
Cammeyer Shoes and Hosiery*

Good Mr. Cammeyer, what are **you** doing? Cleaning out your "Surplus" of Russet Summer Shoes on your regular Customers, but "scotching" the trade for the Summers of 1916 and 1917?

Now, this is a free Country and Ye Editor is not "A Boss" over other Merchants, but he passes to his Company pipes around and invites a general smoke of this Fine Cut. Is this a good time for us all to puff and puff—and THINK?

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Ye Editor bought a Providence Journal the other day when he was Down East and there he scissored the following:

A THOUSAND
High-Grade, All-Wool, Hand-Tailored
SUMMER SUITS **\$10**
FORMER OUTLET CUT **\$19.50**
PRICES UP TO **\$25.00**
AND TAILORED
TO RETAIL UP TO

professing to make cuts on Suits of 50 to 60 per cent. So the curse spreads through the country, not only shaking overboard the profit shekels of Merchants but demoralizing their patrons into a mob of trained, frenzied bargain hunters! The Specimens are only a Sample. The Papers of the Count are full of such.

Had you thought this thing out as to its ultimate effect? And this is only a beginning concerning ADVERTISING. Is there something in the topic thus far of our September Letter worth your while? But do not forget to help us with your advertising experience, profitable or otherwise? NOW will you?

Oh! one word more, if you please, for your private ear. Is there not more for you in the Ferris Famous Trade Mark Hams and Boneless Breakfast Bacon than you have yet turned into SATISFACTION AND PROFIT for yourself?

Forty years ago we began using two maxims expressing our Business Purpose and Policy. These live still and the American Consumers understand they are ours,—

(1) "Our Constant Aim is to Make Them the FINEST in the WORLD."

(2) "A Little Higher in Price—But!" And lastly came

(3) "THAT IRRESISTIBLE FLAVOR!"

"Catchy," aren't they?

Now is the Smoked Meat Line in your Store all you wish it were in Satisfaction to your Families, a Feather in your Reputation Cap, a Generous Feeder to your Bank Balance? Suppose you tie to THE FERRIS for keeps and see? Not one now and then among our four or five Brands, but "LEADERS" you know.

Printed Prices, Invariable!

Orders in by One O'clock can be shipped the same afternoon!

And how do you like our September Letter?—Interesting for Home Reading. Good for your wife and growing boys?

Our Wall Street Banker Friend took a copy of our August Letter home and read it aloud to his daughter and grandchildren; the next day his grandson of fourteen had a friend visiting him and called for The Grocer and read it aloud word by word, and the boys were as interested as if it were any Book of Travel or Adventure.

With all good wishes,

Your sincere friends,

J. A. Ferris & Company.

Nos. 262-264-266-268-270-272 Mott Street,
New York City.

THE GROCERY MARKETS

(Continued from page 17.)

country, and the Middle West, the heart of the canning section there, sought for bargains here at prices which they would not touch last month. The Eastern jobbers have been slow to buy tomatoes in liberal quantities, and when they do begin to buy freely they may have to climb for them. There are many tomato canneries in Maryland, Delaware and New Jersey that have not yet begun work, and those that have opened up have not made 50 per cent. of their output up to the same date last year. These unfavorable conditions to date do not mean that there is absolutely no chance for the tomato crop to come back before the canning season is over. There is usually during September a spell of warm weather, and the vines do not stop bearing fruit until there is a killing frost, so that, where there's life, there's hope.

Efforts to buy the fancy grades of corn this week developed the fact that the canners who pack a really fancy article are sold up to their limit for this season, and a little beyond it, perhaps. This is especially true of the fancy quality shoepeg variety, which is the nearest approach to green corn on the cob. The demand for the standard grades also increased this week. Green string beans and wax beans, especially the better grades, were fairly active again during the week. Outside of the daily assorted orders for small lots there was but little done this week in the other lines of canned vegetables and the price changes were nil.

The low prices for unpeeled pie peaches attracted buyers' attention last week, and there was enough business done to cause an advance in them. There was, also, better buying of seconds, or table peaches. Some very fancy high-flavored yellow peaches have been packed here, and they are worth

attention. A few windfall pears are coming in, but the best fruit is not due until later on. New crop apples are arriving on a dull market. While there is a small increase in the buying of other fruits, berries, cherries, etc., the market for them is rather inactive. They will have their innings later on.

Cove oysters are unchanged; demand light, prices firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Dry Goods Business Better.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Improvement and better feeling have been apparent in dry goods trading during the week, due in part to more seasonable weather for retail selling and for the maturing of crops.

Wholesale shipments have about equaled the unusually heavy distribution of the corresponding week a year ago. More retailers have visited the market and collections are normal. Our retail sales this week have been especially heavy.

There is a little more firmness to the cotton market, which is being reflected in the prices of manufactured goods.

AMONG THE TRADE.

During the week the Federation of Trade Press Associations has been holding its annual convention at the Hotel Bellevue-Stratford, this city. Three days were devoted to it, with a banquet addressed by the

Secretary of the Navy, on Wednesday evening. Practically all of the business was technical, devoted to the publishing business.

The Philadelphia Match Sales Co., distributors of Ohio matches, will henceforth be managed by William S. Kurtz, brother of Horace Kurtz, of Reading, Pa. The office will not be conducted from New York, as we were informed by C. A. Wilsey, former manager, and published in a recent issue.

No Lower Prices for Ceylon India Tea While War Lasts.

Ceylon-India tea is not expected to become cheaper, in spite of heavy shipments of nearly 20,000,000 pounds from Ceylon and of 6,000,000 pounds from India. There has been a slight fall in the less expensive teas, but this, according to several of the largest retail houses in London, is nothing. There was plenty of room for a drop, as market prices had advanced considerably, in addition to the rise caused by the increase in the tea duty in November last. It is stated that owing to various special circumstances, such as the very greatly increased consumption in England,

and also in France and Russia, the unprecedented requirements of the War Office for the supply of troops at home and abroad, enormous contracts for which are given out almost weekly, there has been an abnormal rise in market value. Common tea realizes about (24 1/3 cents) per pound in bond, 1s. 8d. per pound duty paid. It is curious to note that while France is using more tea, owing to its mode of preparation, in the United Kingdom the consumption of coffee has risen. For the past seven months the increased consumption of the United Kingdom was 8,375 cwt. (cwt. equals 112 pounds), and exports were up by 378,952 cwt. The advance is stated to be due partly to the large number of Belgian refugees, who can not be induced to drink tea, and also to the increase of coffee at many of the camps in some of the public houses at 10 o'clock. A large number of penny (2-cent) coffee bars have also sprung up over the west end of London, and these places, though frequented to a great extent by the new foreign population, have also obtained a fairly large clientele from the English working class.

Overland

TRADE MARK REG.

Delivery Cars

\$725

*f. o. b. Toledo
Open Express
Delivery Car*

A Highly Profitable Trade Developer

\$750

*f. o. b. Toledo
Panel Body
Delivery Car*

Other grocers are daily convincing your customers of the promptness of motor delivery.

For to-day, more than ever before, continued patronage in the grocery business depends largely upon the maintenance of satisfactory delivery service from store to home.

Why not hold your own customers and obtain others from less progressive grocers? That is just what the Overland Delivery Car will help you to do.

The price of this car is astonishingly low. And the cost of operation is proportionately small.

It is *cheaper than a horse and wagon to operate*—yet it does three times as much work. It quickly reaches widely separated points. It will deliver a full load and be back for another before your horses are fairly started.

The famous 35 horsepower Overland motor has power in excess of anything you will ever require. It is smooth running and always dependable.

The Overland Delivery Car is electrically lighted and started. It has high tension magneto ignition, a revolving oil indicator, large tires and other advantages found on no other delivery car at this low price.

This substantial, highly efficient vehicle is not only saving money for many grocers—it is *making money* for them.



*Write to-day for a special delivery car catalog.
Please address Dept. 196.*

**"Made
in
U. S. A."**

The Willys-Overland Company, Toledo, Ohio

Also Manufacturers of the Overland and Willys-Knight
pleasure car





Here's a Great Scheme for You, Brave Fellow.

"Well, it's fly time again, ain't it?" I said to a customer of mine last month.

You'd think a real gent would take a remark like that all right, wouldn't you? When I said it to him he gave me one of the sourest looks I ever got from anybody outside my wife.

"Never mind about fly time," he said.

I simply grinned. He had good cause to be sour, I'll admit. Did I ever tell you about that?

D'ye know, there's a sort of disease most fellows with a retail store get some time in their lives, and I call it the scheme disease. Some of 'em never get over it, but most of 'em do get over it all right, and never get it again.

By scheme disease I mean a hunch to work schemes in their business, instead of just pulling and plugging away to work business up in the good old ways so what you put on will stay with you. There's all the difference between new business that you get by going out and working for it, and business that you pull in by some scheme, that there is between the fat you put on when you take milk and eggs and the fat you put on when you blow yourself up with a bicycle pump. One's the real stuff—you can count on it sticking to you. The other ain't.

Well, my friend there got the scheme disease last summer. He read about a stunt in some trade paper that looked pretty slick to him and he made up his mind he'd try it on. It was a stunt to get rid of all the flies in his place and then advertise big that he had. Sounds all right, don't it?

The way you got rid of the flies was to pay kids so much for every one they killed. He got a lot in his local paper about it. He appointed ten kids for each day and each one had an hour. He gave every one

a wire fly killer and turned him loose in the store. Whenever he saw a fly he was to whack it and put it in his pile. At the end of the hour he got a cent for every one.

The scheme listens good when you just hear about it and don't work it. But to work it—holy shucks! I know all about my friend's experience, and I don't know why anybody else could have any better luck.

He got the free advertising all right enough, and that was one reason the scheme fell down. The paper printed so much about it that on the day the thing began there was a mob of gamins on the pavement all day long, pushing and yelling, "Go git him, Whitey!" and "Did ye git him, Reddy?" and "Skinny smashed another one!" and a whole lot of appetizing yelps that believe me ain't any kind of advertising for a grocery store.

My friend drove 'em away all he could, but he couldn't keep 'em clear away—it was too good a show.

When a kid would come out at the end of his hour, they would shout, "How much did ye git, Butch?" and one kid that wanted to show off told 'em a lie that he'd made \$4.53. At that the mob let loose a howl that was heard for miles.

That would have meant he killed four hundred and fifty-three flies in an hour! Some flies! Great ad., believe me!

The worst fuss about it was over a little Italian kid whose dad kept a cobbler's shop next door. The kid was a hustling little tyke, and my friend thought he'd give him a show, so he appointed him for an hour late in the afternoon, 4 to 5, or something like that—anyway when business was likely to be doing.

Joey never hustled in his life like he hustled for flies. He hustled so he forgot there was anybody about but himself and the flies. If he saw something move that looked like a fly way down the counter, he would jump for it and he wouldn't see at all that there was two girls standing right in his way. He bumped into a little kid and knocked her down, and knocked a plant off its stand. My friend said he would rush about the store exactly like he was rushing to a fire.

My friend put up with it for about half an hour. Business hadn't been as good with Joey as he thought it ought to be, and he was starting to get even more of a move on, when my friend told him he'd have to stop—he couldn't stand it; he was getting in the way of customers.

Joey went in and told his father he'd been fired, and the Italian came in with his black hand and kicked. Said Joe hadn't had the same show the other kids had, and he wouldn't stand for it. He got so het up that a bunch of customers began to smell fresh blood and sneaked out. The mob on the sidewalk paid close attention to the fuss, too. In the end, to get out of trouble, my friend had to call Joey back.

The scheme lasted one long day. If it had lasted two days my friend would have gone to bed. His wife told me she never saw him so fussed up since she'd married him. He was going around with his hair standing up all over his head, and with red spots under his eyes, trying every few minutes to get rid of the mob on the pavement. The worst of it was that every time he would go out to shoo them away they would tell him why they thought he ought to go bag his head. Oh, it was some happy day!

It's done one thing for that fellow—it's cured him of the scheme disease. He wouldn't take up a

scheme now if they guaranteed would double his business in 1 minutes. No more schemes him, he's done!

THE STROLLER

Pennsylvania Organization Notes.

Johnstown merchants have arranged a fall trade exposition and style show for September 22d, 23d and 24th.

Altoona has arranged for a fall display on September 15th and 16th which promises to be a big success.

Mr. Smedley organized the Erie Commercial Club on August 30th, with 68 members. Eighty of the prominent residents of the town, including a majority of the business and professional men, held a banquet at the Anderson House. It was an enthusiastic gathering and on every hand was evident the determination of all to work for a better and more influential community. Among the guests were Justice J. W. Kephart, of the Superior Court; District-Attorney C. C. Greer, of Johnstown, and John A. Schwab, of Lorain. Addresses were made by Judge Kephart, Mr. Greer and Mr. Smedley. Additional interest was lent to the meeting on the reading of a letter from Mrs. William Thaw, in which she offers prizes to be given the owners of the best-kept lawns. Officers were elected as follows: President, J. Hoyt; vice-president, J. G. Mark; secretary, Geo. M. Lang; treasurer, E. Studey.

Plans are in contemplation for enlargement of the scope of the State Association. Erie is leading off in movement. The State convention will decide whether this is wise or not.

Erie reports big gains in membership during the year. It has enlarged its functions, grouping the members into 33 distinct divisions. Each division is in charge of a committee of the whole. Manager Howe reports a big increase of interest.

During the past year Mr. Smedley visited all the local associations in the State except 11, traveled upwards of 60,000 miles, assisted in the organization of 12 new associations, reorganized two associations, made addresses before 10 associations that are not affiliated with the State body, assisted in the arrangements for three district conventions and made addresses in 151 towns and cities throughout Pennsylvania. A rough guess at the number of merchants who have attended the meetings would indicate over 10,000. Many associations show large gains in membership and influence.

Inclosed you will find check for subscription for two years, as I certainly find it a helpful paper and enjoy reading it very much.—Kinder, Pittsburg, Pa.



SUN-KIST
REG. U.S. PAT. OFF. **SEEDLESS RAISINS**

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributors in every territory. ASK THEM

A Revolution in the Account Register Business



DON'T WAIT UNTIL YOU BURN OUT
Your accounts and business records are protected if you install

The **MCCASKEY SAFE REGISTER**
IN CONNECTION WITH
The **MCCASKEY ACCOUNT SYSTEM**

The most recent addition to

With Only *One Writing* **The MCCASKEY SYSTEM** *The End of Drudgery*
FIRST AND STILL THE BEST!



The McCaskey Safe Register
OPEN

Minimum capacity 130 accounts—can be expanded to 330 accounts in one cabinet.



The McCaskey Safe Register

CLOSED

Perfect insulation makes the METAL CABINET the best protector against fire. Perfected after years of costly developing.

A jointless metal cabinet. Records, sales slips, paper money (U. S. legal tender) have not scorched within this cabinet in severe fire tests. **Protect your accounts before it is too late.** More than 125,000 merchants are using **The McCaskey System.** It saves them time, labor, worry and money by cutting out useless bookkeeping. With **only one writing** they obtain **better and quicker** results than under their old three to five writing method.

Let us show you how **The McCaskey System** will more than pay for itself in your business in the course of a few months after it is installed and will continue to earn profits for you year after year.

Write for further particulars. Our nearest representative will gladly call. Use the coupon when writing.

MCCASKEY **Gravity Expansion Register** →

(Wooden Cabinet)

Housing **THE MCCASKEY SYSTEM**
This style holds a minimum of 240 accounts and can be expanded to 440 accounts.

Manufactured in various styles and sizes.



The McCaskey Register Co. (Incorporated Capital \$3,000,000)

ALLIANCE, OHIO

*Branches in all
Principal Cities*

Dominion Register Company,
Ltd., Toronto, Can.; Manchester, Eng.

*The largest manufacturers of
carbon coated salesbooks in the
world. Also manufacture single
carbon salesbooks in all known
varieties.*

THE MCCASKEY REGISTER CO., Alliance, Ohio

Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

THE MCCASKEY SAFE REGISTER OTHER MODELS

Name

Address

City and State

Business..... No. of accounts.....

9-13-15—G. W.



Babbitt's Best Soap

"BEST SINCE GRANDMA'S TIME"

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.
NEW YORK CITY

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



328.—Will It Pay You to Incorporate Your Business?

I can answer this letter so as to interest every reader hereof:—

Albany, N. Y.

Please advise whether you would think it advisable for me to incorporate my business. I do a wholesale and retail business, established about 18 years. Do about \$100,000 yearly, on a sound basis. The business is making money and would be attractive to investors, though I do not care to take in partners. It is now a one-man business and I do not want it to die when I do, so thought incorporating it might be the best way of continuing. Would of course have to take some else in, but would expect to control it as long as I lived. Have thought much about the question of incorporating, and have gotten some opinions on it and other men's judgment, but do not feel quite satisfied in my own mind as yet. Have read many of your articles and think you might be able to help. Have no objection to your publishing this letter, but do not give the name.

E. N. O.

The subject of this article will therefore be, "does it pay, in the average case, to turn a small or a moderate sized business into a corporation?" Generally speaking, my own judgment is that it does not, though there may be conditions under which it does. This correspondent mentions one of them. Where a man is the sole owner of his business, and is growing old, or if he wishes to ease up from some of the hard work, and wants to capitalize and perpetuate the name and reputation of the business, the thing to do is to incorporate it. In fact, incorporation is practically the only way in which he can accomplish these purposes completely, unless he has a son or sons to turn the business over to.

Generally speaking, the incorporation of an average business offers five advantages and an equal number of disadvantages. The advantages are as follows:—

1. The private assets of the owner or owners are not responsible for the corporation debts.

2. One's interest in the corporation can be freely sold without con-

sulting one's fellow-owners, if there are any, while in a partnership a partner may not dispose of his interest without the consent of his fellow-partners.

3. A corporation is not dissolved by the death of any stockholder, while a partnership usually is, and an individual business simply descends to the owner's heirs and may soon disintegrate.

4. The stockholders of a corporation are not at the mercy of a single stockholder, as the members of a partnership are at the mercy of a single partner.

5. A corporation has perpetual life, while a partnership or an individual business may be dissolved by any one of several events.

The disadvantages are as follows:—

1. The expense of incorporating, and particularly the greater expense of maintenance, as trading corporations are almost always subject to special corporate taxes, in addition to all other taxes to which ordinary mercantile houses and individuals are liable.

2. Curtailed credit. The financial standing of a partnership or individual business is measured by the value of the partnership assets, or the assets of the individual business, plus the value of the *personal* assets of all the partners, or the personal assets of the individual owner. This is so because the private assets of the partners or owner are responsible for the firm debts. With a corporation only the corporate assets are responsible for the corporate obligations.

3. The minority stockholder is pretty nearly at the mercy of the majority interest, not only as to the management of the business, but as to the declaration of dividends. The rights and powers of the member of a partnership are much wider than those of a minority corporate stockholder.

4. A corporation is constantly under the supervision of the State, and if guilty either of sins of omission or commission, may be fined or even deprived of its charter.

5. A corporation is also subject for ratings of businesses of

to the provisions of a usually tensive and complicated cod laws, which require its business be conducted in a certain way meetings and elections to be ducted after a certain prescribed form, and so on. This sometimes becomes irksome.

To say a little more these, the fact that in a corporation the personal assets of the owners are not liable for the corporation debts is a great protection—to owners—but it has a directly tailing effect on the corporation's credit. An individual owner's business which has tangible assets of \$10,000 will usually be rated much more than \$10,000 if he personally has assets outside of the business.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

What Does It Mean to Grow?— Six feet isn't growing. You've known fellows nearly twice as tall as you are who couldn't figure out the one-half of 1 per cent. on \$100 to save themselves. Real growing (commercially) is mental growth. You remember some time ago I had a paragraph that read something like this: "What have I done to-day to make this business better?" That's a very searching question. I found it on my desk one morning neatly written by a member of the firm with whom I am now associated. It went right straight home. Night after night I revolved in my mind the things I had "done." Some were small things, of course, but the sum total showed that I was a factor in helping to strengthen the business, and I felt proud of it. That's growing. Your mind is at work. A man's hands and legs and tongue may be busy all day long, yet he may have accomplished very little. To grow, gentlemen, you must actually put yourselves in the boss' place. If you don't, some day he's going to put another fellow in your place.

Women and Set Notions.—You know there are people who insist on picking. They want the nice, round, even potatoes; the largest grapefruit, all russet color; the sound, medium sized tomatoes, and so on. In justice to your firm, they should pay extra. Be open about it. This selection takes time, and it also digs into the heart of your stock. Yet it is never wise to come right out flat-footed and say: "I'll have to charge you more for selecting

these." The nicer and more diplomatic way is to name the price when the order is completed. Yet even at that isn't policy to encourage this sort of thing, because you seldom make money on the "set-notion" woman. The thing I want to bring out is that you must at all times keep a single eye on the business end.

Welcome Innovations.—Innovations are simply introductions of new things or new ways of doing old things. You have been in the habit of coming to fill your shelves up at 9 in the morning and the manager says the thing must be completed at 9 in the morning—"welcome the innovation." Everybody can see that the new way is better.

One of the silliest mistakes clerks make is the common mistake of not "falling in line." What good does it do you to be antagonistic? You are scored as a sorehead and you're on the old-fashioned list.

You're not willing to learn, you're not even willing to experiment. Take the writer's advice and be good, cheerful, broad-minded fellows, and whenever the firm sees fit to introduce a new "line" and give it your enthusiastic support.

The Customer First.—What work you are doing back of the counter or front of it, for that matter, is your eye out for the customer. That's what pays your salary. Stock fixing must go. Cleaning must go. Gossip must go. Everything must go in deference to that 2-cent, \$2 order. Get the money.

I always include the personal feelings of the owners, they being responsible for the debts of the business. But in the case of a corporation with assets of \$10,000, it would be its rating even if the stock were held by millionaires. I have known of cases where owners of businesses with good credit incorporated them without considering the probable curtailing of credit, and found themselves seriously embarrassed, especially with the banks to whom they borrowed regularly. For the first time they were required to get another name on their business paper.

One of the greatest differences between a partnership and a corporation is the difference in the degree of liability in which owners or partners can be involved by the acts of their fellows. The acts of a corporation stockholder, director, employee, or even officer, bind the corporation only when he had actual authority to do them, while the acts of a partner usually bind his fellow-partners whether he had authority or not.

Summing it all up, incorporating is a thing to do, when for any reason a man wants to sell a share in

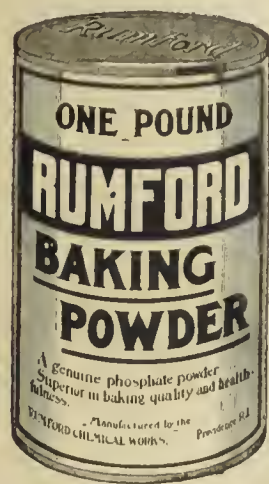
his business and still control it, and when the advantages of doing this outweigh the disadvantages of doing business in the corporate way. He cannot sell a share to a partner and still control it, for as I have said, he is to a considerable extent at his partner's mercy.

(Copyright, September, 1915, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Knox Co. Loses Vice-President.

The Charles B. Knox Co. has lost its vice-president, Charles M. Knox, who died a short time ago. This is the company's second loss by death within a comparatively short period, the first being that of the founder, Charles B. Knox, who died a few years ago. The late vice-president was well and favorably known among the trade.



Consider These Talking Points

You can say more for **Rumford Baking Powder** than for any other baking powder on the market.

You can not only say that it will leaven more perfectly than any other powder, but that its use insures more wholesome and better food at a reasonable cost.

Rumford Sells readily and Pays you a Good Profit.

RUMFORD CHEMICAL WORKS, Providence, R. I.



The solution is in Crystal Domino Sugar Products—a right one for every purpose, always in sealed cartons, with weight and purity guaranteed. They save the multitude of small losses constantly present in over-weights, leakage, bags, twine and the open barrel.

The 10c. retail price of this carton makes these half-size tablets for tea and coffee a convenient purchase for everyone—everywhere.

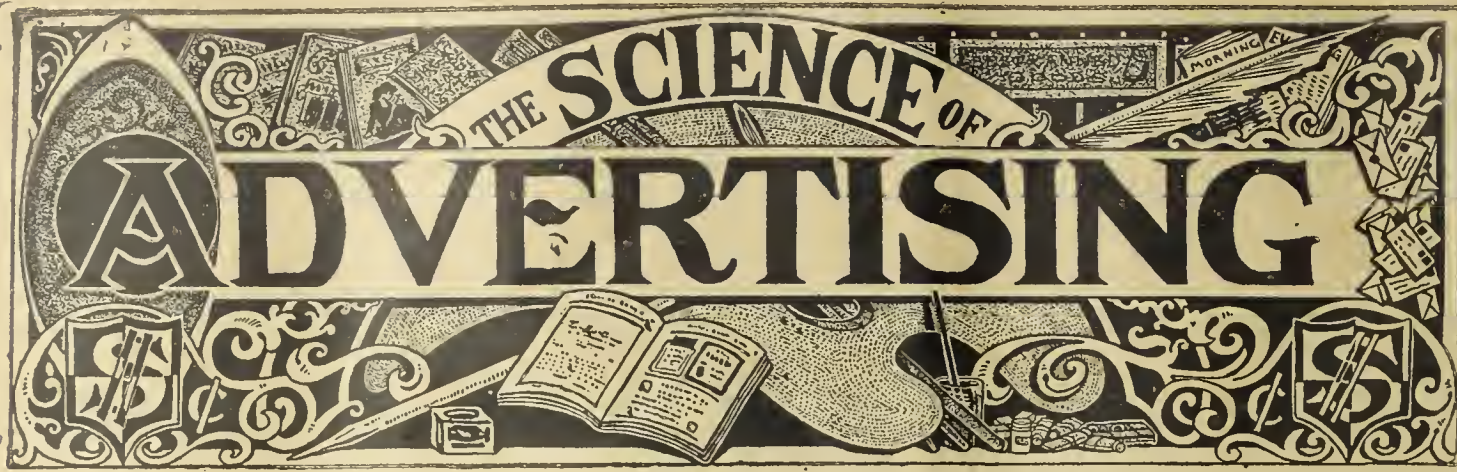
Watch the Turnover

THERE is nothing in your store which moves faster than sugar.

It flows in and out each week with the regularity of day and night. Your problem is to secure a moderate profit on each sale of sugar, so that multiplied by thousands of sales, your final profit will overtop the slow, large profit sellers.



American Sugar Refining Company



Herndon, Va., August 28, 1915.
Editor "Science of Advertising."

Dear Sir:—Will you kindly criticize the inclosed price list? Am mailing this list to each of my customers, following my letter you published in the "Modern Merchant and Grocery World" of August 16th.

Thanking you,
Yours truly,
A. H. KIRK.

The circular inclosed measured 8 x 13½, and was neatly, rather than artistically, printed on white paper. Here is the reproduction:—

This is a cut-price circular, pure and simple, and I should confidently expect it to pull orders. It looks alive. If Mr. Kirk keeps things moving this way, I have no doubt his credit-to-cash plan will succeed, though it takes longer to get credit people to pay cash than you think sometimes. I believe a good scheme is to contrast the prices you got for the same goods when you did a credit business. Rub it in on the people that they paid 5 cents right

along for soaps that you offer now two for 9—which is 10 per cent. saving on two cakes. Kellogg's corn flakes the same way—10 cents under the credit system, 9 under the cash system—another 10 per cent. Tell them what that 10 per cent. means in a year. Your average customer spends at least \$7 a week for food, and—you sell general

merchandise—perhaps \$3 for general necessities, \$10 a week in or \$520 a year. Ten per cent. saving is \$52, enough to give the whole family a vacation, enough to buy a good talking machine, enough to pay the interest on \$1,000 loan with which they can buy an automobile—enough to buy that piece of furniture they have been craving so long. You have got to show people and show them and show them again, when you want them to change their habits, particularly when you want them to exchange a convenient habit for an inconvenient one.

I would use a headline other than the name of my store, if I were Mr. Kirk. "Read These and Remember What You Paid Before" would be a good headline.

WE WILL ALLOW
24c
for Eggs this week.

FLORIS CASH STORE

ALL GOODS STRICTLY
CASH
Positively NO Credit

LIST OF SEPTEMBER PRICES (Subject to Market Changes)

Please note that I have not bought a few cheap articles to use as leaders, but that reductions are made on Standard Merchandise that you use every day, and on the favorite brands you have known for years. Hereafter time and money lost in charge accounts will be spent in better service and better buying and this will mean dollars saved for you. If you are not satisfied with some article you have purchased at FLORIS CASH STORE, we do not want you to keep it—Bring it back and get your money.

Coffees

Arbuckle's (ground) 17¢
Arbuckles, ground, 40c Yuban 35c (Yuban is the coffee which for years was selected by Arbuckle Bros. for their personal and gift use, now released to the trade. It produces the choicest, most delicious cup of coffee that can be secured, regardless of cost.)
Levering's 30c Carolina Belle, 27c
35c Druid, 33c
Steel cut, all tin containers.
30c Serv-us 28c, all tin container.
Loose Bean Coffee, 18c

Miscellaneous

5c Salt, 4c
15c Postum, 14c
10c Salmon, 9c
25c Crisco, 23c
18c Eagle Brand Milk, 15c
10c Comet Head Rice, 9c a lb. (Pure and uncooked)
15c Rumford Baking Powder, 14c
10c Rumford Baking Powder, 9c
12c Red River Baking Molasses,
10c. 2 1-4 lb. net weight.
18c Argo (red) Salmon, 17c, 3 for 50c
5c Gold Dust, 2 for 9c
5c Snow Boy, 2 for 9c
5c Bob White Baking Powder, 2 for 9c
Standard hand packed Tomatoes, 10c, 3 for 25c
Standard Corn, 10c, 3 for 25c
Good light Brooms, 19c and 23c
Baking Soda, 3c a lb., 2 lbs. for 5c
Washing Soda, 3c a lb., 5c for 2 lbs.
Oyster shells, 65c per 100 lbs.
5c cakes Parowax, 2 for 5c

Jar Rubbers

Fresh stock from factory.
10c Rubbers, 8c, 2 for 15c
5c Rubbers, 4c, 4 for 15c

10c Every-day Articles

8c, 2 for 15c

Vanilla
Lemon
Camphor
Witch Hazel
Turpentine
Castor Oil
Nitro
Ginger
Paregoric
Aminonia
Glycerine
Iodine
Peppermint

25c Merchandise for 15c

Dr. Hess Healing Powders
Mentholatum
Sodi Salt Laxative
McNair's Chicken Powder
Thedford's Black Draught
De Bell's Kidney Pills
Baker's Kidney Pills
Foley's Porous Plasters
Wampole's Pneumonia Salve
Mennen's Talcum Powder

Soaps

Not cheap and unknown but the brands you have always used—Star, Octagon, Fels Naphtha, Brag, Borax, Sunny Monday, Ivory, Swift's Flower Bud—2 for 9c; 6 for 25c

Cereals

10c Oats, 9c
25c Oats, 23c
Kellogg's Corn Flakes, 9c
Shredded Wheat, 12c
Force, 12c, 2 for 23c
15c Corn Puffs, 13c
Washington Crisps, 9c, 3 for 25c

Dry Goods & Shoes

We wish to call your attention to these well-known lines we carry:
IPSWICH HOSIERY (for the whole family.)
SWEET-ORR OVERALLS and Jackets.
ELEPHANT BRAND Work Shirts.
MT. VERNON and HALLMARK Dress Shirts.
SIMPSON'S CALICOS.
Bookfold AMOSKEAG Gingham.
Carrall, Adams & Co., Frank & Adler's Pilot SHOES for Men and WITT SHOES for Ladies.
FREE Shoestrings as you need them, when you buy your shoes at Floris Cash Store.

Lard and Meat

Compound Lard 10½¢
Pure Lard, Extra Good 12½¢
Side Meat 15¢
Fat Back 12¢
Breakfast Bacon 20¢
Picnic Hams 13½¢

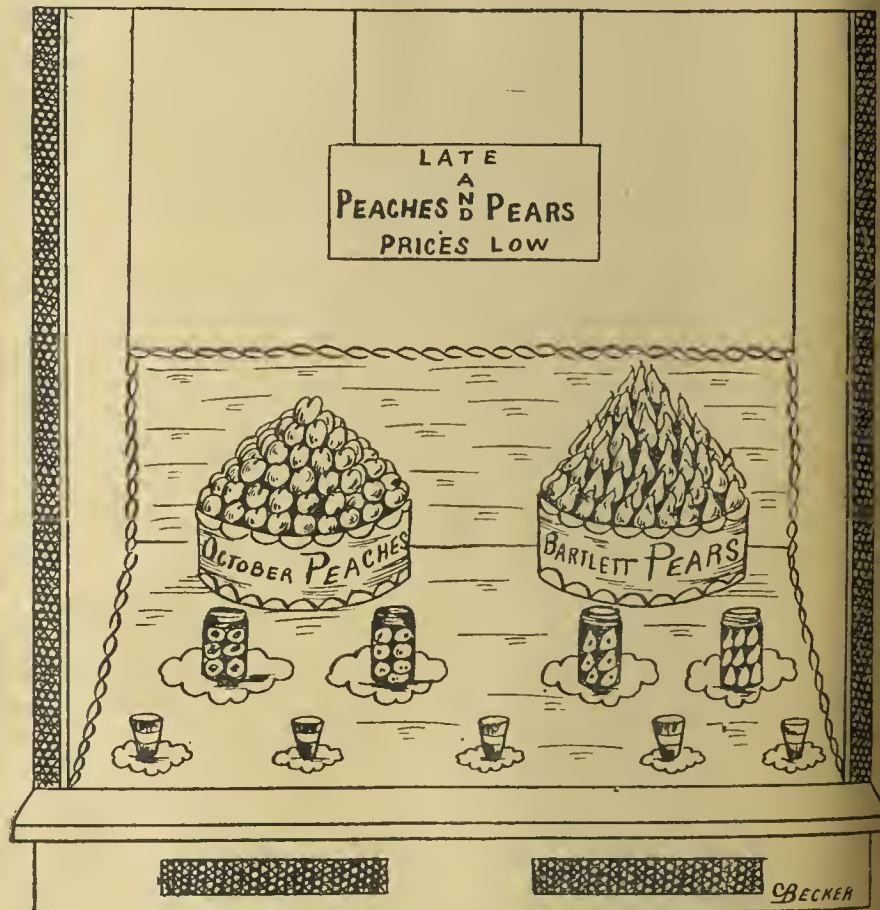
Flour and Meal

Meal per peck 25¢
Flour, per 12 lb. sack—
Aldie Choice Family 44¢
Herndon Choice Family 44¢
Table Belle 44¢
Hecker's 49¢

Sugars

10 lbs. Granulated Sugar 57¢
Franklin Sugar, 5 lb. sanitary cartons 32¢
Franklin Sugar, 2 lb. cartons 33¢
100 lbs. sack sugar at cost to our regular customers.

Weekly Window Display Suggestions



Fruit Sale.

A clever idea would be to borrow some jars of preserved fruit and jelly from one of your customers to use during this display. Your customer would probably feel highly honored at having her work on display. Now first cover the bottom of the window with green crepe paper and run a white cord across the rear of the window also. Finish that with a twisted strip of white crepe paper all around the green, the sides included. Put two cheese boxes at the rear at each side of the window and scallop four pieces of white crepe paper to put at the top and bottom of each box. Fill these with peaches and pears. Toward the front of the window place on white napkins homemade jelly and preserves. Back of that place jars of pears and peaches preserved—the whole fruit and also in halves. Don't forget the sign card at the rear of the window.

Window Display Awards Postponed

We made a mistake fixing September 1st as the end of the **Lipton Window Dressing Contest**. It's a bad time, when clerks or proprietors are away on their vacations.

So many people have told us this, that we have decided to postpone the award of prizes until

NOVEMBER 1, 1915

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel

steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 94.

1 Angledile Scale; cost \$125, will sell for \$55.

1 Heavy Spring Wagon, weight 1,300 pounds, for one or two horses; cost \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallon will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition.

F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

A Sales Repeater

FLEISCHMANN'S YEAST

is purchased, say, two or three times every week by the housewife who bakes. And every time she comes in for a "cake of yeast" you have a fine chance to talk up and sell her other things too.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in stamps to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

WANTED PENCILS BRING RETURNS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in stamps brings samples. Grabill & Lancaster, Pa. 52

WANTED

WANTED.—To buy a meat and grocery store in a good location, doing a business of not less than \$300 a month. Address B. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

HELP WANTED

WANTED.—High-grade men to call on grocery trade in connection with Star Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers of the country. Optional opportunity for high-grade men with real selling ability. See our issue. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 11, 13, 15

WANTED.—High-grade men to call on grocery trade in connection with Star Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers in the country. Optional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Tray Mfg. Co., Rochester, N. Y. 11

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—Corner grocery store, including three-story, nine-room dwelling, in good condition; will sell very reasonable; \$3,000 required. Address M. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Business doing \$18,000 yearly; Lancaster County town of 1,100; general merchandise, ice cream, confectionery and novelties; new house and store, garage, electric lights throughout, hot-water heat. Address Box 367, Norwood Station, Pa. 11

FOR SALE.—Stock and fixtures of a well established grocery store, with or without property, on a prominent corner, has all conveniences, all cash trade, no teams, no delivery, doing better than \$1,000 monthly; will sell at inventory; stock about \$2,000. Owner too old to continue, wishes to retire; business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all

new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, \$475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts., Philadelphia. 11

MISCELLANEOUS.

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

FOR SALE.—Hand-picked Smokehouse apples, \$2 per barrel; other fall varieties, \$1.75 per barrel, f. o. b. cars Mt. Holly Springs, Pa. If you want any Smokehouse apples act now. The season is short for that variety. Cash must accompany the order or A No. 1 reference. W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 13

This Tells the Tale

Established 1845.

Knight's
EXTRACT OF
VANILLA



MANUFACTURED BY

KNIGHT
COOKING EXTRACT CO.
211 ARCH STREET
PHILADELPHIA, PA.

NONE GENUINE WITHOUT THIS SIGNATURE

Charles D. Knight

PRICE 25 CENTS.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

Here Is Your Question Answered

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT
Cooking Extract Co.

No. 211 Arch Street

PHILADELPHIA, PA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. SEPTEMBER 13, 1915.

COL.		COL.		COL.	
Ammonia.....	2	Dressed Poultry.....	21	Maple Syrup.....	28
Axle Grease.....	2	Drugs.....	22	Mops.....	28
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	14
Blackening—Shoe.....	2	Evaporated Milk.....	9	Oysters.....	16
Bluing—Dry.....	3	Eggs.....	12	Soft Drinks.....	19
Bluing—Liquid.....	3	Fancy Groceries.....	13	Soap Powder.....	19
Bouillon Cubes and Liquids.....	13	Flour.....	13	Spices.....	3
Brushes.....	28	Farinaceous Goods.....	13	Stove Polish.....	9
Butchers' Sundries.....	21	Fresh Fish.....	16	Sundries.....	14
Butter.....	4	Floor Polish.....	24	Syrup and Molasses.....	19
Cakes and Crackers.....	10	Green Coffee.....	3	Smoking Tobacco.....	19
Candles.....	4	Gelatine and Prepared Desserts.....	15	Table and Cooking Oil.....	11
Canned Goods.....	5	Horseradish.....	17	Tapioca.....	20
Canned Meats.....	6	Hominy.....	14	Tea.....	15
Catsup.....	4	Honey.....	27	Toilet Soaps.....	20
Cereal Specialties.....	14	Ink.....	17	Tobacco—Plug.....	24
Cheese.....	12	Jars and Jar Rubbers.....	4	Vinegar.....	21
Chewing Gum.....	23	Ketchup.....	4	Wood and Willow Ware.....	17
Chocolate and Cocoa.....	8	Lamp Goods.....	18	Yeast Cakes.....	3
Cider.....	23	Lentils.....	14		
Clams.....	16	Lime.....	19		
Cleansers and Polishing Compounds.....	24	Lye and Potash.....	18		
Cocoanut.....	17	Lard and Compounds.....	20		
Cornmeal.....	13	Live Poultry.....	21		
Cornstarch.....	26	Laundry Soaps.....	25		
Condensed Milk.....	9	Laundry Crystals.....	26		
Cottolene.....	12	Laundry Starch.....	26		
Coffee Essence and Chicory.....	3	Macaroni.....	15		
Delikatessen.....	10	Mapleine.....	22		
Dried Fruits.....	17	Matches.....	18		
Dried Meats.....	21	Mince Meat.....	18		

ADVANCES.

Cottolene.....	17
Cheese.....	1
Eggs.....	2
Mackerel.....	6
Lard and Compound.....	16

DECLINES.

Flour.....	23
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SUGAR.

	Barrels.
Cut Loaf.....	6.70
Eagle Tablets.....	7.20
Crystal Dominoes, 24 5-lb. pkgs.....	8.30
“ 60 2-lb. pkgs.....	8.80
Patent Cubes.....	6.05
Confectioners' Lozenge.....	5.95
Powdered.....	5.90
Fruit Powdered.....	5.80
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.10
Granulated, fine or standard, McCahan.....	5.80
“ “ Franklin.....	5.85
“ extra fine, bbls.....	5.80
“ 2-lb. bags.....	6.10
“ 5-lb. bags.....	6.00
“ 10-lb. bags.....	5.95
“ 25-lb. bags.....	5.95
“ 100-lb. bags.....	5.80
“ coarse.....	5.90
Confectioners' Crystal A.....	5.80
A Confectioners'.....	5.70
A No. 1.....	5.55
A No. 2.....	5.50
Franklin B.....	5.25
Extra C.....	5.10
C.....	4.95

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 - .45
Choice, ½ and ¼ chests.....	.35 - .38
Finest, ½ and ¼ chests.....	.27 - .30
Fine, ½ and ¼ chests.....	.23 - .25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30 - .35
Choice, ½ and ¼ chests.....	.25 - .27
Finest, ½ and ¼ chests.....	.22 - .24
Superior, ½ and ¼ chests.....	.20 - .22
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 - .35
Choicest, ½ and ¼ chests.....	.23 - .25
Good to superior, ½ chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ¼ chests.....	.35 - .40
Firsts, ¼ chests.....	.28 - .30
Extra seconds, ¼ chests.....	.23 - .25
Seconds, new, ¼ chests.....	.22
Imperial, green—	
Firsts, ¼ chests.....	.38
Seconds, ¼ chests.....	.25 - .30
Japan, green—	
May pickings, ½ chests.....	.38 - .40
First crop, ½ and ¼ chests.....	.30 - .35
Second crop, ½ chests.....	.28 - .30
Basket fire, uncolored, needle leaf, ¼ chests.....	.38
Young Hyson, green—	
Firsts, ¼ chests.....	.35 - .40
Hyson, green—	
Extra firsts, ¼ chests.....	.35 - .40
Firsts, ¼ chests.....	.28 - .32
Seconds, ¼ chests.....	.25 - .27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
1 lb. ½ lb. ¼ lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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Lipton's Tea, 50-lb. cases—	1 lbs.	½ lbs.	¼ lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
“ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ Cream.....	.45	.46
Ceylon Green, Purple.....52
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.	per doz.	per doz.
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.	per doz.	per doz.

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.42½
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
Banner Dry Ammonia.....	1 doz. .95½
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Fraser's, 14-lb. pails.....	per doz. .75
Mica, ¼ gross.....	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 2 doz.....	1.66
6 oz. “ 2 doz.....	2.15
6 oz. “ 4 doz.....	4.25
6 oz. “ 6 doz.....	6.20
6 oz. “ 12 doz.....	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.30
Lestie's—	
¼-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	per case 3.60
Sea Gull, 6-os. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
¼ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
“ No. 2, ¼ gross.....	3.00
“ No. 3, ¼ gross.....	3.30
“ No. 4, ¼ gross.....	5.40
Blackola, 10c. size.....	6.80
Shnola, 3 doz.....	8.95

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

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Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Mocha, genuine, finest, ¼ and ½ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.13¾
Carcacas, fancy, washed.....	.16¾
Maracaibo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.12¾
Santos, fancy.....	.11¾
Rio, Golden, fancy.....	.11¾
Rio, prime.....	.09¾

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27½
Mocha, finest.....	.33¾
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.20¾
Maracaibo, extra fancy.....	.16¾
Santos, Peaberry, extra fancy.....	.15¾
Santos, extra fancy.....	.15¾
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.11¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlona.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, ½ gross.....	per gross 2.60
“ imp., ½ gross.....	2.15
Floto's, improved, ½ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross.....	3.90
French Laundry, large, ¼ gross bbl.....	per bbl. 3.10
Admiral, 4 oz., 3 doz.....	4.00
“ 8 oz., 3 doz.....	6.50
“ 16 oz., 1 doz.....	9.50

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BUTTER.

Tub Butter—	
Creamery specials.....	
“ extra, 60-lb. tubs.....	
“ first, “.....	
“ second, “.....	
“ third, “.....	
“ dairy, extra, bakers' use, 30-60 lbs.....	.22-
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.27-

Print Butter—	
Prize.....	
Gurnee, lbs. and ¼ lbs.....	
Awltru.....	
Milhen Farm, lbs. and ¼ lbs.....	
Honehe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	27-
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box 1.

JARS AND JAR RUBBERS.

Mason's—	
Half gallons.....	Per 7.
Quarts.....	5
Pints.....	4
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	“
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross.....	per gross

Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ “ medium.....	
Black rubber, medium.....	
“ 25-lb. lots 1 cent per lb. less.....	

Jar Tops—	
¼-gross boxes, no rubbers.....	Per 2
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's—	
16 oz., 2 doz.....	1
8 oz., 2 doz.....	1
Ritter's—	
Tomato, ¼ pint, 2 doz.....	
Tobasco, ¼ pint, 2 doz.....	
Beech-Nut—	
Pints.....	2
¼ pints.....	1

KETCHUP.

Curtice's "Blue Label," Tomato—	
Small.....	3
Medium.....	4
Large.....	3

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can. Per	
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/4 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....	1.10	
No. 3, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	1.10	
No. 51, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.....	1/2 lb.....	.34 1/2	.26
1 ".....	1 ".....	.41 1/2	.31 1/2
2 ".....	2 ".....	.55 1/2	.42
3 ".....	3 ".....	.72 1/2	.55
4 ".....	4 ".....	.86 1/2	.65 1/2
5 ".....	5 ".....	1.07 1/2	.81 1/2
6 ".....	6 ".....	1.24 1/2	.94 1/2
8 ".....	8 ".....	1.52 1/2	1.15 1/2
10 ".....	10 ".....	1.76 1/2	1.34
12 ".....	12 ".....	2.01	1.52
14 ".....	14 ".....	2.35 1/2	1.78 1/2
16 ".....	16 ".....	2.98	2.25 1/2
18 ".....	18 ".....	3.18 1/2	2.41 1/2
20 ".....	20 ".....	3.56 1/2	2.70 1/2
25 ".....	25 ".....	3.95	2.99
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.....			
15x20, 5 reams in bundle.....	Per ream	.48	
20x30, ".....		.90	
24x36, ".....	Per pkg.	1.20	
Butter, Parchment—			
8x11, 1000 sheets.....		.60	
9x12, ".....		.70	
18x24, 50-lb. bundles of about 1200 sheets.....	per lb.	.10	
Toilet—			
Extra quality, 100 rolls.....	Per case	5.75	
Good " 200 ".....		4.95	
Butter, Wax—			
9x12, about 480 sheets.....	Per pkg.	1.4 1/2	
White Tea—			
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70	
Bags, price per M—			
Original	Panther	Wolf	
Sizes	Bundles	Ex. Heavy	Heavy
	Contain	Yellow	Drab
1/4 lb.....	15M	.35	.26
1/2 ".....	10M	.43	.31
1 ".....	8M	.56	.41
2 ".....	6M	.74	.54
3 ".....	5M	.89	.63
4 ".....	4M	1.10	.79
5 ".....	3M	1.27	.92
6 ".....	3M	1.56	1.13
8 ".....	2M	1.81	1.29
10 ".....	2M	2.06	1.48
12 ".....	2M	2.40	1.73
14 ".....	1M	3.05	2.20
16 ".....	1M	3.26	2.35
20 ".....	1M	3.64	2.62
25 ".....	1M	4.18	2.74
Flour Sacks, satchel bottom—			
Majestic			
Ex. Heavy	Plain	per 100	
12 1/2 lbs., 1/2 bbl.....	.42		
24 1/2 lbs., 1/2 bbl.....	.70		
49 lbs., 1/2 bbl.....	1.40		
No. 2, Manilla light weight—			
12 in. rolls.....	Per lb.	.02 3/4	
15 ".....	.02 3/4		
18 ".....	.02 3/4		
20 ".....	.02 3/4		
24 ".....	.02 3/4		

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Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	1.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25	
" " small, 6 doz.....	2.25	
" " family size.....	2.55	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Silver Cow, small, 6 doz.....	2.25	
St. Charles, small, 4 doz.....	1.65	
" " tall.....	3.25	
" " hotel size.....	3.25	
" " confectioners' size.....	3.50	
Pearl, tall.....	3.25	
" " small, 4 doz.....	1.65	

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Saltines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Sweethearts.....	.12	
Water Crackers.....	.08	
7-lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.16	
Lady Creams.....	.20	
Lemon Sundae.....	.16	
Sweet Marie.....	.15	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts.		
Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....		1.15
" " large, 1 doz.....		1.75
" " with horseradish.....		1.75
Wein Senf, bbls.....	per gal.	
1-gal. stone jars.....	per jar	.75
5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....		
" 10-gal. kegs.....		
" 5-gal. kegs.....		.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....		.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....		.46
" with horseradish, 2 doz.....		.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " loaf.....		
Sap Sago, 3 to lb.....	per cask, per lb.	
" " less than cask.....		
Roquefort.....	12 lb. case, " "	
" " less than case.....		
Parmesan, about 30 lbs.....	loaf, " "	
" " less than loaf.....		
Edam, 12 lb. case.....	case	
" " single.....		
" " in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	
" Autocrat brand, large.....		
" " medium.....		
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	1.75
Parmesan, grated, ready for use, small bottles.....	per doz.	2.50
Olmutzer Hand, 100 in box.....		
Edelweiss, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf	.22
" " less than loaf.....		.23
" " square loaves, No. 1, about 25 lbs. each.....	per lb.	.21
Limburger, No. 1.....	box and 1/2 box	.18
" " less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	20-.22
Brick, No. 1.....		18-.20
English Dairy.....		22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....		2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Tral size.....		1.00
MacLaren Imperial, club size.....		1.00
" " No. 1 size.....		2.40
" " Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 lb box.....		1.55
Fromage d'Isigny, M. C. C., 6 lb box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....		.27
" (H.).....		.26
" Peutonic.....		.24
" Gothaer.....		.32
Salami (C. W.).....		.27
" (H.).....		.26
" (G. A. P.).....		.27
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....		2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Balogna.....	per lb.	20-.22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed; Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
" 1/2 bbls.....		6.50
Milkers, standard, bbls.....		7.50
" 1/2 bbls.....		7.50
Scotland—		
Mixed, large, fulls, bbls.....		16.50
" " 1/2 bbls.....		8.75
Milkers, " bbls.....		
" " 1/2 bbls.....		
Marinerte Herring, imported, about 40 in pail.....		1.25
Roll Herring, imported, about 25 in pail.....		1.00

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Spiced Herring, imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .1
Matjes Herring.....	piece .0

Bismarck Herring.

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FANCY GROCERIES.

Round Staple Paste, 5-lb. cans.....per lb.	35
Shovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle....."	3.25
ers, Nonpareil, 1/2 gal. kegs.....	1.50
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size....."	2.25
" " 1/2 size....."	2.00
" " 1/2 size....."	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case....."	4.50
" " small, 24 to case....."	4.25
ries in Maraschino, glass, 1 doz.....	7.00
n Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb....."	2.20
de Powder, pints....."	3.60
" " 4 oz....."	2.40
" " 2 oz....."	1.40
ch Peas, extra fins.....per case
" " fins....."
" " moyens....."
Jann's Irish Oatmeal.....
1-lb. cans.....per doz.
1-lb. cans.....per tin
1-lb. cans.....
deley & Palmer's Petit Beurre Biscuit.....lb.	.22
" " Dinner Biscuit....."	.33
" " Breakfast Biscuit....."	.32
" " Packed 7 and 5 lbs. in a can.
Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints....."	.60
stone jars, 4 doz.....	1.75
odore Marquett Mushrooms.....
rst choice.....per case	24.00
oice, 100 tins....."	22.00
tra, 100 tins....."	26.00
otel, 100 tins....."	20.00
Hes, 1.....per tin	.25
" " 1/2....."	.40
" " 1/2....."	.75
" " 1/2....."	1.50
nps, pickled, small size.....	1.30
" " Dunbar's, 2 doz.....per doz.	2.80
in Cordial, Bishop's, 1 doz.....	6.50
alized Ginger, 1-lb. tins....."	4.00
" " 1/2-lb. tins....."	2.25
" " 1/2-lb. tins....."	4.50
ulce, Rose's....."	2.25
or Rose Water....."	2.25
" Peach Water....."	2.25
d Olives....."	5.25
Franco-American Food Co.....Per doz
oths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BULLION CUBES AND LIQUIDS.

o Bouillon Cubes—	
tin, 100 cubes.....	1.70
" " 50 cubes.....	.90
doz. tins, 12 cubes each.....	2.75
o Clam Bouillon—	
oz. bottles, 1 doz.....	2.00
oz. bottles, 1 doz.....	3.75
g's Oxo Cubes—	
15, 10c. size.....per doz.	.85
os, 25c size.....	2.00
us, 100 cubes.....per 100	1.65
ur's Beef, Clam and Chicken Cubes—	
all boxes, 12 cubes, 1 doz.....	2.50
dium boxes, 50 cubes.....per tin	.90
ge boxes, 100 cubes.....	1.70
ur's Concentrated Bouillon—	
1, size 2, 1 doz.....	3.50
" " 4, 1 doz.....	6.75
" " 8, 1 doz.....	13.00
" " 16, 1/2 doz.....	25.00
ur's Tomato Bouillon—	
les, size 4, 1 doz.....	2.50
" " 12, 1 doz.....	6.50
" " 5.....per bottle	3.00
cy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

ur's Solid Extract of Beef—	Per doz.
1, size 2, 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1/2 doz.....	29.75
ur's Fluid Beef Extract—	
les, size 4, 1 doz.....	5.00
" " 8, 1 doz.....	9.00
" " 16, 1/2 doz.....	17.00

FLOUR.

ta.....	Per bbl.
ldas.....	7.45
edal.....	7.80
urne.....	7.25
urne.....	7.05
p.....	7.55
ry's Best.....	7.15
r Idem.....	5.25
of the West.....	5.65
m.....	5.55
Veil.....	7.40
real.....	6.50
real.....	6.00
White.....	7.25
r's Best.....	6.75
Imperial.....	7.15

Prepared Flours.

ad Prepared Doughnut, Cake, Ginger-	Per case
and Tea Biscuit Flour—	1.44
14-oz.....	2.40
28-oz.....
(Either straight or assorted cases)

Self-Raising Flour.

's Buckwheat, medium, 12s.....	1.50
Flap Jack Flour, 18s.....	1.42 1/2
erry Buckwheat, 36 2s.....	2.75
Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" " Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....	.05 1/4
New York State Marrows, new, bags about
2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....	3.25
Red Kidney, fancy, new, grain bags about
2 1/2 bushel.....	3.95
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free
with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	6.25
B, 100 lbs.....per keg	3.25
Rolled Oats—	
Avena, 180 lbs.....per bbl.	6.00
" " 90 lbs.....per keg	3.14
" " 90 lbs.....per sack	3.88
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/4
Flake.....	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	Per case
" " 18 pkgs., small.....	2.25
Egg-O-See, 36 pkgs.....	1.45
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 36 15c. size.....	1.75
" " 36 10c. size.....	2.70
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2 lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.85
" " family, 10s.....	1.85
Quaker F. S. Hominy, pearl or gran., 24s.....	1.85
" " 10s.....	1.85
Mother's Hominy, pearl or gran., 24s.....	1.85
" " Cornmeal, large, yellow, square, 10s.....	1.85
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	2.10
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" " Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.20
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. plgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.12
Cubes or Elbows, 24 1s.....
Spaghett, 25 1s.....
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghett a la Milanais, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....	.08 1/2
" " 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.....	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	35.00	18.10	9.25	2.00
Ex. Norway, No. 2.....	230-260	28.00	14.60	7.50	1.65
Ex. Norway, No. 3.....	320-360	26.00	13.60	7.00	1.55
Ex. Norway, No. 4.....	400-450	23.00	12.10	6.25	1.45
Ex. Norway, No. 5.....	550-650	16.00	8.60	4.50	1.05
Shore Bloaters.....	90-110	27.00	14.10	7.25	1.60
Ex. Shore, No. 1.....	150-170	23.00	12.10	6.25	1.45
Fcy. Shore, No. 2.....	250-260
Fcy. Shore, No. 3.....	300-350
Extra Irish, No. 2.....	300-350
Medium Irish, No. 2.....	350-450
Irish, No. 4.....	400-450
Large Cape Shore.....	100-120	12.00	6.60	3.50	.85
Med. Cape Shore.....	180-220

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Herring.

200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.....				
Lab. Splits.....				
Herring, large No. 2.....				
Lah. Splits.....				
Shore, round, large.....	7.50	4.35		
" " medium.....				
Ocean Fish.....	5.50	3.35		
Salmon, red, fancy.....				.50
No. 1.....	18.00	9.60		
had, Mess, No. 1.....				
No. 2.....				

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumbler, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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Dressed Boneless Fish.

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
25 lbs.	.08 1/2
48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes.	.17
Red Star, fancy.	.17
Dos Palms, choice.	.09 1/2
" crown slabs.	.08 1/2
" standard.	.09 1/2
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 3/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08
Dates—	
Dromedary, 36 pkgs.	.28
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 toc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 12 pkgs.	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.	.10 3/4
50-60.	.08 3/4
60-70.	.08
California—	
40-50, 25-lb. boxes.	.10 3/4
50-60.	.09
60-70.	.08
90-100.	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	.30
Clusters, Imported—	
Extra Desserts, 20 pkgs.	.30
Connosseur, 20 pkgs.	.30
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 3/4
California, Loose—	
Muscata, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/2-lb. pkgs.	3.25
24 1-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/4-lb. pkgs., 15-lb. case.	.29
1/2 and 3/4-lb. pkgs., 15-lb. case.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	Per doz.
Milleman's, No. 8 bottles, 2 doz.	.87 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid.	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz.,	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1	.40
doz.	.40
Latterine, show card ink, 2 oz., all	1.00
colors.	

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top.	4.20	4.50	5.10	
Sun, Crimp, Lustre brand.	3.00	3.60	4.50	
Electric, No. 2.				per doz.
" slim.				.75
Rochester, "				.75
" 12 inch.				1.25
Success, No. 1, 10 inch.				.90
" 12 inch.				1.25
No. 0, Tubular Lantern Globes.	5 doz.	2.75		
Cold Blast.	5 doz.	3.25		
Jumbo Chimneys, plain.	per doz.	.75	.85	
" dec., 207.	"	.90	1.00	
Banner Burners.	No. 0.	No. 1.	No. 2.	
	.40	.50	.70	
No charge for packages				
Oil Cans—				Per doz.
1 gal., glass.				2.25
1 gal., galvanized, Pearl.				1.75
5 gal., Lenoxx, spout.				5.50
5 gal., " spigot.				6.00
5 gal., Columbia.				7.00
5 gal., Banner.				8.00
5 gal., Climax, pump.				10.00
5 gal., Home Rule, pump.				12.00
Lanterns—				
No. 0, Standard.				4.00
No. 0, Dash.				7.50
Cold Blast.				7.50
Nu Style Lanterns.				8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye.	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 2 case.	3.60
" " " 5 case.	3.50
Bird's Eye, " " 5 case.	3.50
Search Light, D. D., No. 5, 1 gross, 1 case.	4.85
" " " 5 case.	4.60
Crescent, No. 5, 1 gross, 1 case.	4.50
" " " 5 case.	4.25
Blue Hen, No. 2, " 1 case.	1.85
" " " 5 case.	1.75
Coast, No. 1, 3 gross, 1 case.	2.85
" " " 5 case.	2.70
" " " 5 gross, 1 case.	4.75
" " " 5 case.	4.50
Globe, " 3 gross, 1 case.	2.85
" " " 5 case.	2.85
" " " 5 gross, 1 case.	5.00
" " " 5 case.	4.75
Doric, " 1 gross, 1 case.	1.15
" " " 5 case.	1.10
" " " 5 gross, 1 case.	5.50
" " " 5 case.	5.25
Monument City, No. 1, 1 gross, 1 case.	1.05
" " " 5 case.	1.00
" " " 3 gross, 1 case.	3.00
" " " 5 case.	2.85
Lord Baltimore, " 1 gross, 1 case.	1.05
" " " 5 case.	1.00
" " " 3 gross, 1 case.	3.00
" " " 5 case.	2.85
" " " 5 gross, 1 case.	5.00
" " " 5 case.	4.75
New Fast Mail, " 1 gross, 1 case.	1.10
" " " 5 case.	1.05
" " " 3 gross, 1 case.	3.15
" " " 5 case.	3.00
" " " 5 gross, 1 case.	5.25
" " " 5 case.	5.00
Search Light, Strike on Box—	
Vulcan, No. 37, gross.	.50
" 50 gross.	.45
Home, 5 gross.	.40
" 25 gross.	.40

MINCE MEAT.

	Per case
None Such—	
1/2 gross.	2.70
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons.	3 doz. to case
" " 6 1/2 doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 3/4

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National—	Per lb.
18-lb. canakins.	.07 3/4
30-lb. pails.	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08 1/2
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes.	Per lb.
" " " 3-box lots.	.05 1/4
" Banner, sifting, 25 lb.	.06 1/2

OILS.

Stove Gasolene.	Per gal.
Headlight, 150 test.	.05

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	2.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails. 2-gal. pails. 5-gal. kegs.	
X.	1.30 2.45 5.30
XX.	1.45 2.60 5.75
XXX.	1.50 2.70 5.70
XXXX.	1.60 2.90 6.10
Mammoth.	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles.	8.00
Large bottles.	6.00
Medium bottles.	6.50
Small bottles.	4.25
1/2-gal. tins, 5 gal.	15.25
1/4-gal. tins, 10 gal.	27.00
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/4-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 1/2-gal. cans.	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon.	2.70
" " half-gallon.	2.75
" " quart.	2.80
" " pint.	2.90
" " half-pint.	3.00
Normanna Olive Oil—	Per gal.
1 gallon.	2.80
1/2 " 2 tins.	2.90
1/4 " 4 tins.	3.00
1/8 " 8 tins.	3.10
1/16 " 16 tins.	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles.	.90
48 5 1/2-oz. bottles.	.90
Pint cans, 24 to case.	1.90
Quart cans, 24 to case.	3.35
Gallon cans, 6 to case.	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2.	per case 6.90
Fancy, 8 cans.	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large.	2.30
Medium.	1.35
Small.	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.2
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.1
Filberts, bales, about 220 lbs.	.1
Brazils, large, bags, about 180 lbs.	.1
Pecans, large, bags, about 160 lbs.	.1
" medium.	.1
Mixed Table Nuts, 25 lbs.	.1
Peanuts, Green—	
Jumbo.	.8
Fancy, hand picked.	.1
Virginia, choice.	.1
Peanuts, Roasted—	Per bu.
Jumbo.	1.8
Fancy, hand picked.	1.5
Virginia, choice.	1.2
Big Nickel.	3.7

PICKLES.

Sweets—	
16 gals., 1800.	14.0
32 gals., 3600.	27.0
48 gals., 5400.	40.0
16 gals., 2400.	16.0
32 gals., 4800.	31.0
48 gals., 7200.	46.0
16 gals., 5000.	20.0
32 gals., 10000.	39.0
16 gals., 7500.	22.0
Sweet Mixed—	
16 gals.	18.0
10 gals.	8.0
5 gals.	4.0
Sour and Dills—	Sour.
16 gals., 600.	6.00
32 gals., 1200.	11.00
48 gals., 1800.	16.00
16 gals., 800.	6.50
32 gals., 1600.	12.00
48 gals., 2400.	17.50
16 gals., 1200.	7.00
32 gals., 2400.	13.00
48 gals., 3600.	19.00
Chow-Chow—	
16 gals.	9.0
10 gals.	6.0
5 gals.	3.0
Cuban Relish—	
16 gals.	11.0
10 gals.	7.0
5 gals.	4.0

VINEGAR.

Pure Cider, 45 grain	Per
" 40 grain	
Distilled, 45 grain.	
" 40 grain.	
Formed, 45 grain.	
" 40 grain.	
Beech-Nut, quarts.	per doz. 2.00
" pints.	" 2.00
" 1/2-pints.	" 2.00
Cruikshank, distilled white.	per gal. 1.00
PROVISIONS.	
Premium Brand Hams, 8-10 lbs.	
" 10-12 lbs.	
" 14-16 lbs.	
" Skinned Hams.	

DRESSED MEATS.

Dressed Stock—	Per lb.
Beef, young toms, 8 to 10 lbs.	.12 - .14
Beef, young toms, 15 to 17 lbs.	.11 - .12
Beef, young toms, 17 to 20 lbs.	.10 - .11
Beef, young toms, 20 to 25 lbs.	.10 - .11
Beef, young toms, 25 to 30 lbs.	.10 - .11
Beef, young toms, 30 to 35 lbs.	.10 - .11
Beef, young toms, 35 to 40 lbs.	.10 - .11
Beef, young toms, 40 to 45 lbs.	.10 - .11
Beef, young toms, 45 to 50 lbs.	.10 - .11
Beef, young toms, 50 to 55 lbs.	.10 - .11
Beef, young toms, 55 to 60 lbs.	.10 - .11
Beef, young toms, 60 to 65 lbs.	.10 - .11
Beef, young toms, 65 to 70 lbs.	.10 - .11
Beef, young toms, 70 to 75 lbs.	.10 - .11
Beef, young toms, 75 to 80 lbs.	.10 - .11
Beef, young toms, 80 to 85 lbs.	.10 - .11
Beef, young toms, 85 to 90 lbs.	.10 - .11
Beef, young toms, 90 to 95 lbs.	.10 - .11
Beef, young toms, 95 to 100 lbs.	.10 - .11

BUTCHERS' SUNDRIES.

Steer Tongues.....each	-.80
Tongues.....each	-.60
Heads, scalded.....	.50 - .75
Threads, veal.....per pair	.75 - .80
beef.....per lb.	.25 - .30
Livers.....each	.25 - .30
Kidneys.....per doz.	1.25
Livers.....per doz.	1.10
ts, beef.....per lb.	.05
beef.....per lb.	16.00
orloin, beef, western.....	.22
Pork, loins, city.....	.18
" western.....	-.18

DRESSED POULTRY.

Per lb.	Per doz.
Beef, young toms, 8 to 10 lbs.	.20 - .22
Beef, young toms, 15 to 17 lbs.	.22 - .23
Beef, young toms, 17 to 20 lbs.	.20 - .21
Beef, young toms, 20 to 25 lbs.	.15 - .18
Beef, young toms, 25 to 30 lbs.	.30 - .33
Beef, young toms, 30 to 35 lbs.	.30 - .33
Beef, young toms, 35 to 40 lbs.	.30 - .33
Beef, young toms, 40 to 45 lbs.	.18 - .19
Beef, young toms, 45 to 50 lbs.	.21 - .22
Beef, young toms, 50 to 55 lbs.	.17 - .18
Beef, young toms, 55 to 60 lbs.	.13 - .14
Beef, young toms, 60 to 65 lbs.	4.00 - 4.50
Beef, young toms, 65 to 70 lbs.	3.00 - 3.50
Beef, young toms, 70 to 75 lbs.	1.75 - 2.00

LIVE POULTRY.

Chickens, nearby, 1 1/2 to 2 lbs.	.18 - .20
Springers.....	.18 - .20
Beef, young toms, 17 to 20 lbs.	.17 - .18
Beef, young toms, 20 to 25 lbs.	.12 - .13
Beef, young toms, 25 to 30 lbs.	.15 - .16
Beef, young toms, 30 to 35 lbs.	.14 - .15

RESERVES, JELLIES, JAMS AND MARMALADES.

Per doz.	Per doz.
Beef, young toms, 8 to 10 lbs.	.95
Beef, young toms, 15 to 17 lbs.	1.00
Beef, young toms, 17 to 20 lbs.	.80
Beef, young toms, 20 to 25 lbs.	.87 1/2
Beef, young toms, 25 to 30 lbs.	1.95
Beef, young toms, 30 to 35 lbs.	1.60
Beef, young toms, 35 to 40 lbs.	.09 1/2
Beef, young toms, 40 to 45 lbs.	.07
Beef, young toms, 45 to 50 lbs.	3.05
Beef, young toms, 50 to 55 lbs.	1.60
Beef, young toms, 55 to 60 lbs.	.90
Beef, young toms, 60 to 65 lbs.	1.90
Beef, young toms, 65 to 70 lbs.	1.50

Per doz.	Per doz.
Beef, young toms, 8 to 10 lbs.	3.25
Beef, young toms, 15 to 17 lbs.	2.00
Beef, young toms, 17 to 20 lbs.	1.80
Beef, young toms, 20 to 25 lbs.	1.80
Beef, young toms, 25 to 30 lbs.	2.25
Beef, young toms, 30 to 35 lbs.	1.40
Beef, young toms, 35 to 40 lbs.	1.50
Beef, young toms, 40 to 45 lbs.	.80
Beef, young toms, 45 to 50 lbs.	.80
Beef, young toms, 50 to 55 lbs.	2.35
Beef, young toms, 55 to 60 lbs.	2.25
Beef, young toms, 60 to 65 lbs.	2.25
Beef, young toms, 65 to 70 lbs.	3.00
Beef, young toms, 70 to 75 lbs.	3.00
Beef, young toms, 75 to 80 lbs.	3.00
Beef, young toms, 80 to 85 lbs.	2.40
Beef, young toms, 85 to 90 lbs.	2.35
Beef, young toms, 90 to 95 lbs.	2.25
Beef, young toms, 95 to 100 lbs.	2.25

Per doz.	Per doz.
Beef, young toms, 8 to 10 lbs.	1.15
Beef, young toms, 15 to 17 lbs.	1.60
Beef, young toms, 17 to 20 lbs.	.06 1/4
Beef, young toms, 20 to 25 lbs.	.60
Beef, young toms, 25 to 30 lbs.	2.90
Beef, young toms, 30 to 35 lbs.	3.15
Beef, young toms, 35 to 40 lbs.	.90
Beef, young toms, 40 to 45 lbs.	.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitro.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turkey Lintiment.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

5 per cent. discount in gross lots assorted.	Per lb.
Alum.....	.09
Borax, powdered, bulk.....	.10
lump, bulk.....	.06 1/4
Butter Color, W. & R.....	2.00
Bluestone, bulk.....	.12
Copperas.....	.02 1/4
Camphor, gum, 1-oz. blocks.....	.70
flakes, 250-lb. bbls.....	.18
less quantity.....	.19
Tar Balls, 250-lb. bbls.....	.17
less quantity.....	.18

Per doz.	Per doz.
Castoria, Fletcher's.....	2.80
Pitcher's.....	.80
Carbonate of Ammonia.....	.15
Epsom Salts, in barrels.....	.04 1/2
Glauber Salts.....	.02 1/4
Glue, ordinary.....	.11
white.....	.90
Gum Arabic.....	.50
Haarlem Oil.....	.40
Husband's Magnesia.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
M. & R., 5-lb. boxes.....	.33
lozenges, 5-lb. boxes.....	.27
4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24
root.....	.12

Per 100 lbs.	Per doz.
Putty, 15-lb. cans.....	1.57 1/2
50-lb. cans.....	1.47 1/2
Petroleum Jelly, screw top, 5c. size.....	.35
10c. size.....	.75
Paris Green, 100-lb. kegs.....	.17
1/2-lb. pkgs., 50 lbs.....	.22 1/2
1/4-lb. pkgs., 50 lbs.....	.21 1/2
1-lb. pkgs., 50 lbs.....	.20

Per doz.	Per doz.
Rosin.....	.04 1/2
Roach Powder, BB, 4-oz. cans.....	.80
10c. size.....	.80
Roachsalt, 10c. size.....	.80
Saltpetre, crystal, about 350-lb. bbls.....	.19 1/4
granulated, about 100-lb. kegs.....	.20
Sulphur, flour, 175-lb. bbls.....	2.50
100-lb. bags.....	.02 1/4
less quantity.....	.03

Per doz.	Per doz.
Venetian Red.....	.02
Whiting.....	.02
Goff's.....	2.00
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80

Per doz.	Per doz.
Iron Glue, McCormick & Co.....	.45
No. 5.....	.85
No. 10.....	.75
Tube V.....	.80
McCormick & Co., Bee Brand.....	8.00
Insect Powder, 25c. size.....	.85
BB, 10c. size.....	.80
Root Beer.....	1.50
Talcum Powder.....	.80
Triangular Quinine.....	.80
Quinine Capsules.....	.80

Druggists' Sundries.

Per doz.	Per doz.
Acid Phosphate, Horsford's, 8 oz.....	4.00
Bath Brick, 25 in box.....	.60
Sealing Wax.....	.03
Silver Sand.....	1.20
Tar, pts.....	.80
gals.....	.80
1/2 bbls.....	.80
bbls.....	.80
McCormick & Co.....	4.50
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	2.25
U. S. Nerve and Bone Liniment, 25c. size.....	2.00
McCord's Magic Medicine, 25c. size.....	4.00
50c. size.....	2.00
McCormick's Tasteless Chill Tonic, 25c. size.....	4.00
50c. size.....	.80
Reliable Brand Headache Powders, 10c. size.....	4.80
Borax, 20-Mule Team.....	4.80
48 1-lb. cartons.....	3.20
72 10-oz. cartons.....	4.80
96 1/2-lb. cartons.....	3.20

Extracts and Essences.

Per doz.	Per doz.
McCormick & Co., Bee Brand.....	.90
Vanilla, No. 2 size.....	2.25
No. 4 size.....	2.25

Per doz.	Per doz.
Rose, No. 2 size.....	1.25
No. 4 size.....	8.75
Platichlo, No. 2 size.....	.90
No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....	.90
No. 2 size.....	2.25
No. 4 size.....	.90
Lemon, No. 2 size.....	.90
No. 4 size.....	2.00
Orange, No. 2 size.....	.90
No. 4 size.....	2.00

Per doz.	Per doz.
Crescent Manufacturing Co., Seattle.....	.90
Mapleine Flavoring, 1/2 oz.....	1.75
1 oz.....	3.00
2 oz.....	1.75
Crescent Brand, bottles, 1/2 oz.....	1.75
1 oz.....	3.00
2 oz.....	5.25
4 oz.....	9.00
8 oz.....	16.50
plnts.....	30.00
quarts.....	5.00
1/2 gallons.....	9.50
gallons.....	9.50

Per doz.	Per doz.
Sauer's Flavoring Extracts.....	.90
No. 2, Lemon.....	.90
No. 2, Vanilla.....	1.20
No. 2, Rose.....	.90
No. 2, assorted.....	1.25
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....	10.80
Nos. 2 and 4, assorted cases.....	11.80

Pts.	Qts.	1/2-Gal.	Gal.
F. F. V. Vanilla.....	2.00	3.75	7.25
XXX.....	1.75	3.25	6.25
XX.....	1.50	2.75	5.25
X.....	1.00	2.00	4.00
Lemon.....	1.00	2.00	3.50
Ginger, Clove, Pepper-mint, Cinnamon.....	1.00	1.60	3.00
Almond, Orange, Nutmeg, Mace.....	1.25	2.25	4.00
Violet, Rose.....	1.50	2.75	5.25
Raspberry, Pineapple, Strawberry, Banana.....	1.25	2.25	4.00

Liquid Rennet and Tablets.

Per doz.	Per doz.
Shinn & Kirk's Liquid Rennet.....	1.50
Hansen's Junket Tablets, 3 or 1 1/2 doz.....	.80

CIDER.

Per gal.	Per gal.
Old Orchard, bbls.....
1/2 bbls., 18 gals.....
kegs, 14 gals.....

CHEWING GUM.

Per doz.	Per doz.
Adams', counter jars, 100 5c. pkgs.....	2.75
boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

MINT TABLETS.

Per doz.	Per doz.
Certified Products Co.....
Peppermint "Smiles," display cartons, 18 5c. pkgs.....	.50
half case, 6 cartons.....	2.85
full case, 12 cartons.....	5.50

RICE.

Per doz.	Per doz.
B. Fischer & Co's Package Rice.....
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons.....	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06 1/2
Seaboard Rice Milling Co.....
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized.....	.06 1/2
Comet, natural brown, 1-lb. cartons, sterilized.....	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized.....	.06 1/2
Sola Japan Unkoted.....	.06 1/2
D. S. & H. Craig, Inc.....
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons.....	.06 1/2

SALT.

Per doz.	Per doz.
Worcester.....
Barrels, contain 280 lbs.....	2.50
60 5-lb. bags.....	4.00
22 14-lb. bags.....	3.75
30 10-lb. bags.....	3.75
115 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
56-lb. bags.....	.65
28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 lbs to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.

SALAD DRESSING.

Per case	Per case
Durkee's, large, 1 doz.....	4.25
small, 2 doz. 1/2 pints.....	2.50
Schimmel's, small, 2 doz.....	.90
My Wife's, large, 1 doz. pints.....	2.50
small, 2 doz. 1/2 pints.....	1.50

SAL SODA.

Per 100	Per 100
Barrels, 400 lbs.....	.75
Kegs, 150 lbs.....	.80
Granulated, 60-lb. boxes.....	.60
Crystal Brand, 24 2 1/2-lb. pkgs., per case.....	.80

SAUCES.

Per doz.	Per doz.
Lea & Perrins.....
Worcestershire, large.....	4.50
small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA-BI-CARB.

Per lb.	Per lb.
Babbitt's, 1/8, 25 lbs.....	.05 1/2
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/4-lb. pkgs., 36 lbs.....	.06
1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 1/2
1/2-lb. pkgs., 36 lbs.....	.05 1/2
1/4 and 1/2-lb. pkgs., 36 lbs.....	.05 1/2
1-lb. pkgs., 36 lbs.....	.05 1/2
115-lb. kegs.....	.02 1/2
Bi-Carb.....	.03

SOFT DRINKS.

Per	
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer ... 2 doz.	2.15
Charles E. Hires Company—	
Hires Household Extract, for making root- beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	3.00
" Glycer Champanale, 50 pints	8.00
Welch's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 dos.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice, quarts, 1 dos.....	
" " pints, 1 doz.....	4.50
" " ½ pints, 3 dos.....	4.50
5 per cent. discount on 5-case lots.	
Walker's Grape Juice—	
Quarts, 1 dos.....	4.25
Pints, 2 doz.....	4.75

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chlps.	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naptha	100	3.90
Best, B. T. Babbitt	100	3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naptha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
"	100 10ct.	6.75
Fels-Naptha, Fels & Co.	100 75	4.00
5-case lots	100	3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
"	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naptha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 1dry.	5.20
"	100 5ct.	3.90
Marselles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60 60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naptha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naptha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 50 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	5.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapolio, 1/2 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's, 100 cakes	3.75
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naptha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naptha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.	Per box 2.30
Less than 5 boxes	2.25
5 boxes or more	2.20
10	2.15
25	2.15
Fels Soap Powder can be included with dropshipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
"	.18 1/2
" Col. Chnabar	.21
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 1/2
" Cochin	.14 1/2
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
" less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.81
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, Islinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .04
" 48 1s.	" .03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs.	" .05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 3/4
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 3/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	per gross 9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikell's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blue	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
1-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.18
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.58
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 3.00
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HONEY.

	Per doz.
Selzer's, small bottles, 1 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb.	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
10c. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	par doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	1.
" medium, 1 doz.	1.
Golden Tree, large, 1 doz.	1.
" medium, 2 doz.	1.

WOOD AND WILLOW WARE.

Brooms.

No.	Per
6, R. P., fancy	2.
7, " "	3.
6, Household	3.
7, " "	3.
6, Monogram	3.
7, " "	3.
Daisy Parlor	3.

Washboards.

	Per
Single Zinc—	
No. 100, Northern Queen, Protector	3.
No. 101, Tidal Wave	2.
No. 123, Seal Globe	2.
No. 126, Ruby	2.
Double Zinc—	Per
No. 56, Red Cross Swing, Protector	4.
No. 80, Double Seal Globe, Protector	3.
No. 85, Double Stag, Wide Head	3.
No. 687, Double Leader Swing, Protector	3.

Buckets.

	Per
Painted, 2 hoops, flat	1.
" 3 hoops, flat	1.
Galvanized, 10 qt.	1.
" 12 qt.	1.
Indurated Fibre	1.

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.
" 1 lb.	per 1000 1.

Clothes Pins.

5 gross	Per
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Mops.

Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

Published every
Monday.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, September 20, 1915.

No. 12.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.
TELEPHONES:

{ Filbert 3286
{ Filbert 3287
ate Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
World Publication Co.

a independent journal published ex-
sively in the interests of modern mer-
ants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

scription Rates, Including Postage,
Payable in Advance:

PER YEAR
United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

atement of the ownership, management,
ulation, etc., of the Modern Merchant and
ery World, published weekly at Philadel-
a, Pa., required by Act of August 24th,

itor, Elton J. Buckley, 927 Arch Street.
usiness Manager, David Ezekiel, 927 Arch
et.
ublisher, Grocery World Publication Co.
wners; Mrs. Eliz. McFetridge, 927 Arch Street;
y, McFetridge, 927 Arch Street; S. L. McFetridge,
Arch Street; David Ezekiel, 927 Arch Street;
Buckley, 927 Arch Street.

(Signed) David Ezekiel, Bus. Mgr.
orn to and subscribed before me this 14th day of
ember 1915.

(Signed) Abel K. Cassel, Notary Public.
(My commission expires January 18th 1919)

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Written for the "Modern Merchant and Grocery World."

Smedley's Summary of the Pennsylvania Convention

State Organizer Analyzes Its Work and Gives Running Story of the Sessions. A Good Convention From Every Standpoint. Pennsylvania Plan Awards Show Large Membership Increases.

Well, the 19th annual convention of the State Association is a thing of the past. It was a success. Not so large in point of attendance as the one held in Philadelphia in 1914, but that was to be expected. There was great interest and enthusiasm manifested from start to finish. The programme was a good one and carried out to the letter. The addresses were of a character to impress the delegates with the great possibilities of organization and were of educational value.

We have seldom heard addresses by more able men or on more interesting subjects. The address of C. M. Ketchum on "Community Development," J. C. Norris' talk on "Making the Hire Worthy of the Laborer," and "Figuring Profits," by Mr. E. A. Walton, will long be remembered. Other notable speakers were A. M. Howes, Theo. Landsberg, of Erie, and James M. Dunbar, of Meadville. The latter talked on "Banking." Mr. Hyndman's paper on "The Workmen's Compensation Act" was well received.

The convention was honored by the presence of James Hewitt, Esq., president of the Tri-State Wholesale Grocers' Association, and E. W. Heffner, ex-president of the Pennsylvania State Pharmaceutical Association, who presented fraternal greetings from their respective organizations. H. W. Shaffer, of Lock Haven, was to have made an address on "Essentials of a Successful Business," but lack of time prevented its delivery and it will be printed. One of the hits of the convention was the address of H. Diamond, of Galion, Ohio, which combined most happily sound sense and humor.

In the absence of J. Denny O'Neill, State President, H. W. Shaffer, one of the vice-presidents, presided, and he did this most acceptably. The officers for the coming year are as follows: President, J. C. Norris, New Castle; vice-presidents, C. S. Smith, Washing-

ton; Ely Bion, Sunbury; J. A. Edgar, Frankford; Theodore Landsberg, Erie. It took three ballots to elect the president, the contestants being Geo. McGarry, Johnstown; J. C. Norris, New Castle, and H. W. Shaffer, Lock Haven. Punxsutawney and Bradford made a strong fight for the next convention, Bradford winning. Oil City has put in a strong bid for the 1917 convention. All the manufacturers in the Pennsylvania Plan were represented and made splendid exhibits and were most liberal givers of souvenirs. The Meadville Association was a good host.

Large increases in membership were reported by many associations as follows: Erie, 229; Johnstown, 122; Pottsville, 96; Berwick, 82; Frankford, 79; Lebanon, 33; Sunbury, 74; Homestead, 64; Bethlehem, 49; Punxsutawney, 44. These were the leaders; nearly all reports showed a nice increase.

Pennsylvania Plan awards were made as follows: For largest sale of merchandise, Scranton, 1,648 points, \$500; Philadelphia, 1,498 points, \$300; Pittsburgh, 897 points, \$100; Pittston, 884 points, \$100; Mt. Carmel, 761 points, \$100; Lebanon, 751 points, \$75; Lock Haven, 549 points, \$75; Frankford, 515 points, \$50; Pottsville, 480 points, \$50; Nanticoke, 330 points, \$50; New Castle, 240 points, \$25; Erie Grocers, 193 points, \$25; Warren, 160 points, \$25, and Meadville, 140 points, \$25. Total, \$1,500.

Prizes were awarded for increase of membership as follows: Erie, \$100; Johnstown, \$50; Pottsville, \$25; Berwick, \$25. Total \$200. Pittsburgh carried home a prize of \$100 for largest delegation to the convention. Seven hundred dollars was handed over to the State Association to be used to pay, so far as it will go, the mileage of delegates. There was great enthusiasm when the money was handed out by Messrs. Wessels and Smedley.

The convention took a strong stand against trading stamps, made

plans for a legislative fund, side-tracked a proposition to change the name of the association and arranged to plan a campaign to secure legislation for the proper licensing of transient vendors.

The report of the Legislative Committee, while discouraging, did not dismay the delegates, who manfully decided to try again. A pleasant feature of the convention was the presence of R. A. Stevenson, first State secretary, who was honored by being asked to make an address.

No radical features were proposed at the convention and really very little constructive work planned, but it is our belief that the

new officers and Executive Committee will put in operation a year many new things that stand for trade uplift and betterment. The State Association is stronger to-day than it has been in its history and the delegates will return to their homes with a better understanding of the needs and possibilities of organization than ever before. The personnel of the convention was high. The delegates were strong men with vision who discussed ably the topics that were brought to their attention. The new association year should be one of great progress.

WILLIAM SMEDLEY

Written for the "Modern Merchant and Grocery World."

Cutting by Wholesalers That Wins Nothing But Makes Everybody Lose

New Jersey Jobber Says His Philadelphia Competitors Come Into His Territory and Get His Business Merely Price-Cutting. He Then Cuts, Too, and Nobody is Benefited, But All Profit is Gone. Asks Why Salesmanship Isn't Used?

Through your valued paper, I wish to ask the Philadelphia jobbers, whom I see are now trying to get together to co-operate in buying, whether their idea of co-operation and good business is the way they do business in New Jersey.

The writer is a wholesale grocer doing business exclusively in New Jersey. We have our salesmen on the road, and do our best, like all jobbers, to sell good goods to good people and make a good profit. If we can't make a good profit, we try to make a fair profit, but we certainly resent it when we are asked to do business on no profit at all.

That is what the Philadelphia jobbers are asking us to do and if we will do it they are apparently willing to do the same thing. They send their men over here among our customers. We are doing business regularly, and selling everything at list or nearly list. Their salesmen haven't been in the State five minutes before they have cut prices to cost or very near it. Apparently they feel that they have no other argument to offer than a cheaper price.

What is the result? As soon as we find that our customer has been approached, we at once get on the

job and meet whatever price has been made. Often we endeavor to go one better, so very often the Philadelphia house does not get business. We hold the business but thanks to the Philadelphia jobber, we no longer make any money on it.

Why can't these people use salesmanship instead of simply cutting their own and our throats? If we are getting list price for Kellogg Corn Flakes and some Philadelphia jobber comes along and gets the business away from us, at the same price, we say he deserves it for he is a better salesman than we are. But there is nothing respectable in getting business away from somebody else merely by cutting price. Any half-witted pirate can do that.

I am a member of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware and it is a fact that its Philadelphia members are the chief offenders in this respect. How would they like the New Jersey jobbers to combine and send men over into their territory and do the same thing?

A NEW JERSEY WHOLESALE GROCER.

—N. J., September 15, 1915.



Mr. Grocer:—

There should be no sort of misunderstanding about our mutual relations. We have nothing whatever to sell you.

We are not asking you to buy United Coupons.

In fact, you could not buy United Coupons from us—nor could your competitor, as they are not for sale to retail grocers in your territory.

We want to make this point as clear as it is possible to make it—that the service of the United Coupon is in no way a tax on you, direct or indirect.

A FEW PLAIN STATEMENTS ABOUT UNITED PROFIT-SHARING COUPONS

1. They are NOT for sale to you or to your competitors.
2. They do not cost your customers anything.
3. They do not increase the cost of goods they are packed with.
4. They do not lower the quality of the goods they are packed with.
5. They do not decrease your profits on these goods.

What United Coupons Really Are

1. They are a part of the manufacturers advertising spent for you in your store.
2. They are a sound means of popularizing and creating a steady demand for standard household products *sold at home*.
3. They will increase trade for you on STAPLE GOODS such as tea and coffee, soap, salt, baking powder, etc.—articles with which your customers habitually expect premiums but which they do not always buy from *you*.
4. They are accepted and collected by the public as the "most valuable premium coupons in the world."

Mr. Grocer:

If you let any mistaken impressions cause you to fail to take advantage of this new, positive force, you are losing a big opportunity to get and hold profitable trade upon which your success depends.

Write to-day for full details.

Use the Coupon

United Profit-Sharing Corp.
44 West 18th Street
New York City

Service Bureau
Dept. 38
United Profit-
Sharing Corp.
44 West 18th Street
New York City

Sirs:—Please send complete information about your Profit-Sharing Plan and how it will help me get more trade without added cost.

Name

Store Name

Address

Written for the "Modern Merchant and Grocery World."

Give In to the Customer, Says Mann of New Jersey

Answering Mr. Wenger's Question If He Did Right to Let a Customer Go Rather Than Fill Up a Vinegar Jug for a Gallon When It Held More Than a Gallon, Well-Known New Jersey Grocer Says He Should Have Given the Extra Vinegar and Held His Trade.

[In a recent issue, E. G. Wenger, a Pennsylvania subscriber, told of a customer who bought a gallon of vinegar and complained because his jug was not filled up. The point was that the jug held more than a gallon. Mr. Wenger declined to give him more than he paid for and the customer took offense and left. We submitted to our subscribers Mr. Wenger's question, "Did I Do Right to Let Him Go?" Several replies have already been received and the following is another.—Ed.]

The question put to you by your subscriber, Mr. E. G. Wenger, of Chambersburg, Pa., and you in turn put it up to your readers, and I being one of the readers I am taking great pleasure in answering Mr. E. G. Wenger his very important question.

Now if Mr. E. G. Wenger wants to know if he is right in handling this vinegar customer I will tell him that he is right, if that is all he wants to know, but if Mr. Wenger would possess qualifications, confidence in himself, convincing power, straight talk, winning confidence, good knowledge how to handle a greedy customer, it was the easiest thing for Mr. Wenger or any other merchant to take that jug pleasantly and cheerfully and put it under the vinegar barrel and open that faucet with full pressure and fill it up so that the vinegar would run over the jug, regardless of what it would hold, if a quart, one-half gallon or perhaps a half tumbler would do the trick, and say to his customer, "You are right, my friend, here is your jug full, you have my apology for it, that I had to bring you back to the store; leave it here—my wagon is going that way very shortly and will leave it at your house. Thank you very kindly, friend; come in again. Good-bye."

My dear brother grocer, Mr. Wenger, do you know that the grocery business is a trade? And the secret lies in that trade, in knowing your customers from top to bottom. Don't you know the old saying, "Once a customer always a customer"? And satisfied customers are mine or any other merchant's best assets. Losing them for what, a tumbler of vinegar;

wholesale price is about 10 cents a gallon. What are you getting for it, Mr. Wenger, 20 or 25 cents a gallon? Does it pay to lose a good account of \$25 per month for a mere trifle? No, never.

I adopted a policy at my store that our customers are always right, no matter how wrong they are. I have never lost anything by it. I have a long list of friends connected with my store, in fact every customer is a friend; I make them feel so. No merchant can afford to lose trade, especially good trade. While lots of merchants would say that it is impossible to give in, and say that the customer is always right, but thanks to the one in Heaven all of our customers are not greedy ones, and all of them are not insisting and persisting in receiving more than they are paying for, and when it happens that we get a few, by meeting them cheerfully you can get that greedy feeling out of them, and instead of finding fault with your store, merchandise, weights and measures, and service, they become boosters for you and for the store, and they know that you meet them all the time, regardless how high they kick, and very little you lose by it, my friends.

Now, morally and principally I will say again that Mr. Wenger was right in not giving his customer more than 4 quarts for a gallon, but is he right in letting this man go away with his \$25 a month business, and with the impression on him that he did not receive a gallon when he was charged for a gallon? A full gallon of whisky from the distiller, which is 5 or 10 times the value, and the stingy, narrow measure from his grocer! Mr.

Wenger could have handled his customer in a far better way than by standing and arguing with him that 4 quarts is a gallon and that was what he was charged for. It sounds to me like baby talk and should never happen with a wide-awake merchant of these days, when competition is so keen and great. Mr. Wenger has to make some allowance for this particular customer. If he is a cranky customer or one that kicks more than the ordinary one, he has to learn how to handle this customer. Every good physician tries to learn his patient before he prescribes for him; why can't a merchant learn his customers the same way? It is not harder than the other way to me. Is it to you?

Experience is the best teacher and this has been my experience through business life. Satisfied customers are the best advertisers for you and for me and for all of us. I would like to see as many answers as possible through the columns of the "Modern Merchant and Grocery World" from experienced men all over the country.

SOLOMON MANN.

Plainfield, N. J.,

September 15, 1915.

The following opinion on the same subject has also been received:

By Fred Martin, Tioga Center, N. Y.

The trouble that Mr. E. G. Wenger had with the vinegar customer

reminds me of an experience I had with a good lady customer about a jug of vinegar. I was selling R. & J. C. Motts vinegar for 25 cents per gallon, with which I filled her jug and charged her 25 cents at which she kicked and said she paid only 20 at the other store. I said please excuse me, I suppose you wanted the best. I went into the back room where I kept the vinegar, poured out one quart and put in one quart of water, brought it out and she tasted and liked it and I kept on doing that way with her for over a year. When one day I put in three quarts of vinegar and took 15 cents for it I told her she could put the water in when she got home. Says I, it is too bad to make you carry that quart of water home every time, when she had so much in her nice spring. Well, you ought to have seen the look she gave me. She first thought she would be mad, but she saw the whole thing from my standpoint and said it served her right for being such a — fool. I didn't lose her trade, but in fact got more of it. She kept on buying three quarts and adding the water, which she said was good enough for anybody to use.

It was good goods, all right, and it stood right up so much for selling the best goods, which was my way with any and all goods, and I went out by so doing.

Written for the "Modern Merchant and Grocery World."

How the General Chemical Co. Hopes to Prevent Cutting on Its New Baking Powder

Will Not Sell to Retailers, But Will Make Them Its Agents to Sell the Powder at a Fixed Price. Retailer Buys Nothing But Takes Powder Practically on Consignment and After Selling Deducts His Commission and Remits the Balance.

With reference to our merchandising plan for Ryzon baking powder, we take pleasure in inclosing you a sample of each label of grocery size, from which you will see that the price of these goods is printed right on the labels: 10 cents per $\frac{1}{4}$ pound; 18 cents per can for $\frac{1}{2}$ pounds, and 35 cents for pounds. Furthermore, this is the only price on Ryzon—the price to the consumer—our relations with the retailer or wholesaler being on a basis of compensation or commission to

such agencies in return for service rendered in selling and distributing these goods for us, as agents of the General Chemical Co., food department.

We shall fix and hold the price of Ryzon powder by making the trade our agents instead of selling the powder outright to them. Following is the plan, which is printed on the back of our sales blanks:—

RYZON RETAIL AGENCY TERMS.

1. Title of all Ryzon shall remain in General Chemical Co. until sold by Retail Agent, and title of all

ceeds shall at all times be in
General Chemical Co.

Retail Agent shall hold and
good care of all Ryzon until
or returned as below stated,
shall not be responsible for loss
damage by fire or other cause be-
d control.

Sales shall be made only at
single standard retail prices to
sumers specified on the face of
order (and on invoice). Retail
ent may, upon any sale, extend
customary credit for purchase
e, but shall account for the
e on every sale as if full paid in
on delivery.

Retail Agent shall be allowed
all sales, and may deduct from
ittances of proceeds, commis-
s as follows:—

5 per cent. from remittances
within 30 days from invoice
date.

3 per cent. from remittances
after 30 and within 60 days from
invoice date.

0 per cent. from remittances
after 60 days from invoice date.

At 90 days from invoice date,
monthly thereafter, Retail
ent shall remit for all sales not
iously remitted for.

Retail Agent shall at any time
request ship to, or upon the or-
of, General Chemical Co. any
all Ryzon not sold by said
ail Agent.

General Chemical Co. may ter-
ate this agency at any time by
ce to Retail Agent.

Retail Agent shall not delegate
any party any authority here-
er.

Shipment of Ryzon on this
er, or on any future order of Re-
Agent, shall constitute authori-
on of Retail Agent, including
ise under United States Letters
ent No. 1,037,078, to hold and
ose of such Ryzon, and the pro-
ls thereof, as above stated, but
otherwise.

is indicates how we are hand-
this where we are selling di-
in New York City to begin

although we may put our
s through the jobbers here
we have organized our agency
among the retail grocers sat-
orily.

our retail agency invoice we
fy not only the commission al-
l for sale and remittance with-
e specified periods, but state it
ollars and cents, as well as in
s of percentage, to make this
ely clear to the retail agent
enable him to remit intelli-
y. Thus on an invoice of
2:—

RETAIL AGENCY TERMS.

he prices herein stated are Ry-
single standard retail prices to
sumers, from which Retail
ent will be allowed commissions
follows:—

f this invoice is paid within 30
s from its date, deduct 25 per
t and remit \$9.99.

f not paid within 30 days, but
d within 60 days of invoice date,
uct 23 per cent. and remit \$10.26.
f paid after 60 days from invoice
e, deduct 20 per cent. and remit
65.

rhaps the fullest explanation
e whole plan, from beginning

to end, is the following from our
Sales Manual:—

THE RYZON SALES PLAN.

Ryzon is sold to consumers only
through the regularly appointed
sales agencies of the General Chem-
ical Co., at the single standard re-
tail prices to consumers specified on
the packages, requisitions and in-
voices.

The General Chemical Co. does
not sell Ryzon to any agent, mid-
dleman, retailer, wholesaler or job-
ber, but utilizes the selling and dis-
tributing facilities of all such agen-
cies as are efficient and desirable
for the sale of Ryzon to the con-
sumer for the account of the Gen-
eral Chemical Co.

Sales agents or distributors are
allowed suitable compensation or
selling commission in accordance
with the services rendered in sell-
ing, warehousing, delivering or fi-
nancing the sale and distribution of
Ryzon to consumers, as specified
in agency agreement to be made
in connection with first requis-
ition for stock of Ryzon for any
agency.

The General Chemical Co. as-
sumes entire responsibility for the
character, quality and sale of Ryzon
to the consumer, retaining owner-
ship of Ryzon until actually sold to
consumers.

Under this plan the distributor,
whether wholesaler or retailer, is
relieved from speculation in the
stocking or sale of Ryzon. He is
not required to invest a cent of his
capital therein, and is assured of a
proper and certain compensation
for his services, in accordance with
his success as a salesman and dis-
tributor of Ryzon.

Under this plan the consumer will
have the option of buying Ryzon at
the standard price to consumers,
made by the General Chemical Co.
through its accredited agents. If
Ryzon does not appeal to consum-
ers in quality and value at the said
price, there are other baking pow-
ders on the market which consum-
ers can purchase at the prices cur-
rent for same.

General Chemical Co. will exer-
cise its right in the selection of its
agencies, employing only those with
whom it can co-operate to mutual
advantage.

Distributors, whether retailers or
wholesalers, have the option of ac-
cepting or declining an agency for
Ryzon on the terms presented. If
any dealer does not desire to be-
come an agent for Ryzon in accord-
ance with conditions specified, it is
his privilege to decline the Ryzon
agency and confine his business to
other baking powders in competi-
tion with Ryzon.

FREDERICK W. NASH,
General Chemical Co.
New York.



Every Housewife
likes a change, suggest

MAPLEINE

for delicious flavor, where
flavor is needed. Makes
fine syrup.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

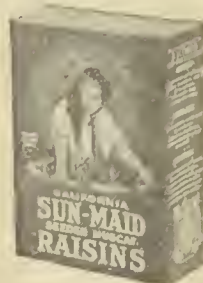
JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.



You will like this
kind of
bread
because it is made with
this kind of raisins



The Essence of Co-operation

When a man asks you to co-operate with him it
usually means that he wants you to do something
for him—in return for which he will *promise* to do
something for you. In other words, most offers of
co-operation are bogus.

This one is not. We have *already* done big things
for you and we have *contracted* to do many more
big things.

You have seen the first page of our national
advertising campaign in The Saturday Evening
Post and The Ladies' Home Journal. These pages
should be to you an *earnest* of our intention to
create for you the biggest demand for raisins and
raisin bread that you ever experienced. And these
pages will be followed by continuous, sustained
advertising which will *prove* our intention.

Get This Right

But let us not be misunderstood. We do not claim to be
business philanthropists. Our ultimate aim is to help ourselves
by selling a great many more raisins than we have ever sold
before.

When we co-operate with you we do it for our own sake—
not for yours—but it is a fact that our co-operation helps you.

Also—when you co-operate with us you do it for your own
sake—not for ours—but it is a fact that your co-operation
helps us.

This is the very essence of co-operation—some people call
it "enlightened selfishness"—*help yourself by helping the
other fellow.*

You Will Get Your Share

of the new business which we are creating for raisins and raisin
bread if you become identified in your neighborhood as *the*
dealer who sells *California* Raisin Bread and Sun-Maid pack-
age raisins.

Send us the coupon at once so that you begin to make *extra*
profits at once. (32)

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California

Hearst Building, Chicago

133 Hudson Street, New York

Please send me complete details of plan by which I can
make more money through increased sales of raisin bread and
package raisins. (32)

Name

Street

City State

WITH THE EDITOR

Several weeks ago a Pennsylvania subscriber to this paper wrote a letter in which he told of a storekeeping incident highly interesting to every retailer. A customer had ordered a gallon of vinegar and had gotten a gallon, but complained because his jug was not full. He argued that whenever he got a gallon of whisky in that jug the distiller filled it. The merchant proved to him by actual measurement that he had gotten fair measurement, but he was not satisfied and left, taking with him trade worth \$25 per month.

The subscriber asked us to say whether he did right to let the customer go. I submitted the question to the subscribers, several of whom replied. I said when the matter came in that I also had an opinion, which in time I would express. My opinion is that as a matter of principle, the subscriber was right in refusing to give his customer more than four quarts to a gallon. Naturally it is not debatable that no man can claim more than he pays for.

But as a matter of practical merchandising, I think he was wrong. Obviously it would have paid better to give a few gills more vinegar for the money whenever a gallon was ordered, and hold \$25 worth of trade. The dignified, honest and praiseworthy stand which this merchant took is, practically speaking, a poor recompense for losing \$300 worth of business a year, and more than that, gaining an enemy. Of course he may be in a position where he can stand the loss. To every one who is, it is an enormous satisfaction to stand up for principle, wherever it leads.

There is no principle of honor and honesty in the case which

would require one to stand for it without regard to loss. It is a matter that can fairly be viewed in the light of dollars and cents—which course pays the best, to stand the extortion and hold the customer, or refuse to stand it and lose the customer? Naturally there is only one answer.

It would be fine if we could do a successful business without making concessions to customers to which they were not entitled, but who can do business that way? Not one merchant in the whole United States.

The big mail-order houses of the United States have a cheeky habit of writing retailers all over the country for reports on the financial condition of customers. The following is a particularly obnoxious and bothering request that went to an Illinois retailer from a Chicago mail-order house:—

Dear Sir:—The above party ordered merchandise from us some time ago, giving the names of several citizens of your town as references, among them yours, asking that we refer to these references to find out about the local credit standing.

We did write to several of the references given, but neglected to write you. It probably would have been much better had we referred to you before shipping the merchandise, as our information would have been more exact. However, we are writing you now and will request

that you kindly give us all the information you possibly can concerning this party that will enable us to effect a settlement of the account at this late date.

We do not believe your name would have been given as a reference if you were not well acquainted with our customer. Therefore, it would be greatly appreciated if you would speak to him personally concerning the amount that he owes us. We also ask that you kindly advise whether or not the address given above is correct, and if not, what the new address is. If this party is employed at present, please tell us by whom employed. If a property owner, advise us to what extent and if there is any good reason why this account should not or cannot be paid, please let us know about it, so that we can be governed accordingly in our future action.

We are inclosing herewith a stamped envelope for your convenience in making reply and anything you can do for us will be greatly appreciated. We believe that you are interested enough and will help us.

Yours very truly,
SPIEGEL, MAY, STERN Co.

The busy retailer is invited to break away from whatever he is doing, read this long letter and then write an equally long reply. Why? Because he owes any obligation to the mail-order house? Certainly not, quite the contrary. Because he owes any obligation to his customer? Just there is the rub of the whole case. If the customer was a good one, and was just buying one or two things of the mail-order house, it might be risky to queer the sale. What would a retailer answer when his customer came in and said: Mr. Jones, I gave your name as reference to

Sears, Roebuck & Co. the other on a little goods I wanted to there, and they say they wrote you, but you wouldn't give them any information. What was the matter—couldn't you say anything good about me?" The retailer would find it very hard to make answer that would please his customer.

Naturally, if the customer lost one, the matter is not debatable. Let the mail-order houses pay their credit information like other people do.

In last Sunday's "Public Ledger" appeared an article the purpose of which was to teach the housewife to pay cash for her groceries and shop around. Which is right, from the consumer's standpoint, but listen to what the "Ledger" writer says about the bad debt of the credit dealers, which credit customer must pay for:—

Right here lies one reason for soaring prices. Dealers lose far more than the average customer realizes by charge accounts. In the poorer sections, where the storekeeper is "as good as" his customers and dares frankly to refuse to allow them to run bills, the loss from charge accounts is between 1 and 2 per cent. of sales. In the "fine sections" of the city, loss from charge accounts ranges from 15 to 20 per cent. Cash customers are paying for goods that their eminently respectable neighbors have eaten. Of course, the dealer must come out all right somehow.

Under the most favorable conditions, according to this, a retailer's bad debt losses are 1 to 2 per cent. a year, and the large centers, like Acker and Martindale and Hanscom and several others in Philadelphia, Park & Tilford in New York, and so on, lose from fifteen to twenty per cent. of the gross credit business! What utter ignoramus!

The Pennsylvania Convention Report

We are not able to follow our usual custom of publishing the stenographic report of the Pennsylvania Retail Merchants' Association the week after it is held. The "Modern Merchant and Grocery World" employed a stenographic reporter, in common with the State Association, and he and his report seem to have gotten lost in the shuffle. Not a line of it has been received as yet. This paper greatly regrets not to be able to publish it, but somebody seems not to be on his job.

Tide of Failures Shows Signs of Turning.

In Some Lines August Failures Are Less Than in August, 1914, and Increases, Where There Are Increases, Are Not Great.

The official report of commercial failures for August, 1915, shows

that the tide has begun to turn. For the first time in several months, the failures in August in some lines were less than in August, 1914.

The figures are as follows:—

Clothing and Furnishing.—August, 1915, 87; liabilities, \$200,618; August, 1914, 105; liabilities, \$1,130,550.

General Stores.—August, 1915, 98; liabilities, \$707,835; August, 1914, 83; liabilities, \$558,960.

Groceries.—August, 1915, 282; liabilities, \$1,165,790; August, 1914, 213; liabilities, \$1,726,745.

Dry Goods.—August, 1915, 64; liabilities, \$874,454; August, 1914, 52; liabilities, \$788,640.

Shoes.—August, 1915, 31; liabilities, \$142,549; August, 1914, 25; liabilities, \$175,380.

Hardware.—August, 1915, 2; liabilities, \$191,584; August, 1914, 18; liabilities, \$201,379.

In chemicals and jewelry the year's failures were also less than those of a year ago.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Second-hand Electric Coffee Mill Wanted.

Lancaster, Pa., Sept. 13, 1815.
The Editor.

Dear Sir:—As a subscriber, I wish to advise that I am in the market for a second-hand electric coffee mill. If you have any party wishing to sell a good mill please advise.
CLAIR C. HERR.

Shoe Manufacturers.

Ticanopy, Fla., Sept. 15, 1915.
The Editor.

Dear Sir:—Would you please give me the address of a reliable shoe manufacturer located either West or East.

We have been doing business with the Brown Shoe Co., of St. Louis. We were supposed to have the exclusive sale of their shoes in this vicinity, but they have

taken up with one of our competitors, so have concluded to drop them. Yours respectfully,

H. L. ROSENBERGER.

Laird, Schober & Co., Nineteenth and Buttonwood streets, Philadelphia; Weimer, Wright & Watkins, 35 S. Second street, Philadelphia; Geo. E. Keith Co., Campello, Mass.

From the American Grocers' Society.

Newark, N. J., Sept. 14, 1915.
To the Editor.

Dear Sir:—How can you reconcile your editorial columns of September 13th with your editorial columns of August 9th? In your August 9th issue you go to considerable length to put the American Grocers' Society in a bad light before your subscribers. There is such a thing as damning by faint

praise and in many instances your praise is very faint indeed. Many retail grocers who subscribe for your publication are beginning to think that your utterances are jobber-inspired, although our members gave you full credit for throwing your columns open to John M. Adam's letter which appeared in the September 6th issue.

Here is your inconsistency: In the August 9th issue you have mentioned the fact that the American Grocers' Society will probably put out its own labeled goods and you have mentioned it in such a way that we appear in a very bad light. In the current issue of September 13th you comment very favorably upon the United Grocers' Society of London and its aim to put out a line of groceries under the London grocers' own label. Now, Mr. Editor, will you please turn to your back numbers and square your various editorial utterances? Why is a co-operatively owned label good in London and bad in America? In Mr. Adam's letter, which you so kindly reproduced in your September 6th issue, Mr. Adam tells grocers that he is already handling the American Grocers' Society's own manufactured goods and mentions the fact that the American Grocers' Society coffee has increased his coffee business 50 per cent. over what it used to be and that he is making a larger

profit on it because it is his society's own brand.

Here is the whole crux of the situation: No chain store can get that coffee. Consequently, no chain store can cut the price and all American Grocers' Society labels must be sold at protected prices which automatically protect the profits. Rexall and the American Druggists' Syndicate items, of which there are fully 1,500 different ones, are never cut and the druggists will lose their buying privilege if they cut a price.

If you care to investigate you will find that the American Grocers' Society is an absolute copy of the great co-operative societies of Europe, and this organization is in the hands of experts who are acquainted with co-operative businesses on both sides of the ocean. We suggest that you investigate the co-operative societies of Europe. Take for example the Wholesale Co-operative Society of England. Then study up the Rexall and the American Druggists' Syndicate's plan. Then come to Newark and we will show you where this organization is an exact combination of the best that there is in Europe and America.

As you have shown a spirit of fairness in publishing Mr. Adam's letter we would still like to think that the "Modern Merchant and Grocery World" is not a jobber's

You Should Carry All Standard Products

"Dandelion Brand" Butter Color is the standard butter color. It has been the choice of successful dairymen for more than a quarter century.

"Dandelion Brand" Butter Color

"Dandelion Brand" Butter Color gives the true June color to butter. Never let your stock run low. When your customers ask for it, do not disappoint them.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

mouthpiece, but is independently owned and its editorial policy is without bias. Yours truly,
AMERICAN GROCERS' SOCIETY, INC.,
Lloyd Curtiss, Secy.

The American Grocers' Society has never been criticised merely because it intended to pack its own goods and ask grocers to sell them. It has been criticised because it sold package goods below cost in order to bait retailers into buying its stock. This appeared and still appears to us as fundamentally bad business, for if continued it would inevitably lead to exhaustion of the capital—the money which retailers had invested. And if not continued it would stamp the whole enterprise as a fraud. Selling goods below cost is a fine thing for the buyer, as a *buying* proposition, but investing in the stock of a concern that does it is another thing.

Court Refuses to Grant Injunction Prohibiting Southern Cotton Oil Co. From Selling Cooking Oil Without Premium Coupons.

Suit of United Profit Sharing Corporation Growing Out of Cotton Oil Co.'s Refusal to Carry Out Its Contract to Pack United Coupons in Wesson and Snowdrift Oil Heard in United States Court. Preliminary Injunction Refused But Case Not Heard on Its Merits.

The United Profit Sharing Corporation's application for a temporary injunction to prohibit the Southern Cotton Oil Co. from selling Snowdrift or Wesson oil that does not contain United Coupons has been heard by the United States Court in Trenton, N. J., and denied.

The beginning of this case was told in a recent issue. The Southern Cotton Oil Co. and the United Profit Sharing Corporation entered

into a contract which became effective October 1, 1914, and which provided that the Southern Cotton Oil Co. would pack United Profit Sharing Coupons with their Snowdrift shortening and their Wesson salad oil.

In July, 1915, after having packed United Coupons with all Snowdrift and Wesson oil for a little less than one year, the Southern Cotton Oil Co. served notice on the United Profit Sharing Corporation that they would no longer pack United Profit Sharing Coupons with Snowdrift or Wesson oil. The United Profit Sharing Corporation, in the United States District Court for the District of New Jersey, sitting as a Court of Equity, asked for an injunction to restrain the Southern Cotton Oil Co. from shipping out any Snowdrift or Wesson oil with which United Profit Sharing Coupons were not packed.

Judge John Rellstab, in the United States District Court for the District of New Jersey, sitting as a Court of Equity, on Monday, September 13th, denied the application of the United Profit Sharing Corporation for a temporary injunction to compel the Southern Cotton Oil Co. to pack its coupons with Snowdrift shortening and Wesson salad oil.

There is a lively dispute between the two companies. The Cotton Oil Co. say the Profit Sharing Corporation sold its coupons to be used by retailers in a way contrary to its agreement, but the Profit Sharing Corporation say the real reason the Cotton Oil Co. stopped using the stamps was because a Southern Retail Grocers' Association, which had taken umbrage at the coupons, showed opposition.

The New York Letter

New York Specialty Manufacturers Devise New Scheme Handling Specialty Orders. New Food Official Tells What He Will Do. Various Items and Market Summary

Special Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,

September 17, 1915.

The Greater New York Auxiliary of the American Specialty Manufacturers' Association is about to launch a new plan of getting specialty orders obtained by its salesmen handled by the jobbing houses. The specialty manufacturers are not satisfied with the way in which these orders have been handled, although they admit that all of the fault does not lie with the jobbers.

Under the new plan the office of the American Specialty Manufacturers' Association is made a clearing house for all specialty orders. Attached to every order turned in by manufacturer or his salesmen is a slip reading as follows:—

This order guaranteed genuine. If buyer refuses to accept any or all of these goods on delivery, please return this order with full information to American Specialty Manufacturers' Association, 100 Hudson street, New York City.

This slip to remain attached to this order until goods are shipped, and then returned to American Specialty Manufacturers' Association, 100 Hudson street, New York City.

Date mailed to jobber.....
Date accepted.....
Date declined.....
Try again.....
Date Goods Are Shipped.....
Jobber.....
Order No..... Member's No.....

The jobber is requested to fill in the slip and mail to the Specialty Manufacturers' Association office daily, in envelopes to be furnished for the purpose, numbered serially, containing the following notations:

If Accepted.—Please enter date of acceptance and pass order with slip to the shipping department, with the request to fill in date when goods are shipped. Then detach slip and drop it in addressed envelope furnished by the association. If the order is only partially filled and the balance of the goods are to be shipped later, proper notation should be made on the acceptance slip.

If Declined.—Please fill in date declined and return order and slip in envelope supplied by the association.

Probable Acceptance.—If credit can be approved within five days, and the order filled within seven days, please hold the order. If it cannot be accepted and entered for delivery within five days, please fill in the "try again" date or decline the order and return both the order and slip to the association.

Canceled Orders.—Should the purchaser cancel the order before

shipment, please return order with slip and give reason for cancellation.

Refused Orders.—Where purchasers refuse to accept all or any part of the order on delivery, please return the order with full information as proper record will be kept of all cancellations and rejections, with a view to discouraging them.

Please do not deface any order returned to the association.

The Manufacturers' Representatives, Inc., held its annual outing last week, carrying about 100 people on a private yacht to a resort on Long Island Sound. It was one of the most successful affairs ever held. The outing committee consisted of J. H. Kampf, of the Van Camp Packing Co.; R. Warner, of the H-O Co., and John Herter, of Beh & Herter.

One of the principal events was a ball game between the "Van Camp's" and the "Not-a-Seed's."

There has been considerable speculation among the trade here to prices which the California Almond Growers' Exchange would name on 1915 almonds. The quotations were made during the week and were as follows: 15 cents in a large way for Nonpareils, 13 cents for I. X. L., 13 cents for Plus Ultras, 11 cents for Drak 11 cents for Lanquedocs, 8½ cents for Hardshells.

These prices are f. o. b. the Coast and a rebate of ½ cent will be allowed on orders confirmed at our Prices are maintained against decline until January 1, 1916. The prices are lower than the trade expected, as some outside packers have been offering Nonpareils this market at 17½ cents. The coming yield is expected to be one of the largest on record.

Another statement of the food situation was issued during the week by Dr. Lucius P. Brown, who was formerly Food Commissioner of Tennessee, but who resigned that position to become the Chief of the Food Bureau of the New York City Department of Health.

Dr. Brown brings a new broom North with him and intends to work things up here. The statement which he issued states how:—

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



In the restaurants here is a great deal to be done. Conditions are very bad indeed, particularly in case of the cheaper grades. A good many foods go into public assumption which should never be there, foods which are not only at their time limit for freshness, but have begun to go down hill. Whenever such foods as these are covered in a restaurant, prosecution is ordered, for the reason that restaurant keeper doesn't keep them unless he thinks he can destroy the odor by cooking and then serve them on his tables.

We are working just now on ice cream manufacturing places, and particularly on hotel kitchens and restaurants. Our efforts in both these lines will be continued until these places are all satisfactory to us.

We shall not neglect keeping these places in the condition in which they at present exist, but we will certainly clean up the restaurants and ice cream manufactories before we stop.

New York's food problems appear to arise from congestion and from the character of the population.

All countries contribute to food supply. Therefore, it is to take hold of the place where food comes in, that is, docks, railroad terminals and large markets. It shows that these places will be closely watched. The largest dealers by virtue of their very bigness, to the community a greater than the little pushcart man or the little grocer.

This is for the double reason that he receives possibly a larger proportion and being a taxpayer, he expects to get more for his money. We are here to see that he gets the way of protection for himself and others from bad foods of description. If, therefore, there is any of these large dealers wrong, we may expect to lead the way in correction. The small man, after the men have gotten into line, will not then complain either that the stuffs which he gets from the man are of poor quality, or that the large dealer is favored by prosecution or inspection.

The small dealer will therefore have no excuse for any petty theft or any uncleanness which he indulges in. I am glad to say so far the large dealers with whom I have come in contact have given us their very heartiest co-operation. This is to be expected, they cannot afford to take a chance on account of the magnitude of their interests, and as already stated, it is very greatly in their interest to co-operate with us for the double reason of insuring by action freedom from prosecution and for a very much more important trade reason, namely, that the food and drug laws are thoroughly enforced, no illicit or illegal competition can flourish, and every one will know approximately what his competitor is handling in the way of foodstuffs.

SUMMARIZED MARKET CONDITIONS.

quiet but in fair demand at aged prices. Cheap grades are good and easy.—Coffee still quiet and quiet. Market shows slight improvement during week, but the closing is weaker. Unchanged on low basis.—Wheat unsettled and lower, granulating at 5.30. Raws also

lower on basis of about 4.39.—Prunes irregular and neglected. Other dried fruits dull at ruling quotations. Apricots firm. Currants slightly easier.—Tomatoes strong on unfavorable crop reports. Packers holding Maryland 3s for 80 cents f. o. b. in a large way. Other canned goods quiet. Corn strong on account of bad weather.—Salmon quiet at about unchanged prices. Spot Alaska salmon working up. Tuna fish higher.

Iowa to Have a Mail Order Grocery House.

Work has been started in Marshalltown, Iowa, on the organization of a stock company which will operate a wholesale grocery, selling direct to the consumer, on the same plan as adopted by Chicago mail order houses. N. T. Evans, of Marshalltown, is in charge of the work of organization. Associated with him are his cousin, C. W. Clink, of Amboy; Ill., George W. Davis, of Monticello, and some local men who, at this time, for business reasons, do not wish their identity known. It is planned by the organizers to get their company perfected, articles filed and ready to begin business by October 1st or November 1st.

AMONG THE TRADE.

The receiver of P. F. Brown & Co., defunct wholesale butter and egg concern, has been granted leave to run the business for two months more.

Steady Dry Goods Business.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Wholesale distribution of dry goods is maintaining a steady volume, although not as large as a year ago, at which time the anticipated scarcity of foreign merchandise was resulting in large demand for imported lines.

Our retail sales are heavy, although the warm weather has been unseasonable for the sale of fall merchandise.

Visiting buyers number about the same as a year ago, and collections are normal.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

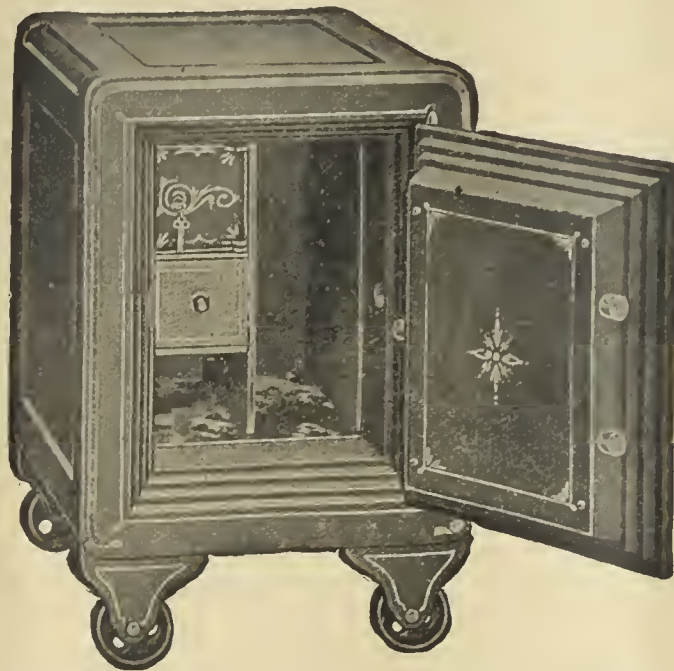
Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

AN OPPORTUNITY

To secure a fire-proof safe at wholesale prices

Gibraltar Safe



No. 124—Outside measurements, 29 in. high, 18 in. wide, 18 in. deep
Inside measurements, 15 in. high, 10 in. wide, 10 in. deep

For \$22.50

F. O. B. PHILADELPHIA

We guarantee this safe to be absolutely fire-proof. It will protect your books and valuable papers through the hottest fire and is cheap insurance.

HOWE SCALE CO., 508 Market St., Phila.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

The Grocery Markets

Sugar.

Sugar has dropped again during the week and practically all refiners are now quoting granulated at 5.20-5.30. The main reason for this is the presence of domestic beet granulated throughout the East at a uniform price of 5.10 per pound. The California people are selling 20 points below the Eastern price and paying the freight as far East as Philadelphia. The Eastern refiners are feeling this competition very keenly and probably will not be able to advance their prices while it continues. Raws are also inclined to be weaker and the general situation is not firmer. Raws are averaging 4.39.

Tea.

The tea market shows no change for the week, but the situation generally is firm. There will undoubtedly be a shortage in China teas and also in Japans for this season,

as the shipments so far made, and likely to be made, show no probability of equaling last year. There is some poor tea about, which is weak because it is not wanted. The consumptive demand for tea is fair.

Coffee.

The coffee market is a trifle firmer for the week although closing is a trifle weak. The steadier feeling appears to come from the slightly better demand. All grades of Rio and Santos are unchanged on last week's basis. Milds are unchanged also, and look like good property on the present basis. Java and Mocha unchanged for the week. The consumptive demand for coffee is fair for the season.

Fish.

Norway mackerel are being held by most holders at about a dollar a barrel higher than a week ago. The reason is continued scarcity on spot and the naming of exceedingly

high prices for new fish. These prices in a large way are as follows: No. 1s, \$33; No. 2s, \$29; No. 3s, \$26; No. 4s, \$23, and No. 5s, \$17. This is from \$4 to \$6 per barrel higher than the spot price and it is going to be very difficult to sell Norway mackerel in this country at all if these figures are to be maintained. Cod, hake and haddock are all very dull on account of the weather. Domestic sardines unchanged and quiet on the previously reported low basis of price. Imported sardines firm and unchanged. Prices on new salmon have been named on a basis of \$1.50 for Red Alaska in a large way f. o. b. the Coast. This is about 7½ cents higher than the spot price.

Canned Goods.

Tomatoes have taken another advance and are now held by most holders at 80 cents for Maryland 3s f. o. b. factory in a large way. The packing outlook is said to be very bad in spite of the hot weather, and buyers are beginning to believe that the market may go even higher. The demand is very fair. The hot weather is burning up the corn in the fields and while this has not yet had an effect upon the market, it

may do so if continued. The pa in Maine will undoubtedly be short. Peas are still dull and heavy. Apples unchanged and quiet. California canned goods in light demand at ruling prices, as are some Eastern staple canned goods.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is quiet at ruling prices. Sugar syrup and molasses are both unchanged and dull.

Dried Fruits.

Prunes show no change for the week and are neglected so far. The spot demand is concerned. The California Raisin Association has guaranteed that its prices on seed raisins, which will be forthcoming shortly, will be higher than a year ago. Other dried fruits—peaches, apricots, currants, etc., are in very light, seasonable demand at unchanged prices.

Beans and Peas.

Pea beans are unchanged for the last week, the situation being steady to firm on account of small stock. The demand is fair. Marrows are still firm and high on last week's basis; scarcity is the reason. California limas are working up a

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

w a shade higher than a week, although there is apparently good reason why they should. Green and Scotch peas are unchanged and quiet, the price of an appearing to be somewhat settled.

Butter.

The butter market is firm at a decline of 1 cent per pound with a consumptive demand. The average quality of the receipts is good and the market is healthy throughout on the present basis. With cooler weather, which should be very shortly, there will likely be higher prices.

Eggs.

Fresh eggs continue very scarce. The market is firm at an advance of 1 cent per dozen. There is active consumptive demand which absorbs all of the receipts on arrival. The undertone and the outlook are healthy, with no immediate change in sight.

Cheese.

The cheese market is firm at an advance of a half cent per pound with an increased consumptive demand. The make of cheese is good for the season and receipts are clean up on arrival. The market is healthy and no disturbing influences are in sight.

Provisions.

Cuts of smoked meats are steady and unchanged, with a moderate consumptive demand. Pure compound lard are in normal consumptive demand at an advance of 1/4 cent. Barreled pork, beef and canned meats are all unchanged and in moderate demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Agent in Holland reports that there has been quite a normal herring market during the past week and only continued European demand for dried herrings has caused the prices to advance further. To import a barrel of Holland herrings of ordinary quality (not by any means the best) it would cost about \$20, which will, of course, make these goods very unsalable here in the American market.

Fishing up to date in Holland is about 141,000 barrels, against about 165,000 barrels at the same time last season, when the auction in Holland was about 28 guilders, or 50 1/2 guilders to-day.

We have no fishing reports from our agents in Scotland, but the scarcity of herrings shows that the same conditions prevail in Scotland as in Holland and there is an enormous demand for herrings at simply enormous prices. The situation in Norway on herrings is unchanged, and prices seem to be going higher, although they are all well as high as they were last year at the same time.

Prices for stockfish this season are, of course, very much higher than they were last season, and supplies are very short and very little is obtainable. Some grades of stockfish are absolutely unobtainable. Of course, there will be some demand for these goods from the trade that is used to having them, but of course the demand will naturally be curtailed.

There has been no change since our last report in the Norwegian sardine situation. The demand continues very good, but unfortunately, supplies are practically unobtainable, at least not obtainable at prices which will allow us to import the goods and sell them at a profit. Stocks here will gradually become exhausted, and prices already show a natural advance in sympathy with the high prices prevailing on the other side.

From France, of course, we do not expect any sardines, except a few small lots here and there, for which we have to pay an enormous price to get them at all. In Portugal they seem to be catching some small fish, but the prices are so enormously high that we are afraid to import the goods, because we could not sell them at a profit, so we have to be satisfied to sell what stocks we have here, and wait patiently for what the near future will bring.

STROHMEYER & ARPE Co.
New York.

Standard Canned Goods.

Weather conditions during the week were decidedly more favorable for growing tomatoes, but the farmers are unhappy over the situation as it exists to date. According to the U. S. Government statistics, the month of August was the wettest on record since the establishment of the Weather Bureau, and the temperature averaged the lowest ever recorded in the same month. There was a continuation of these conditions during the first week of September, but the long-wished-for change came last week, with less rain and a higher temperature. The farmers claim, however, that this very sudden change will do more harm than good, for the reason that the tomatoes now on vines are water logged and the hot sun will cause them to crack and bleed and render a large proportion of the fruit unsuitable for canning purposes. If this is true, as claimed by experts, that the excessive rains and heavy hailstorms in August caused the loss of the blossoms that were expected to produce the late fruit, in September and October, then the tomato crop is in a serious condition throughout this section of the country, which produces annually, say, one-fourth of the canned tomatoes produced in the United States. But—and there is always a “but” to every proposition—tomatoes are said to have nine lives, like the proverbial cat, and they may yet come back.

There was an excellent buying of tomatoes again this week, in fair-sized lots, and the shipments were widely scattered, same as heretofore. The canners continue to be quite firm in

ELTON J. BUCKLEY

Editor “Modern Merchant and Grocery World”

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

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—and properly in all countries—

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“THE BUSINESS BUILDER”

is the title of a clear, concise analysis of the *Sperry* system, its operation and appeal to your Customers.

It points out the powerful features of our service and why it is the best, easiest and cheapest way to draw new trade and hold it. It gives unquestionable proof of the results we are producing for our subscribers every day. Write for a copy.

We will also send you the August-September number of “The Sperry Magazine”

The Sperry & Hutchinson Co.
The Hamilton Corporation

GEO. B. CALDWELL, President

2 West 45th St. New York City

their views as to the future course of the market prices, and the sudden advance, overnight, this week in No. 10s, from \$1.90 per dozen to \$2.40, encourages them in their belief. Sudden advances, like that, for instance, oftentimes are detrimental in their effects, especially when they occur before the canning season is half over. Enough, perhaps, is already known about the crop to date to cause the canners to believe that the output this season will fall much below the production in 1914 or 1913, and that is the apparent basis of the present firmness in the quotations. It is believed that any weakness in prices during September, should it occur, will find alert buyers ready to take on larger quantities without hesitation.

Intending buyers of fancy quality corn, shoepeg or Maine style, would do well to look after the goods at once. For the reasons stated in our previous letters, each of these two grades of fancy corn will be a scarce article next winter, most likely. There may or may not be a sufficient pack of these two varieties of standard grades, but the belief at this time is that there will be a shortage in them, too, as compared with the output in the two previous seasons. The other lines of vegetables lacked that snap, or ginger, which is usually in evidence during the month of September. String beans, wax beans and sweet potatoes were a little bit more active than the other items of vegetables, but that is not saying very much for any of them.

The bargain counter prices for unpeeled pie peaches, as well as for seconds table peaches are attracting orders for those two grades, but there is very little buying of the other grades of them. Lovers of fancy, high-flavored yellow peaches packed in syrup that is heavy enough to keep the flavor at the right sweetness, without having the dead-sweet taste of sugar rather than

fruit, will find in Baltimore what they are looking for—the old-time Maryland yellow peaches. There have been a few pears packed during the last ten days, but the pear crop does not usually mature until the last of September or October. The summer crop of apples is never an important factor in the canning trade, and the canners do not expect anything big in point of quantity until the fall crop is ripe and ready. There was a very small business done in the other fruits, berries, cherries, pineapples, etc., being almost at a standstill during the week. When the fall demand opens up these items will be active enough, doubtless.

Cove oysters are unchanged; demand light, prices firm.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Rice.

The improvement noted last week continues, and an increased volume of business is reported. Prices ruling strong and slightly higher on first cost. Warehouse holdings of old crop are greatly depleted, and as fresh arrivals are only in moderate quantity and in the main sold to "arrive" or from dock, spot stocks are smaller than for many seasons at equal date. There has been some little interest in new crop Blue Rose, but the offerings are extremely limited and prices are firmly held.

Advices from the South along the Atlantic coast report that trade is gradually improving and with the offerings of new crop rice and the small stocks in dealers' hands, a steady trade from now on is anticipated. A general movement of Carolina is looked for in about two weeks, although a small lot is expected in a day or two.

At New Orleans the market shows a very healthy demand for all grades. Prices on clean are strong and firmly

maintained. Several lots of river rough brought exceptionally high prices, which tends to confirm our advice that the fancy river rices are becoming scarce.

In the Interior, Southwest Louisiana, Texas and Arkansas, a few mills have started up in Louisiana and Texas mills contemplate operating within the next few days.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Spices.

The market is more active, with a very lively spot demand for many articles. Stocks continue small and the assortment is very narrow. Our demand is likely to increase during this month and in October. Foreign markets being higher, it is reasonable to expect sharp advances here.

Pepper.—More active. Demand has been very good. Higher prices are expected on all grades of black peppers. White peppers are unchanged.

Red Peppers.—Are in very good demand and are likely to remain high during this year.

Cloves.—Very scarce and in active demand. Spot prices are higher.

Pimento (Allspice).—Steady and in fair spot demand. The assortment is unsatisfactory.

Mace.—In increased demand. Supply here very narrow and it is difficult to secure better grades.

Nutmegs.—In very active demand, with a short stock here. We expect to see this article go higher.

Gingers.—The demand is very good. Prices are likely to advance.

Green Ginger Root.—In very good demand, though the supply is better at this time than during the early summer. Prices are slightly easier.

Tapiocas.—Very much firmer and in good, active demand.

Paprikas.—The market is more active and the limited stocks here are being taken up rapidly. Prices are holding steady.

Seeds, Herbs, Etc.—Many articles very active in the list. Cummin seed has advanced sharply on renewed demand. Yellow mustard seeds are also higher. Coriander is holding firm at the recent advance. Sage and sweet herbs in fair demand at steady prices.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

Peaches have a wide range—15 to 90 cents per basket. While fruit is scarce, the average quality of the present receipts is good.

Grapes are bringing 10 cents a pony basket; receipts are mostly from New Jersey and Delaware.

New sweet potatoes are cheap—35 cents per basket, against 40 to 45 cents a year ago. Southern sweets are about done.

The first new Florida oranges reached Northern markets during the week. In spite of the high prices of Californias, they brought only about \$1 per box. They were green, though sweet.

Porto Rico grapefruit is now coming in and rules at \$4 to \$6. A few Floridas have gone to New York, but the trade were not much interested.

Tomatoes are about unchanged, in spite of the hot and dry weather, which is favorable to growing tomatoes.

Prices range from 20 to 40 cents, canners paying 20 to 22 cents, against 12 to 15 cents last year. This makes the cost of packing quite high.

Pineapples got too ripe, and as they had to be pressed for sale, the price sharply declined.

Misbranded Patent Medicines.

During the week the Food and Drug Board have issued a list of patent medicines which they found misbranded either according to name or claim. The list follows:—

H. A. Ingham's Vegetable Elix-
pectorant Nervine Pain Extract
Father John's Medicine.
Radam's Microbe Killer.
Hilton's Specific.
Smith's Agricultural Liniment.
Dr. Sullivan's Sure Solvent.
Russell's White Drops.
Stramoline.
Wild Cherry Pepsin.
Moreau's Wine of Anise.
Dr. Herman Koch's Brand Phos-
phate, Celery and Gin Compound.
Swissco Hair and Scalp Remedy.
Cod Liver Oil with Syrup of T.
Dr. Mozley's Lemon Elixir.
Sa-Yo Mint Jujubes.
Gray's Glycerine Tonic Compound.
Dr. Martel's Female Pills.
Quickstep, Frye's Remedy.
Seawright's Magnesian Lidl
Water.
Hill's Aromatic Ext. Cod Liv-
Oil (Hollander-Koshland Co.).
Black's Pulmonic Syrup.
Tetterine.
Laxative Quinine Tablets.
Mrs. Joe Person's Remedy.
Maignen Antiseptic Powder.
Cranitonic Scalp Food-Hair Food.
Dr. David Kennedy's Cal-Cu
Solvent.
Schenck's Pulmonic Syrup.
Keller's Flaxseedine.
Tutt's Pills.
Universal Rheumatic Remedy.
Green Mountain Oil.
Weber's Genuine Alpine He-
Tea.
Montague's Liniment.
Coe's Cough Balsam.
White Stone Lithia Water.
Kalamazoo Celery and Sarsap-
rilla Compound.
Quality Damiana Compound.
Dennis Eucalyptus Ointment.
Cassidy's 4X The Great Ble-
Purifier.
Porter's Antiseptic Healing O-
Ballard's Horehound Syrup Co-
pound.
Dr. Shoop's Night Cure.
Dr. Shoop's Cough Remedy.
Dr. Shoop's Restorative.
Rheumacide.
Rice's Mothers' Joy Salve.
Milam.
Old Jim Fields Phosphate 1
and Gin.
Stuart's Buchu and Juniper Co-
pound.
Ozomulsion.
Jones' Break Up.
Carswell's Liver Aid.
Dr. Shoop's Twenty Min-
Croup Remedy.
Rogers' Consumption Cure &
Cough Lozenges.
Rogers' Inhalent.

Guard Against Fire.

Now is the time to buy a guaran-
fire-proof safe at the wholesale price.
The Howe Scale Co., of 508 M
street, Philadelphia, are offering
Gibraltar Safe far below the re-
retail price. Protect your books
valuable papers.—Advt.

A Service Department for Subscribers.

- Are you thinking of buying a cash register, new or second-hand?
- A coffee mill or roaster?
- A computing scale?
- A cheese cutter?
- A cash carrier system?
- An oil-pumping outfit?
- A waste paper baler?
- An adding machine?
- An account register?
- A slicing machine?
- A refrigerator?
- A typewriter or adding machine?
- A safe?
- A delivery wagon, team or motor?
- New fixtures of any kind, or any store appliance?
- Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

These Manufacturers Will Graciously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, large iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnsey Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes mammoth cartons, twelve-package containers for window and shelf trims, small signs for inside display, recipe booklets for distribution and lantern slides with dealer's name for picture show advertising. Will also mail samples to selected list of customers.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window trims, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India Street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letterhead with dealer's name on his own

letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Cannery Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats,

California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Graulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds

and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 18.)

Package Coffee Gains Weight by Being Held.

Interesting Experiment Both With Whole and Ground Coffee Shows That Absorption of Moisture Causes Rapid Increase in Weight. Coffee Packed in Tin Increases Much More Slowly.

Not long ago a couple of New York food chemists undertook to find out what happened to package coffee when it was stored and kept for a time. The chemists were R. E. Doolittle and Burnett B. Wright, of the New York Laboratory, Bureau of Chemistry, and their conclusions, besides being authoritative, are interesting.

This investigation was undertaken for the purpose of determining the effect of storage on the gain or loss in weight of freshly roasted coffee, prepared, transported and stored under ordinary commercial conditions. During the latter part of the month of July 847 packages, each containing exactly one pound of freshly roasted coffee were packed and distributed in the following manner: 168 packages to New Orleans, La., by the Southern Pacific Steamship Co., 168 packages to Chicago by railroad, 168 packages to Denver by railroad, 343 packages stored in an unheated warehouse in New York City. The 168 packages shipped to New Orleans, Chicago and Denver were identical with the 168 packages reserved in New York, and consisted of medium roasted Santos coffee.

Seventy-two packages in each in-

stance were paper bags with paraffine paper lining, 36 of which contained the coffee in the whole bean and 36 in the medium ground condition. Seventy-two packages were cardboard cartons enclosing a paraffine paper bag, 36 of which were filled with the roasted beans and 36 with the medium ground coffee. Twenty-four packages were tin cans, 12 of which contained the whole beans, and 12 the medium ground coffee. The packages shipped to New Orleans, Chicago and Denver were reweighed immediately on reaching their destination and approximately every two weeks thereafter until the following December, after which they were weighed once each month. Similar weighings were made on the samples stored in New York City.

It will be noted in the first place that there was an increase over the original weight in all samples and at all weighings. The paper bags and pasteboard cartons show a very rapid increase at first, the maximum for the first twelve months being reached within fourteen weeks. As would be expected, the coffee contained in the cardboard cartons absorbs moisture a little slower than that in the paper bags, but in general the results on these two forms of packages show very uniform changes throughout the experiment. In the case of the tin can packages, while there is an increase in weight, this increase is much slower and more uniform and the maximum is not reached within a year, in fact, the maximum has probably not been

reached in the period covered by this experiment, namely, sixty weeks.

Comparisons show that in most cases there was a greater increase in weight in the whole beans than in the ground coffee. It was found in the course of the investigation, however, that the paper bags became saturated with the oil from the coffee and the cartons partially saturated. This condition undoubtedly affected the tare of the containers and thereby influenced the results in some cases. Furthermore, this oil, by clogging the pores of the containers and preventing the easy passage of the moisture, to a certain extent may have affected the change; also the oil if easily volatilized would give a further loss in weight. This may account for the difference between the whole and ground coffee in the paper bags and the cardboard cartons. This condition of course did not occur in the case of the tin can packages.

The seasonal changes are also interesting. It will be noted in the paper bags and cartons the maximum increase in weight were reached in the fall months, namely, September and October. During the winter months there is a loss from the weight during the fall months, while during the spring and summer there is very little change, the rise beginning in the late summer and fall. Apparently, the coffee in the sealed tin cans is not greatly affected by the varying moisture conditions of the different seasons.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 17.)

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and booklets when their specialty men are located so that they can reach the dealers' towns. Franklin Caramel Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending show state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveteen inside display cards and transparent signs for window or door.

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show card chandelier cards; also window trims—six pieces, on paper, in color. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trim envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Saeed Oil.

Loose-Wiles Biscuit Co., Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, lanterns and circulars for dealers to send out to their customers. Liquid Veneer.



KNOCKING AT YOUR DOOR

Another opportunity, and probably the last, to buy good Early June Canned Peas below the cost of packing. You know when markets are depressed below the primary costs it is only a question of time before normal conditions are restored



Marpa Brand Early June Peas

PACKED IN MARYLAND

5 to 10-case lots, - - - per doz., at 57½ c.
25-case lots and upward, - - - per doz., at 55c.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

ROYAL BAKING POWDER

Absolutely Pure

ROYAL BAKING POWDER is the most widespread selling brand of any baking powder in the world. This proves that it is liked by the greatest number of people, and is one good reason for you to push its sale.

Fully
Guaranteed



Another good reason is that ROYAL BAKING POWDER never becomes dead stock. It is constantly in demand, and year in and year out pays more and surer profit than any other baking powder you can sell.

Every grocer will find it to his advantage to keep a full stock of Royal Baking Powder always on hand.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



We Teach Your Customers How to Use Knox Gelatine

We publish recipes in our advertising that show women how to make most delicious desserts, puddings, salads, candies and other dishes by using **Knox Gelatine**. Your customers are reading these recipes. Be sure that when they come into your store they see **Knox Gelatine** on display, and the result will be more sales for you. We make them want **Knox Gelatine**; all you need do is let them know you have it.

It will pay you handsomely to increase your sales of **Knox Gelatine** because every package pays you a splendid profit, and it's a steady seller at all times.

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us

CHARLES B. KNOX COMPANY, Inc. : Johnstown, New York



Seeing a Business Die Before Your Eyes.

It must be a blame tough thing to live with somebody and see 'em dying right before your eyes. That happens every day to some people and it's always seemed to me that it's pretty near the limit.

But there's another thing pretty near as bad, and that's to live with a business and see it dying right before your eyes.

Specially when it didn't need to die at all. It ain't so bad when you've done everything you can think of and none of it's done any good. If the thing's simply got to die and nothing in heaven or earth can stop it—well, you can stand it then, but when it's dying just because it ain't getting the right treatment, that's enough to set you wild. Specially after it's dead, as you sit back and look at it—by George!

I was in a store last week where the business is dying just because it ain't getting the right treatment. As a doctor, I'm a joke, maybe, but I could save that business. So could anybody with a spoonful of sense.

That business has been great. It could be now if only there was somebody who could take the people that own it by the seat of their pants and kick some gump-tion into 'em. Tell you the truth, I get so mad when I go in there that I don't get over it for the rest of the day. It's so blamed unnecessary.

This store is owned by an old man maybe sixty or sixty-five years old. He's feeling his age a bit, but not so as to put him in the discard at all. He has three clerks, one of 'em his own boy. It's the boy that's chiefly to blame for this thing. He's either the biggest boob that ever lived, or he hates the grocery business and ain't willing to do a tap to save his father's store. I ain't ever been able to figure out which it is.

The worst way the business is

run down is in the stock. The old man's some forgetful and he says he depends on his boy to tell him what's needed. The boy is either forgetful, too, or he don't give a ding. Between 'em the stock's got to be a remnant.

Why while I was in there the other day a woman came in for some ginger. There wasn't a bit in the place! Wouldn't that eat holes in your socks? *Ginger*—get on to that!

I suppose I've seen the clerks go out twenty times to another store around the corner and buy little orders for customers that they didn't have in stock, though they ought to have had. Just let run out. Of course there's a big bunch of profit in that sort of thing, ain't there?

Not a bit of this needs to be, you know. All rotten bad management.

Last spring a woman gave 'em thunder right before me and a lot of other people. She wanted some Rumford baking powder—they always had it and she'd been getting it there for years. She said so in the store.

"Mr. Jones, what did you send me ——— baking powder for?" she said to the boss. "You know I never use that—Rumford is what I always get."

"We didn't have any Rumford," said the old man.

"What difference does that make?" she said. "I don't want ——— all the same. Why haven't you got Rumford—aren't you going to keep it any more?"

"Oh, yes, we'll get it in again," he said.

"When?"

"Why, in a day or two—why wasn't that ordered, Bill?" Bill's the son.

"How do I know? I told you about it a week ago."

"What did you do that for? Why didn't you go ahead and order it yourself—it's regular stock."

The fuss didn't get anywhere of course—there was nowhere for it to get.

"It does seem to me, Mr. Jones," said the woman, "as if you weren't half attending to your store. Why don't you keep up your stock? This is the third or fourth time you've sent me things I didn't order, or told me you were just out. You'll simply drive me away if you don't do better." Then she went out.

The worst thing about the whole thing to me is that this old man, who has got to where he has a right

to ease up some, has got this thing for a son. He ought to tie a gimlet on the end of his shoe and kick the boy where the Lord meant him to be kicked, say fifty times, each time saying: "I'm handing you these because you ain't doing what you should by your father and business." Then when the man's through, the boy ought to tie the gimlet on *his* shoe, and let his dad have it, say ten times, say each time: "You're getting this because you ain't got sense enough to kick me out and get a live wife in to run the business."

Maybe after that everything would be better. I'd even buy a gimlet out of my own pocket.

THE STROLLER

Jersey cantaloupes have been poor; in fact, most cantaloupes have been poor this year. No Colorado Rocky Fords have reached Philadelphia as yet, though they have New York. Selling for \$1.50 for flats and \$4 for California cantaloupes packed in flats are extremely high—\$1.75 for melons. The excessive rains are responsible for the poor quality.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Carrying a Basket.—In a few cities, notably Philadelphia, Pa., it is considered perfectly proper for a woman to go shopping with a basket. In the majority of towns, however, it is considered "perfectly shocking."

If we grocers could only revive the basket habit it would prove a big saving of time, bags, paper and twine.

Even the farmers nowadays want their things put in a "big bag." These 25 and 35-pound kraft bags are expensive, and it is up to you to discourage their use by substituting large sheets of heavy paper, which really makes a better looking package.

Advertising Space.—Do you know that the shelves right back of your grocery counter is the best advertising space in the store? It's like standing sideways in a trolley with your eyes in line with the car ads. It's all you have to look at.

These lower shelves should be used for profitable goods, with large, attractive, easy reading signs and changed often.

For instance, if you run private brands of coffee or tea put up in ad-

vance in your colored bags, that's very place to put them.

We have too much regulation about our shelf arrangement. We want a lot of nice looking bottled goods up front and often a line of imported stuff. The average person buys only for special occasions. This is one of the set backs we can well afford to get away from. Anyway, it will be interesting to watch the result of your new "advertising space."

The Firm First.—Safety first is good, but the customer first is better, but the *first* is best.

No fellow can reasonably hope to get ahead unless he has the true interest of his firm constantly at heart. As a matter of fact, it pays, pays you personally—because "whatever we give to the world the world gives back to us."

If you don't assist in every honorable way to make money for the firm, you are dead wood. But if you are *firm* and live up to "firm first," you are doing noble work, and your services can not easily be dispensed with.



SUN-KIST Seeded Raisins are NOT PACKED by any association or combination of growers or packers like thousands of other brands are. They ARE PACKED by the owners of the SUN-KIST Brand, who have absolute control of the quality and who cater to the desires of particular people.

SUN-KIST Seeded Raisins have an individuality of their own—not only in the WAY THEY SELL but in the satisfaction they give. Your customers will use more raisins if you give them SUN-KIST because that is the kind they want.

Wholesale distributors in every territory. ASK THEM

The Right

way of washing is “the Fels-Naptha way”, and if directions are followed it’s the better way; the only way.

Your women customers have learned to depend on the Fels-Naptha way of washing. And they esteem Fels-Naptha for the help it has given them.

Fels & Co.
PHILADELPHIA



BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA



329.—A Point About the Stevens Bill of Great Importance to Every Merchant.

Very probably one of the hottest fights ever had over legislation in Congress will be over the Stevens bill at the next Congressional session. I have made some references to the Stevens bill in previous articles. It is being largely promoted by manufacturers of trade-marked specialties like the Ingersoll watch, and Kellogg's Toasted Corn Flakes, who have organized under the name of the American Fair Trade League and are maintaining an office in New York City for the distribution of propaganda over the entire United States.

In a nutshell the Stevens bill would give a manufacturer legal authority to tell the jobber and the retailer through whom his goods are distributed, what price they should get for his product. It is destined to destroy the cutter, and very largely quantity prices as well.

In the discussion which the Stevens bill has elicited, many objections have been raised to it, some of which have been foolish, not meriting answer; and others of which have been plausible, but have been successfully answered by the manufacturers. One objection, however, has not been answered in a way which carries any weight. Because it is in my judgment an objection of force, I shall say a little about it here.

It is the objection that the Stevens bill would prevent a retailer from cleaning up his stock. It is part of every retailer's experience that odds and ends of stock will accumulate and if they are to be gotten rid of, they must be cut in price and pushed out. This is one legitimate form of price-cutting, in my judgment, and I heard a seasoned old merchant say the other day that it was impossible to successfully run a retail store without it.

The Stevens bill as now written would unquestionably prevent a

merchant from cutting the prices of these odds and ends of stock, or from cutting the price of any stock which he found would not sell, and which he therefore wished to get rid of, if such stock were not damaged. The American Fair Trade League says the bill would not prevent this, but the League is wrong. The secretary of the League thus recently set forth this objection to the bill, and the League's answer:

THE OBJECTION.

6. "Maintained prices would prevent important seasonable reductions in prices upon which most housewives depend—especially those with limited means."

THE ANSWER.

Maintained prices, as legalized in the Stevens Bill will do nothing of the sort; the Stevens Bill expressly provides that in case of deteriorated goods, the dealer may sell them at any price he chooses, provided he has first given the manufacturer an opportunity to take them off his hands at what they cost him.

It is true that the Stevens bill contains a clause allowing a retailer owning goods which are "damaged, deteriorated, or soiled" to cut them, after he has first offered them to the manufacturer and the manufacturer has refused to take them back at the price paid. But that has nothing to do with this case. The bill provides that a merchant may cut the price of an article if such an article of commerce or contents of such carton, package or other receptacle shall have become damaged, deteriorated or soiled; Provided, That such damaged, deteriorated or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated or soiled article shall thereafter only be offered for sale

by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated or soiled, and that the price thereof is reduced because of such damage.

The secretary of the American Fair Trade League says goods which a retailer wishes to reduce in order to get rid of, are "deteriorated" under the law, and can therefore be cut in price if the manufacturer refuses to buy them back. He is wrong. "Deteriorated" under this bill, as now framed, would not mean that at all. It would mean deteriorated only in the sense of being physically injured, as by becoming shopworn. This is under this familiar and fundamental rule of law which any lawyer knows: that when a law uses a number of expressions, all in connection with the same subject, the meaning of any one of them (which might ordinarily be much wider) is limited by the meaning of the words with which it is used. A case in point is a certain law which provided that certain obligations should be borne by "a mechanic, miner or other person." Ordinarily "other person" would mean anybody, but the court in this case held that "other person" meant other persons similar or like unto mechanics and miners, and that it did not include a farmer. There are many similar cases.

"Deteriorated" goods under this act would therefore mean goods to which something had happened similar to becoming "damaged" or "soiled." Merchandise that had simply not sold well for a given merchant would not be "deteriorated" even in the ordinary use of that word. And in the legal sense of the word it would not come within a mile of being "deteriorated," and its price could never be cut without the manufacturer's consent.

Much can be said for the Stevens bill in many ways, both in letter and in spirit, but this part of it was in my judgment practically despicable what every merchant can consider his fundamental right, viz: right to make special concessions on merchandise whose room he proposes to its company. The bill could easily be amended so that it would not be open to this objection, if promoters really intend not to interfere with this function of a merchant.

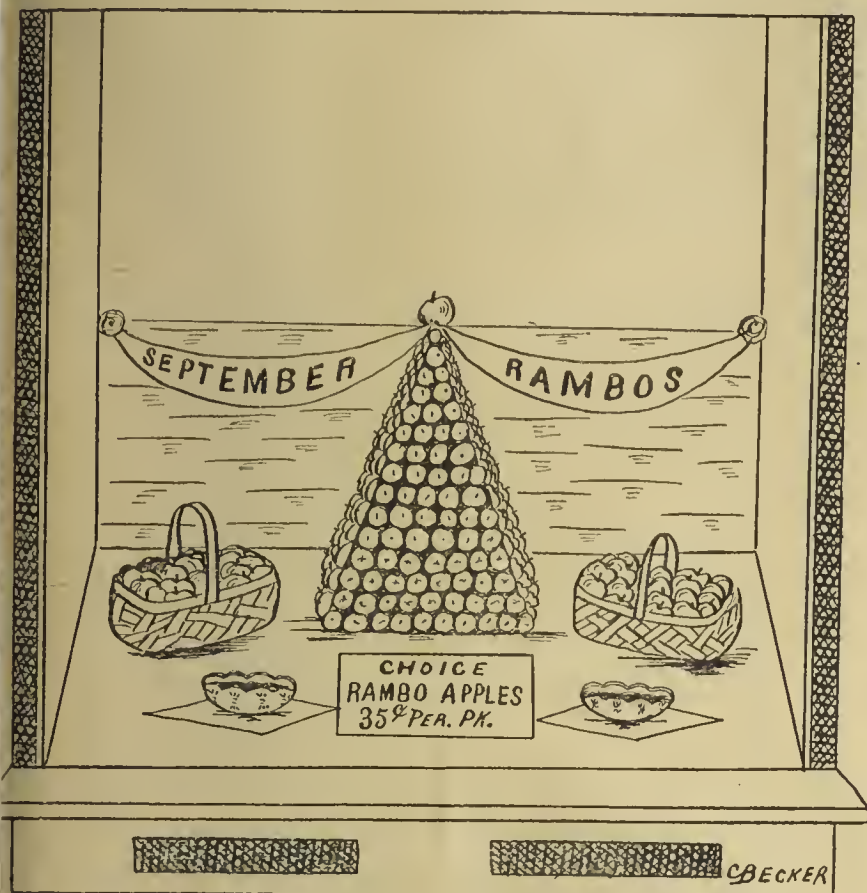
(Copyright, September, 1915, by Elton J. Buckley.)

Question: F. A. Crabtree, Bi Va.—Please give us your opinion what is best to do on inclosed tract. These parties sold our acceptances and refuse to answer letters. We have no sale on the goods; we have one payment. As we understand the contract they are to take back all unsold goods at the end of the year to meet our payments.

Answer.—This is the scheme of the National Novelty Import Houser Building, St. Louis, and is precisely like several concerns selling jewelry and perfumery concerns run by Western concerns such as the Donald-Richard Co. of City, Iowa. This scheme comprehends selling a retailer a lot of jewelry, taking notes or "acceptances" for it, which notes are to a third party and collected at the end of a year, "if the tract has been complied with," agree to buy back the unsold of the goods. Unlike most of concerns working these schemes the National Novelty Import seem to be financially responsible. However, I predict that when they ask them to buy back the goods they will have a long list of reasons why they cannot do it. They may ignore the matter entirely leaving you to go to St. Louis and sue them. I am afraid that your experience with this scheme is going to be very unsatisfactory.

NOTE.—Requests for information in this department should tersely set in full all the facts bearing on the case and all questions should be carefully framed to avoid misconstruction. Only one side of the sheet only. Letters should be received at this office later than Tuesday of each week, to ensure an answer in the Monday's following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Weekly Window Display Suggestions



September Rambos.

Let people know you have first-class stuff by having an apple display, for a housekeeper knows what delicious sauce and butter these Rambos make. Cover the bottom of the window with light green crepe paper. Make a pyramid from wood—the size of the pyramid depending on the size of the window, but for a window of ordinary size it should at least be three feet high and about a foot and a half across the base. Cover the pyramid with green crepe paper and stick wire nails without heads all over it, each extending about two inches from the wood. Force an apple on each nail, tight. Arrange the apple pyramid in the middle of the rear of the window. On each side of this place a basket of apples—make a fake bottom and just about two layers of the apples. On a white napkin at each side of the window in front of the baskets, place two bowls, one with apple butter in it and the other with apple sauce in it. Put a sign card like the illustration in front of the window. Run a strip of green crepe paper across the rear background. Cut a piece of white muslin and drape it across the back of the window you have lettered it, fastening it at each end with a rosette and holding it in place at the middle with an extra large apple, fastened on just like the others with a headless nail.

Southern California Association Gets Ready to Stop Selling Groceries.

The Southern California Retail Grocers' Association, after much negotiation with its secretary, N. P. Olsen, has decided on the management of the big chain drug store operated in that region by the Owl Drug Co., has succeeded in persuading the drug concern to quit selling groceries. According to the announcement of the association, no effort was made by the association to force the drug company to stop selling groceries, but the drug company was approached on the friendly ground that it was unfair to the retail grocer for drug houses to buy up odd lots of groceries as Ivory Soap and Dutch Stew and slaughter them merely for the slaughter would make. In a final statement the association says:

Our association believes that there is no demand for an apothecary shop in a grocery store. The contrary should also be true regarding a drug store—a druggist has sufficient trade of his own without attacking the grocery trade by cutting grocery items to cost or below.

It is with great pleasure therefore that we can authoritatively announce that the Owl Drug Co. will in the future refrain from advertising groceries as leaders in selling campaigns.

Far-reaching, beneficial results to grocers in general will result from this voluntary action of this big concern. The Owl Drug Co., with its chain of stores up and down the Pacific coast, is a leader in the retail and wholesale drug business. It is confidently expected that their action will result in a much better feeling between the grocers and "The Owl," and will avert what at one time threatened to be a general trade war.

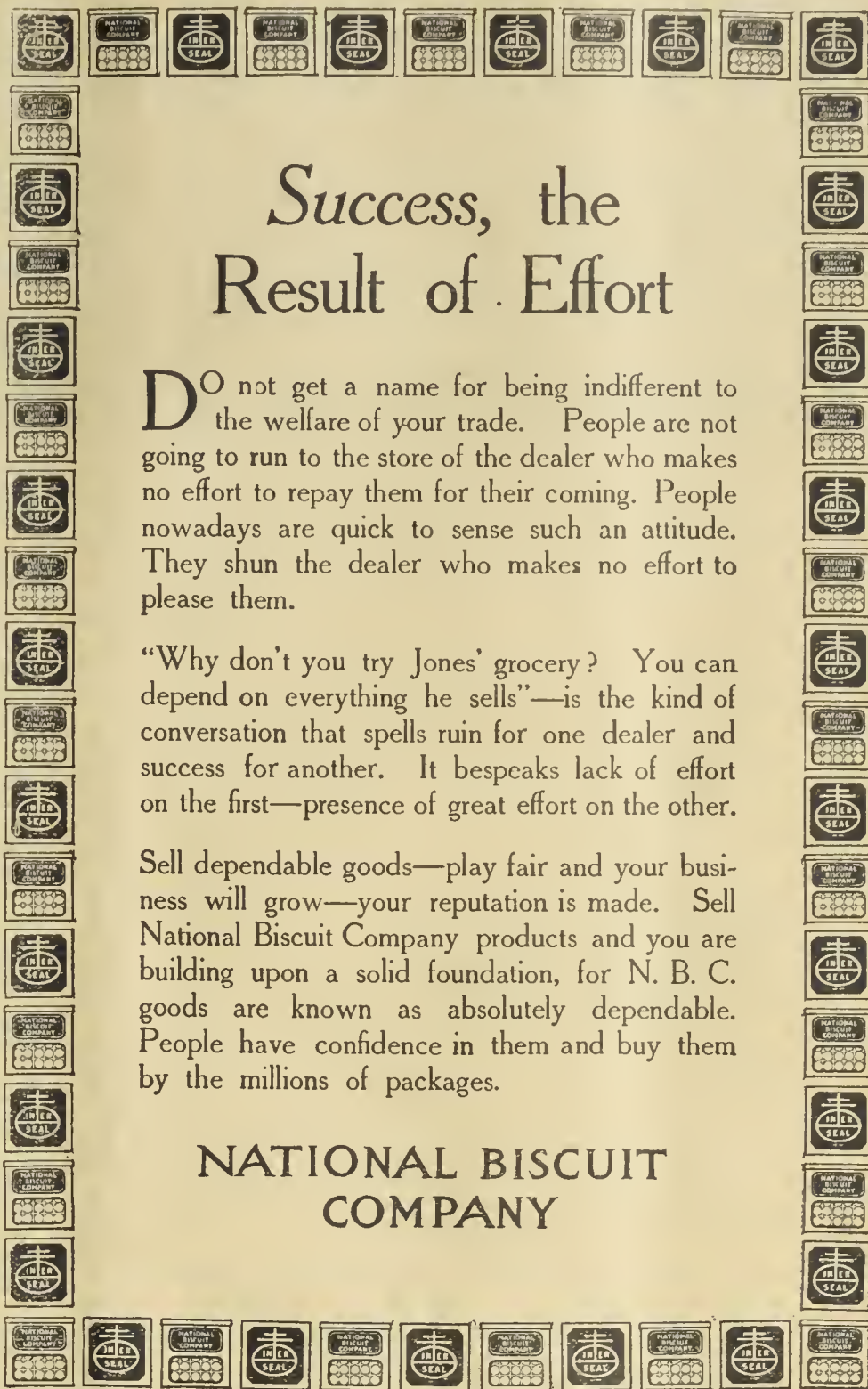
Success, the Result of Effort

Do not get a name for being indifferent to the welfare of your trade. People are not going to run to the store of the dealer who makes no effort to repay them for their coming. People nowadays are quick to sense such an attitude. They shun the dealer who makes no effort to please them.

"Why don't you try Jones' grocery? You can depend on everything he sells"—is the kind of conversation that spells ruin for one dealer and success for another. It bespeaks lack of effort on the first—presence of great effort on the other.

Sell dependable goods—play fair and your business will grow—your reputation is made. Sell National Biscuit Company products and you are building upon a solid foundation, for N. B. C. goods are known as absolutely dependable. People have confidence in them and buy them by the millions of packages.

NATIONAL BISCUIT COMPANY



A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH,

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

If you are a grocer, be a grocer. The business will require all your attention for proper handling. Keep away from side lines, about which you know nothing.

Other chains have been approached by Secretary Olsen, and it is believed that they, too, will join in this agreement merely in an effort to be fair to their fellow merchants.

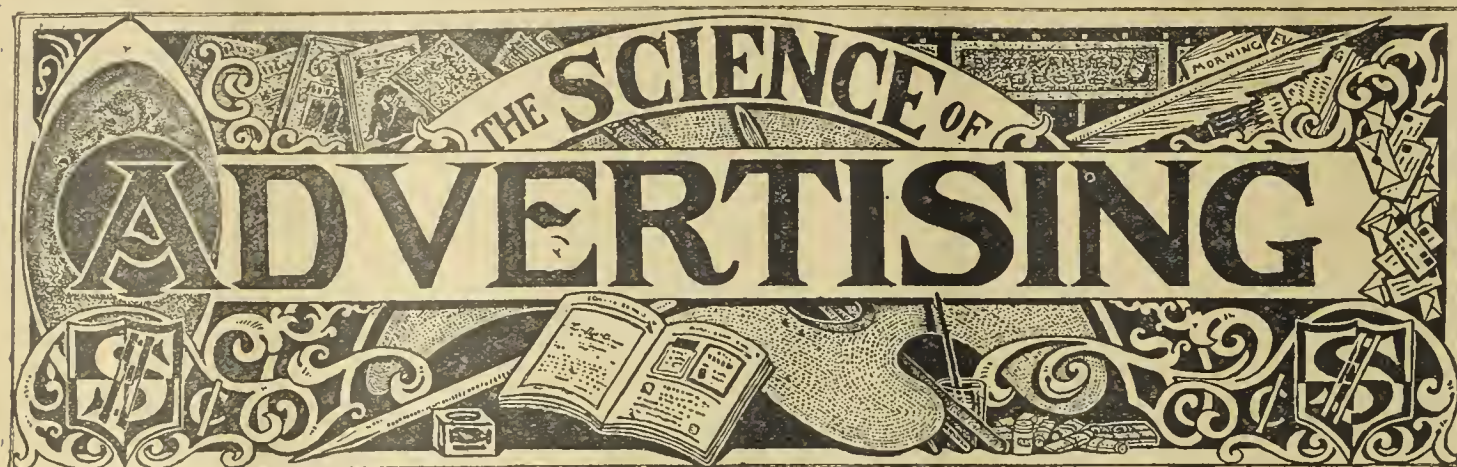
ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY

712-14 Washington Street

NEW YORK



Here is a new sampling scheme that is worthy of some attention. I say "new," it is at least new to me. I have never seen sampling done in just such a way as this. Pomerantz, the West Philadelphia delicatessen dealer, sends the following blank postal card to his customers. It is evidently mailed in an envelope or delivered by hand; it is the customer's place to put a stamp on it and mail it back:—

he was centrally located, and could advertise for trade from all over the city. Right on this point I have the following letter from John Brayshaw, Jr., of Washington, D. C., who tried it:—

While I am not very partial to the circular method of advertising, my experience has proven it of more benefit than through newspapers and for that reason I continue to use them.

About five years ago I was induced to insert an ad. in one of

Circulars or his own little paper for local circulation are best for a local grocer in my judgment.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

SAMPLES FREE!

READ BELOW

Madame:

If you will mail this card to me (one cent stamp on other side) I will send you, FREE OF CHARGE, samples of our Home-made Potato Salad, Potato Chips, Pretzels, and other good things to eat.

I want you to try them, then judge for yourself what they mean to your Table.

Thank you.

POMERANTZ DELICATESSEN

Place Name and Address below.

Name _____

PHONE AND AUTOMOBILE
SERVICE

Address _____

This seems a good deal of an undertaking. The postal promises to send samples of all the articles named on it, "and other good things to eat." Quite a good deal of stuff for a one-cent stamp. I am considerably curious as to how Pomerantz does it—how much does he send of each of these things? How does he deliver them? What direct results does he get from the scheme as a whole? How does he follow up his samples? By solicitation or by mailing advertising matter? Be a good fellow, Pomerantz, and tell us all this for the general good of the order.

There is always considerable discussion over whether a retail grocer in a city can use the daily papers in any way whatever so as to get anything from them. I have always believed that he could not, unless

our daily papers in the section headed "Where to Market," which I kept in for a month, changing copy frequently, and to see whether it would produce results I put in goods for less than I could buy them for in some instances, and sold only at this price when the person called for the advertised price. One article was Campbell's Soup, 7 cents; Challenge Milk, 7 cents, and several other articles as well known, and so far as I ever knew, had but two calls for the soup and one for milk. Clearly this department failed to make good, and it was discontinued shortly after this.

It could hardly be argued that anybody saw Mr. Brayshaw's newspaper advertising; if they had they certainly would have bought—more than three people would, anyway. Naturally, this doesn't prove that if Mr. Brayshaw had taken a large space in the display columns of the paper he wouldn't have gotten better results, but if his is a local neighborhood store, that would have been too expensive.

We Are Using More Canned Hawaiian Pineapple Every Year.

Imports for 1915 Increased Nearly Million and a Half. Packers Now Use All Waste to Make Other Pineapple Products.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 15, 1915.

The pineapple production of the Hawaiian Islands for 1915 will approximate 2,500,000 cases of canned product. Years ago the pineapple canneries cored, pared and trimmed the pineapples, and then, slicing the pine, graded it by sizes into cans. The cores, parings and trimmings were treated as refuse and thrown into great piles. These refuse heaps were taken cognizance of by the Board of Health, and as the result of discussions as to methods for destroying same the pineapple companies themselves decided that by-products could be made from the refuse and form a valuable part of the income. The one-time refuse is now converted into a mash from which pineapple juice is extracted, the cores are cut into cubes and used in the manufacture of glace fruit, and to-day no part of the pineapple is lost.

One of the valuable by-products is pineapple vinegar. It is now placed on the market at an average price of 40 cents a gallon. It lacks the "shuddery" effect of ordinary

raw vinegar, and it is considered Honolulu housewives to be far superior to other kinds for use in preparation of mayonnaise dressings. The vinegar was first prepared by Byron O. Clark, the pioneer pineapple grower of the Hawaiian Islands, who came to the islands from California in 1898 as a member of an association of American farmers who located at Wahiawa island of Oahu, about 20 miles from Honolulu.

The growers and canners hold their second annual celebration of Hawaiian Pineapple Day on November 10th, about which time the entire United States will be crisscrossed by the large wholesale grocers and agencies.

In the fiscal year ended June 30, 1915, there were imported into the United States from Hawaii 1,160,000 pineapples to the value of \$52,000,000. Canned pineapples worth \$5,900,000, and preserved or otherwise prepared pines valued at \$35,000,000. The corresponding figures for the preceding fiscal twelve months were \$115,745, \$4,536,919, and \$2,000,000, respectively.

HOL

Pennsylvania Organization Notes.

The community picnic of the Washington Board of Trade, held at Annapolis on Labor Day, was attended by 300 persons.

Vandegrift, Pa., will entertain farmers and their families on September 30th. It will be a splendid event.

Steelton merchants will hold an evening on September 23d.

J. N. Poffinberger has been elected secretary of the Vandegrift Chamber of Commerce.

E. J. Howser is the new secretary of the Freeport Association.

The Wilkesburg Association was organized on September 16th. Mr. Smedley was present by invitation.

The coming association year promises to be an active one. Mr. Smedley is planning his itinerary so as to include a visit to each local association, whether affiliated with the State Association or not.

Pittsburgh butchers are planning a banquet for October.

The Pittsburgh Retail Grocers' Protective Union expects to hold a rally and put on a membership campaign early in October.

Window Display Awards Postponed

We made a mistake fixing September 1st as the end of the **Lipton Window Dressing Contest**. It's a bad time, when clerks or proprietors are away on their vacations.

So many people have told us this, that we have decided to postpone the award of prizes until

NOVEMBER 1, 1915

The contest is for the five best window displays of **Lipton's Tea**. Here are the conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each
Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each. and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel

steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation typewriting. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shool's Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vinc St., Philadelphia.

Offer No. 94.

1 Angled Scale; cost \$125, will sell for \$55.

1 Heavy Spring Wagon, weight 1,200 pounds, for one or two horses; cost \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallons will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition.

F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Offer No. 95.

I have 100 cases half-pound Imperial Brand Chinook Salmon. This salmon is guaranteed to be in a first class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.



Can be put on to any Apple, Orange, Grapefruit, Cantaloupe or vegetable crate, with tools, nails or screws. Then by placing the rack on top of each other, you can have an attractive space-saving display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, W.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

WANTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as \$1.08 per gross in Stamp brings samples. Grabill & Lancaster, Pa. 52

HELP WANTED

WANTED.—High-grade men to call on every trade in connection with Star Carriers and Trays. Nationally advertised and used by more than 59 per cent of the grocers in the country. Exceptional opportunity for high-grade men with real selling ability. For particulars write Star Egg Carrier and Mfg. Co., Rochester, N. Y. 11

WANTED.—Grocers' tea and coffee man to handle my line of store groceries on commission. H. F. Heacock, 122 Second St., Philadelphia, Pa. 121f

FOR SALE OR RENT

STORES.

FOR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent corner, has all conveniences, all cash, no teams, no delivery, doing between \$1,000 monthly; will sell at once; stock about \$2,000. Owner old to continue, wishes to retire; 14

business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—Corner grocery store, including three-story, nine-room dwelling, in good condition; will sell very reasonable; \$3,000 required. Address M. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harrisburg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address

S. A. C., care Grocery World Publication Co., 927 Arch St., Philadelphia.

MISCELLANEOUS.

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

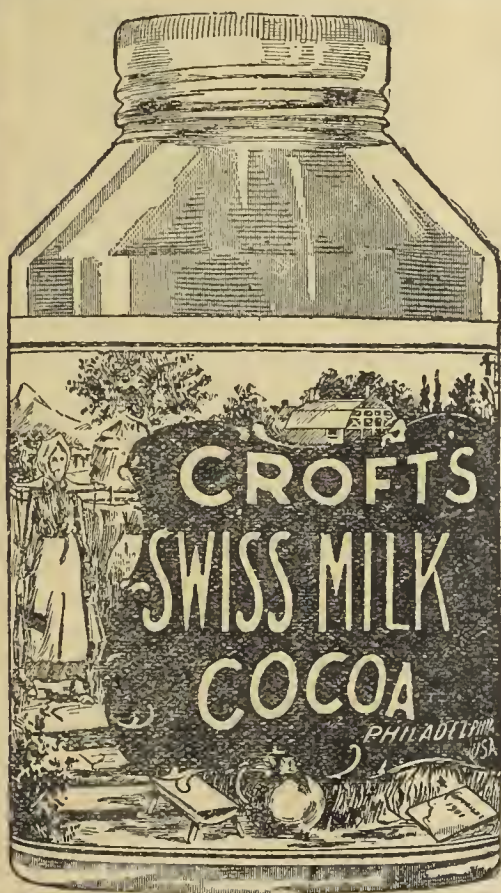
FOR SALE.—Hand-picked Smokehouse apples, \$2 per barrel; other fall varieties, \$1.75 per barrel, f. o. b. cars Mt. Holly Springs, Pa. If you want any Smokehouse apples act now. The season is short for that variety. Cash must accompany the order or A No. 1 reference. W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 13

Yeast and Fleischmann

When your average customer thinks of yeast, she recalls the name Fleischmann.

That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as **Croft's Swiss Milk Cocoa**.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

Do As They Do

No Economy store buys **Coffee** through salesmen; nor does it buy through any other middleman. It buys direct from the importer, cutting out every profit that could possibly add to its buying price.

Why don't you, who have to compete with the Economy stores, do the same? Cut out the salesman, whose salary is always added to your buying price, and buy from us (importers) direct by mail? You can't go astray, for you are protected at every point, nor can you fail to save by it. To-day is a good day to send us samples to match.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

Get Our Prices on Salesbooks First

We make everything in **Salesbooks** you can think of—duplicating, triplicating, carbon-coated, single carbon and all of their combinations. All sorts of counter pads, too. You won't find our sort of carbon paper in most books. We specialize in it because the copy is so important.

We sell entirely by mail—get our prices and samples before you place another order. Our books will stand up with anybody's and our prices may please you very much.

Order through your jobber.

The F. D. Crane Co.

CANISTEO, N. Y.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. SEPTEMBER 20, 1915.

Ammonia.....	COL. 2	Dressed Poultry.....	COL. 21	Maple Syrup.....	COL. 28	Salad Dressing.....	COL. 28
Axle Grease.....	2	Drugs.....	22	Mops.....	28	Sal Soda.....	28
Baking Powder.....	2	Datenut Butter.....	19	Mustard.....	26	Sauces.....	26
Barley.....	14	Extracts and Essences.....	23	Nuts.....	20	Scouring Soaps.....	20
Beans.....	14	Extract of Beef.....	13	Oatmeal.....	16	Seeds.....	16
Blacking—Shoe.....	2	Evaporated Milk.....	9	Oysters.....	14	Soda—Bi-Carb.....	19
Bluing—Dry.....	3	Eggs.....	12	Oils.....	19	Soft Drinks.....	19
Bluing—Liquid.....	3	Fancy Groceries.....	13	Olive.....	19	Soap Powder.....	19
Bouillon Cubes and Liquids.....	13	Flour.....	13	Package Coffee.....	3	Spices.....	3
Brushes.....	28	Farinaceous Goods.....	13	Paper.....	9	Stove Polish.....	9
Butchers' Sundries.....	21	Fresh Fish.....	16	Peas.....	14	Sundries.....	14
Butter.....	4	Floor Polish.....	24	Peanut Butter.....	19	Syrup and Molasses.....	19
Cakes and Crackers.....	10	Green Coffee.....	3	Peanut Butter.....	19	Smoking Tobacco.....	19
Candles.....	4	Gelatine and Prepared Desserts.....	15	Pickled Meats and Fish.....	11	Table and Cooking Oil.....	11
Canned Goods.....	4	Horseradish.....	17	Pickles.....	20	Tapioca.....	20
Canned Meats.....	6	Hominy.....	14	Popping Corn.....	15	Tea.....	15
Catsup.....	4	Honey.....	4	Provisions.....	20	Toilet Soaps.....	20
Cereal Specialties.....	14	Ink.....	17	Plum Pudding.....	24	Tobacco—Plug.....	21
Cheese.....	12	Jars and Jar Rubbers.....	4	Preserves, Jellies, Jams and Marmalades.....	21	Vinegar.....	17
Chewing Gum.....	23	Ketchup.....	4	Prunes.....	17	Wood and Willow Ware.....	17
Chocolate and Cocoa.....	8	Lamp Goods.....	18	Roasted Coffee in Bulk.....	23	Yeast Cakes.....	23
Cider.....	23	Lentils.....	14	Rice.....	10		
Clams.....	16	Lime.....	10	Refined Molasses and Syrups.....	27		
Cleasners and Polishing Compounds.....	24	Lye and Potash.....	18	Rope, Tie Yarn, etc.....	17		
Cocoanut.....	17	Lard and Compounds.....	20	Raisins.....	17		
Cornmeal.....	13	Live Poultry.....	21	Sugar.....	1		
Cornstarch.....	26	Laundry Soaps.....	25	Shoe Dressing.....	2		
Condensed Milk.....	9	Laundry Crystals.....	26	Sardines.....	6		
Cottolene.....	12	Laundry Starch.....	26	Saratoga Chips.....	16		
Coffee Essence and Chicory.....	3	Macaroni.....	15	Soups.....	7		
Delikatessen.....	10	Mapleine.....	22	Smoked Fish, Codfish and Mackerel.....	15		
Dried Fruits.....	18	Matches.....	18	Sauer Kraut.....	12		
Dried Meats.....	21	Mince Meat.....	18	Salt.....	23		

ADVANCES.

Eggs.....	2
Provisions.....	17

DECLINES.

Sugar.....	16
Butter.....	7
Flour.....	15
Fresh Fish.....	12
Live Poultry.....	23

SUGAR.

	Barrels.	
Cut Loaf		6.45
Eagle Tablets		6.95
Crystal Dominoes, 24 5-lb. pkgs.....		8.05
" 60 2-lb. pkgs.....		8.55
Patent Cubes		5.65
Confectioners' Lozenge.....		5.70
Powdered		5.65
Fruit Powdered.....		5.55
Dessert and Table, 2-lb. cartons, 48 lbs.....		5.85
Granulated, fine or standard, McCahan		5.55
" Franklin.....		5.60
" extra fine, bbls.....		5.55
" " 2-lb. bags.....		5.85
" " 5-lb. bags.....		5.75
" " 10-lb. bags.....		5.70
" " 25-lb. bags.....		5.70
" " 100-lb. bags.....		5.55
" coarse		5.65
Confectioners' Crystal A		5.55
A Confectioners'		5.45
A No. 1		5.30
A No. 2		5.25
Franklin B		5.00
Extra C		4.85
C		4.70

TEA.

Formosa—	Per lb.	
Extra choicest, ½ and ¼ chests.....	.40	-.45
Choice, ½ and ¼ chests.....	.35	-.38
Finest, ½ and ¼ chests.....	.27	-.30
Fine, ½ and ¼ chests.....	.23	-.25
Oolong, black—		
Extra choicest, ½ and ¼ chests.....	.30	-.35
Choice, ½ and ¼ chests.....	.25	-.27
Finest, ½ and ¼ chests.....	.22	-.24
Superior, ½ and ¼ chests.....	.20	-.22
English Breakfast, black—		
First picking, ½ and ¼ chests.....	.30	-.35
Choicest, ½ and ¼ chests.....	.23	-.25
Good to superior, ½ chests.....	.20	
First crop, about 28-lb. original boxes.....	.25	
Gunpowder, green—		
Extra firsts, ½ chests.....	.35	-.40
Firsts, ½ chests.....	.28	-.30
Extra seconds, ½ chests.....	.23	-.25
Seconds, new, ½ chests.....	.22	
Imperial, green—		
Firsts, ½ chests.....	.38	
Seconds, ½ chests.....	.25	-.30
Japan, green—		
May pickings, ½ chests.....	.38	-.40
First crop, ½ and ¼ chests.....	.30	-.35
Second crop, ½ chests.....	.28	-.30
Basket fire, uncolored, needle leaf, ½ chests.....	.32	
Young Hyson, green—		
Firsts, ½ chests.....	.35	-.40
Hyson, green—		
Extra firsts, ½ chests.....	.35	-.40
Firsts, ½ chests.....	.28	-.32
Seconds, ½ chests.....	.25	-.27
Assam, black—		
Choice, ½ chests.....	.26	
No. 1, extra quality, 20-lb. boxes.....	.28	
Tetley's India and Ceylon, 25-lb. cases—		
Gold Label, I. and C.....	1 lb. ½ lb. ¼ lb.	.71 .72 .73
Buff Label, I. and C.....	.56	.57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50	.51 .52
Orange Pekoe.....	.55	.56 .57
Red Label, I. and C. or Mixed.....	.44	.47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60	.60 .60
Red Label, I. and C., roc. 2½-oz. tins, doz.....	.90	
Sunflower, I. and C., Formosa Oolong or Mixed, roc. 2-oz. tins.....	.90	
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55	
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55	

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Lipton's Tea, 50-lb. cases—	1 lbs. ½ lbs. ¼ lbs.	
Dollar Tea.....	Per lb. Per lb. Per lb.	.71 .72 .73
Ceylon and India, Yellow.....	.51	.52 .53
" " Red.....	.45	.46 .47
" " Pink.....	.40	.41 .43
Black and Green, mixed, Olive.....	.51	.52 .53
" " Gray.....	.45	.46 .47
English Breakfast, Green.....	.51	.52
" " Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
" " Cream.....	.45	.46
Ceylon Green, Purple.....	.52	
"A" Blend, 2 oz., roc. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.	.90
"B" Blend, 75 gr., roc. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.	.90

AMMONIA.

Victor, 13 oz., 3 doz.....	Per doz.	.40
O. K., 3 doz.....	.42½	
Colburn's, 2 doz.....	.85	
Parson's, 25c., 2 doz.....	2.40	
" " roc., 3 doz.....	.92	
Banner Dry Ammonia.....	1 doz.	.95½
White Foam, 10 oz., 3 doz.....	.90	
" " 16 oz., 2 doz.....	1.35	

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz.	.75
Mica, ¼ gross.....	per gross	8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case	
4 oz. glass, 2 doz.....	1.66	
6 oz. " 2 doz.....	2.15	
6 oz. " 4 doz.....	4.25	
6 oz. " 6 doz.....	6.20	
6 oz. " 12 doz.....	12.25	
Rumford Baking Powder—		
5c. tins, 4 doz.....	per doz.	.45
roc. tins, 2 doz.....	.90	
½-lb. cans, 2 doz.....	1.25	
1-lb. cans, 1 doz.....	2.50	
Davis' O. K.—		
½ lb., 4 doz.....	.45	
½ lb., 3 doz.....	.90	
1 lb., 2 doz.....	1.65	
5 lb., ½ doz.....	7.30	
Leslie's—		
½-lb. cans, 4 doz., 4 cans free.....	.45	
½-lb. cans, 2 doz., 2 cans free.....	.90	
1-lb. cans, 1 doz., 1 can free.....	1.65	
5-lb. cans, ½ doz.....	per case	3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz.	.45
Parrot and Monkey, 4 doz.....	.45	
Royal—		
roc. size, 4 doz.....	.86	
½ lb., 4 doz.....	1.30	
½ lb., 2 doz.....	2.40	
1 lb., 1 doz.....	4.65	

BLACKING—Shoe.

Mason's, No. 1, ¼ gross.....	Per gross	2.70
" " No. 2, ¼ gross.....	3.00	
" " No. 3, ¼ gross.....	3.30	
" " No. 4, ¼ gross.....	5.40	
Blackola, roc. size.....	6.80	
Sblinola, 3 doz.....	8.95	

SHOE DRESSING.

Mason's—	Per doz.	
Black Dressing, regular.....	.75	
White Dressing, medium.....	.75	
Combination Black.....	.75	
" " Russet.....	.75	

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Black Shine, No. 2.....	.45
" " No. 3.....	.75
Tan Shine, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 2 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

Java, extra fancy, genuine.....	Per lb.	.22½
Mocha, genuine, finest, ½ and ¼ bales.....	.27½	
Mocha Seed Santos, fancy; choice.....	.13½	
Carcacas, fancy, washed.....	.16½	
Maracaibo, strictly fancy, mild, choice.....	.12½	
Santos, Peaberry, extra fancy.....	.12½	
Santos, fancy.....	.11½	
Rio, Golden, fancy.....	.11½	
Rio, prime.....	.09½	

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½	
Java, fancy, 50-lb. lots.....	.27½	
Mocha, finest.....	.33½	
Mocha Seed Santos.....	.15¾	
Carcacas, extra fancy, washed.....	.20½	
Maracaibo, extra fancy.....	.16½	
Santos, Peaberry, extra fancy.....	.15½	
Santos, extra fancy.....	.15½	
Rio, Golden, extra fancy.....	.13¾	
Rio, prime.....	.11¾	

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box	4.15
Tomson-Hummels, tin, ½ gross.....	per gross	2.60
" " imp., ½ gross.....	"	2.15
Floto's, improved, ½ gross.....	"	2.15

BLUING—Dry.

	Per gross	
Barlow's, small, 4 doz.....	2.75	
" " large, 3 doz.....	5.40	
Sawyer's, No. 1, 6 doz.....	2.75	
" " No. 2, 3 doz.....	5.00	
Colburn's, No. 1, 4 doz.....	1.60	
" " No. 2, 3 doz.....	2.50	
" " Mammoth, 3 doz.....	3.60	
" " Ball Blue, No. 1, 3 doz.....	2.60	
" " No. 2, 3 doz.....	4.80	
Reckitt's, 32 sc. pkgs., 16 roc. pkgs.....	per box	2.15

BLUING—Liquid.

	Per gross	
Boyer's Bengal, No. 8, ¼ gross.....	3.90	
French Laundry, large, ¼ gross bbl.....	per bbl.	2.20
Admiral, 4 oz., 3 doz.....	4.00	
" " 8 oz., 3 doz.....	6.50	
" " 16 oz., 1 doz.....	9.50	

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BUTTER.

Tub Butter—	Per	
Creamery specials.....	.20	
" " extra, 60-lb. tubs.....	.20	
" " first.....	.20	
" " second.....	.20	
" " third.....	.20	
" " dairy, extra, bakers' use, 30-60 lbs.....	.22-23	
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.26-30	
Print Butter—		
Prize.....	.20	
Gurnee, lbs. and ¼ lbs.....	.30	
Awltru.....	.30	
Millen Farm, lbs. and ¼ lbs.....	.30	
Honebe.....	.30	
Star or S. D., 1 lb., 20-50 lb. boxes.....	.30	
B. B., E. D., 20-50 lb. boxes.....	.30	
J. J., C. V., 20-50 lb. boxes.....	.30	
50 lb. boxes.....	.30	
Sbeaf ("400"), Elgin, 20-50 lb. boxes.....	.26-27	
Sbeaf.....	.26-27	
White Rock.....	.30	

CANDLES.

P. & G., 8s, 30 lbs.....	Per	.10
" " 16s, 30 lbs.....	.10	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.10	
Searchlight, hotel, 16s, 30 lbs.....	.10	
Peerless, hotel, 16s, 30 lbs.....	.10	
Bright Light, 16s, 30 sets to box.....	per box	1.60

JARS AND JAR RUBBERS.

Mason's—	Per gross	
Half gallons.....	7-4	
Quarts.....	5-0	
Pints.....	4-8	
Jar Rubbers—		
Double lip, wide, 2 doz. cartons.....	per gross	.90
Single lip, wide, 1 doz. cartons.....	.60	
Acme, wide, 1 doz. cartons, 3 gross boxes.....	per gross	.40
Acme, medium, 2 doz. cartons, 3 gross boxes.....	per gross	.30
Lightning, pure rubber, bulk.....	.40	
Reliable, white rubber, wide.....	.10	
" " medium.....	.10	
Black rubber, medium.....	.10	
55-lb. lots 1 cent per lb. less.....		
Jar Tops—	Per gross	
½-gross boxes, no rubbers.....	2-0	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.	.10

CATSUP.

Snyder's—	Per gross	
16 oz., 2 doz.....	3-1	
8 oz., 2 doz.....	1-1	
Ritter's—		
Tomato, ¼ pint, 2 doz.....	.40	
Tobasco, ¼ pint, 2 doz.....	.40	
Beech-Nut—		
Pints.....	2-1	
½ pints.....	1-1	

KETCHUP.

Curtice's "Blue Label," Tomato—	Per gross	
Small.....	4-0	
Medium.....	4-0	
Large.....	3-0	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Beans—	
er's, No. 2.....	.95
z M., No. 2.....	1.25
ppell's, 20 oz., tomato sauce or Boston	
yle, No. 2.....	per case 1.90
er's, No. 2.....	1.40
Camp's, No. 2.....	1.40
ckshank's, No. 2.....	1.35
z's, No. 2.....	1.40
's Head, No. 3.....	1.25
ory, No. 1.....	.47½
oes—	
dard, New Jersey, No. 3.....	1.05
" Maryland, No. 2.....	.60
" " No. 3.....	.80
Beans—	
dard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
cy, small, No. 2.....	1.50
Beans—	
dard, New York, No. 2.....	1.10
a fancy, New York, No. 2.....	2.00
cy, New York, No. 2.....	1.50
dard, Maryland, No. 2.....	.60
dney Beans—	
dard, New York, No. 2.....	.95
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.90
dard, New York, No. 2.....	.90
cy, New York, No. 2.....	1.00
dard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.30
cy, Maine, No. 2.....	1.30
e Peg, No. 2.....	.85
le grain, No. 2.....	.75
dard, New York, No. 2.....	1.25
d, New York, No. 2.....	1.50
a sifted, New York, No. 2.....	2.00
dard, Southern, No. 2.....	.80
d, Southern, No. 2.....	1.00
a sifted, Southern, No. 2.....	1.40
dard, Indiana, No. 2.....	.75
d, Indiana, No. 2.....	1.00
a sifted, Indiana, No. 2.....	1.40
dard, Wisconsin, No. 2.....	1.10
d Wisconsin, No. 2.....	1.40
a sifted, Wisconsin, No. 2.....	2.00
dard, New York, No. 2.....	
" " No. 3.....	1.25
" New Jersey, No. 2.....	
" " No. 3.....	1.10
ash—	
dard, New York, No. 2.....	1.00
y, New York, No. 2.....	1.25
dard, Maryland, No. 2.....	.95
y, Michigan, No. 2.....	1.15
gus—	
l, No. 2½.....	2.00
um, No. 2½.....	2.20
e, No. 2½.....	2.50
" No. 1.....	2.25
tins—	
dard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
dard, Maryland, No. 3.....	1.00
out—	
dard, New York, No. 3.....	.85
" Maryland, No. 3.....	.80
California Canned Fruit.	
ts—	
a, No. 3.....	2.75
a, No. 2½.....	2.10
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
t Pears—	
a, No. 3.....	
" No. 2½.....	2.50
a Standard, No. 2½.....	2.30
ard, No. 2½.....	2.15
Cherries—	
a, No. 3.....	
" No. 2½.....	2.90
a Standard, No. 2½.....	2.50
ard, No. 2½.....	2.25
s, Lemon Cling, Sliced—	
a, No. 3.....	2.95
" No. 2½.....	2.00
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
s, Lemon Cling—	
a, No. 3.....	2.95
" No. 2½.....	2.00
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.45
s, Yellow Crawford—	
a, No. 3.....	2.80
" No. 2½.....	2.00
a Standard, No. 2½.....	1.70
ard, No. 2½.....	1.40
Eastern Canned Fruit.	
York State, No. 3.....	.90
" No. 10.....	3.00
erries—	
rup, No. 2.....	1.35
iter, No. 2.....	
e Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
" No. 3.....	1.35
ds, No. 3.....	1.15
No. 3.....	.85
tt, Extra Standard, No. 2½.....	2.00
r, syrup, No. 3.....	
" water, No. 3.....	
y syrup, No. 2½.....	1.35
y syrup, No. 2½.....	1.00
ries—	
e, In water, No. 2.....	1.40
ries—	
reserved, No. 2.....	1.80
rved, No. 2.....	1.60
ter, No. 2.....	1.20

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.50
" Standard No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" " No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.50
" " No. 1, flat, 4 doz.....	4.50
" " No. ½, flat, 4 doz.....	2.30
Star, No. ½, flat, 4 doz.....	1.40
" " No. ½, flat, 4 doz.....	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" " 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
" " Soused, ½s, oval, 100s.....	15.00
" " " high oval, 100s.....	18.00
" " Fresh Mackerel, 100s.....	19.00
" " dgl., Young Mackerel in Olive Oil, ½s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" " No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kippered Herring—	
Macconache's, plain.....	
Normanna, Tomato Sauce, 100s.....	11.00
" " Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
" " Cod, 1-lb. round tins, 100s.....	23.00
" " " high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.36
" " No. 1, flat.....	2.35
Fancy Sockeye, No. 1, flat.....	2.35
" " No. 1, tall.....	2.00
" " No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" " medium red, tall.....	1.30
" " pink, No. 1, tall.....	.95
Shrimps, No. 1, wet.....	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, 100s.....	11.50
" " ½s, Tomato Sauce, 100s.....	11.50
" " ½s, oval, Royans a la Bordelaise, 100s.....	15.00
" " Portuguese, Olive Oil, ½s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
" " D. & G., ½s.....	26.50
" " Ispa, ½s.....	28.00
" " Gondolier, ½s, 100.....	18.00
" " Landell, ½s, 100.....	9.50
" " Martell, ½s, 100.....	10.50
" " ½s, 100.....	15.00
" " Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" " ½s, tomato sauce, 100.....	15.00
" " ½s, olive oil, 50.....	13.25
" " ½s, tomato sauce, 50.....	13.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
"Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s.....	2.90
No. 2, ½s, 100.....	2.50
½s, key, 100.....	2.75
Irma, ½s, 100.....	4.00
Pickert's, Rival brand, carton, ½s, 100.....	3.90
" " ½s, 100.....	6.00
Mustard—	
Irma, ½s, 100.....	4.00
½s, 100.....	2.25
½s, 48.....	3.60
Continental, ½s, key, 48.....	3.15
Irma, fancy, ½s, 50.....	3.80
Gold Label, ½s, 50.....	4.50
" " ½s, 100.....	7.00
Underwood's, ½s, 50.....	4.50
Pickert's, Crown brand, ½s, 48.....	4.00
" " Columbias, ½s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.70
Hash, No. ½, 2 doz.....	1.00
" " No. 1, 2 doz.....	2.25
" " No. 2, 1 or 2 doz.....	3.50
" " No. 6, ½ or 1 doz.....	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" " No. 2, key, 1 doz.....	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" " No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" " large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" " medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.90
" " No. 1, 2 doz.....	1.85
" " No. 2, 1 doz.....	3.70

Sliced Beef.

Armour's—	
Glass, small.....	1.60
" large.....	2.50
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....	
Erie brand.....	

Loaf Goods.

Armour's—	
Beef, No. ¾.....	1.40
Chicken, No. ¾.....	2.25
Ham, No. ¾.....	1.40
Veal, No. ¾.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.50
No. 2, 2 doz.....	4.70
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.65
King's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" " No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" " No. 1½, 1 doz.....	8.35
" " No. 2, 1 doz.....	9.15
" " No. 2½, 1 doz.....	11.95
" " No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.....	2.50
Chicken Liver, 4 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" " No. ½, 2 doz.....	3.45
" " No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	
" " No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½.....	3.45
" " No. 1.....	6.10
Turkey, No. ½.....	3.45
" " No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" " No. 2½.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
sonme, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.....	.90
Campbell's, No. 15, 10½ oz., 4 doz.—	Per case 3.60
All kinds.....	
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.....	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case 3.60

Curtice Brothers' Blue Label—	Quarts.	Pints.	½-Pints.
Green Turtle.....	6.50	3.50	2.00
" " clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes.....	.35
¾-lb. tins, 6-lb. boxes.....	.32
½-lb. tins, 6-lb. boxes.....	.31
1-lb. tins, 6-lb. boxes.....	.30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¾ lb., 6 and 12-lb. boxes.....	.31
½ lb., 6 and 12-lb. boxes.....	.30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb.
Premium, ¾ lb., 12 lbs.....	.29
" " ½ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes.....	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
" " ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ¼-lb. size.....	.33½
" " ½-lb. size.....	.33½
Premium Chocolate, ¾s, 12 lbs.....	.29
" " ½s, 12 lbs.....	.29
Best Sweet Chocolate, ½s, 6 lbs.....	.20
" " ¼s, 6 lbs.....	.20
Vanilla Chocolate, ½s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars.....	.40
Cocoa, ½-lb. tins.....	.29
" " ¼-lb. tins.....	.30
" " ½-lb. tins.....	.33
" " 6 5-lb. cans.....	.30
Baking Chocolate, ¼s.....	.29
" " ½s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.85

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/3 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....	.34	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.38	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....	1.10	
No. 3, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	1.10	
No. 51, 10 cent size, 24 tablets in box.....	1.80	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39	

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/2 lb.....	1/2 lb.....	.34 1/2	.26
1/4 ".....	1/4 ".....	.41 1/2	.31 1/2
1 ".....	1 ".....	.55 1/2	.42
2 ".....	2 ".....	.72 1/2	.55
3 ".....	3 ".....	.86 1/2	.65 1/2
4 ".....	4 ".....	1.07 1/2	.81 1/2
5 ".....	5 ".....	1.24 1/2	.94 1/2
6 ".....	6 ".....	1.52 1/2	1.15 1/2
8 ".....	8 ".....	1.76 1/2	1.34
10 ".....	10 ".....	2.01	1.52
12 ".....	12 ".....	2.35 1/2	1.78 1/2
14 ".....	14 ".....	2.98	2.25 1/2
16 ".....	16 ".....	3.18 1/2	2.41 1/2
20 ".....	20 ".....	3.56 1/2	2.70 1/2
25 ".....	25 ".....	3.95	2.99
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.....			
15x20, 5 reams in bundle.....	Per ream	.48	
20x30, ".....		.90	
24x36, ".....		1.20	
Butter, Parchment—			
8x11, 100 sheets.....	Per pkg.	.60	
9x12, ".....		.70	
18x24, 50-lb. bundles of about 1200 sheets.....	per lb.	.10	
Toilet—			
Extra quality, 100 rolls.....	Per case	5.75	
Good " 200 ".....		4.95	
Butter, Wax—			
9x12, about 480 sheets.....	Per pkg.	.14 1/2	
White Tea—			
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70	
Bags, price per M—			
Original	Panther	Woll	
Sizes	Bundles	Ex. Heavy	Heavy
	Contain	Yellow	Drab
1/4 lb.....	15M	.35	.26
1/2 ".....	10M	.43	.31
1 ".....	8M	.56	.41
2 ".....	6M	.74	.54
3 ".....	5M	.89	.63
4 ".....	4M	1.10	.77
5 ".....	3M	1.27	.92
6 ".....	3M	1.56	1.13
8 ".....	2M	1.81	1.20
10 ".....	2M	2.06	1.43
12 ".....	2M	2.40	1.73
14 ".....	1M	3.05	2.20
16 ".....	1M	3.26	2.35
20 ".....	1M	3.64	2.62
25 ".....	1M	4.18	2.71
Flour Sacks, satchel bottom—			
Majestic			
Ex. Heavy		Plain	per 100
12 1/2 lbs., 1/2 bbl.....		.42	
24 1/2 lbs., 1/2 bbl.....		.70	
49 lbs., 1/4 bbl.....		1.40	
No. 2, Manilla light weight—			
12 in. rolls.....	Per lb.	.02 1/2	
15 ".....		.02 1/2	
18 ".....		.02 1/2	
20 ".....		.02 1/2	
24 ".....		.02 1/2	

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Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Paper Towels—	
50 rolls, 150 towels each, with holder and basket.....	per case 10.00
10 roll lots.....	per roll .20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25
" " family size.....	2.25
" " hotel size.....	2.95
" " hotel size.....	3.25
" " hotel size.....	3.50
Silver Cow, small, 6 doz.....	2.25
St. Charles, small, 4 doz.....	1.65
" tall.....	3.25
" hotel size.....	3.25
" confectioners' size.....	3.50
Pearl, tall.....	3.25
" small, 4 doz.....	1.65

HIRES CONDENSED MILK

Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75



CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Saltines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Sweethearts.....	.12	
Water Crackers.....	.08	
7 lb. tin packs—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.16	
Lady Creams.....	.20	
Lemon Sundae.....	.16	
Sweet Marie.....	.15	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts.		
Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Boxes	
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....		1.15
" large, 1 doz.....		1.75
" " with horseradish.....		1.75
Wein Senf, bbls.....	per gal.	
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....		
" 10-gal. kegs.....		
" 5-gal. kegs.....		.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....		.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....		.46
" with horseradish, 2 doz.....		.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " leaf.....		
Sap Sago, 3 to 10 lb.....	per lb.	
" " less than case.....		
Roquefort.....	12 in case, " "	
" " less than case, " "		
Parmesan, about 30 lbs.....	leaf, " "	
" " less than leaf, " "		
Edam, 12 in case.....	case	
" " single.....		
" 1-lb. tins.....	per lb.	
Camembert, domestic, wood boxes.....	per doz.	
" Autocrat brand, large.....		
" " medium, " "		
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	1.75
Parmesan, grated, ready for use, small bottles.....	per doz.	2.50
Olmutzer Hand, 100 in box.....		
Edelweiss, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	leaf	.22
" " less than leaf.....		.23
" square loaves, No. 1, about 25 lbs. each.....	per lb.	.21
Limburger, No. 1.....	box and 1/2 box	.18
" " less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	20-.22
Brick, No. 1.....		18-.20
English Dairy.....		.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....		2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" " No. 1 size.....		2.40
" Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 lb box.....		.95
Hand, 4 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....		.27
" (H.).....		.26
" Peutonic.....		.24
" Gothaer.....		.32
Salami (C. W.).....		.27
" (H.).....		.26
" (G. A. P.).....		.27
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....		2.40
Tongue Sausage.....		.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	20-.22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
" 1/2 bbls.....		
Milkers, standard, bbls.....		7.50
" 1/2 bbls.....		
Scotland—		
Mixed, large, tulls, bbls.....		16.50
" " 1/2 bbls.....		8.75
Milkers, " bbls.....		
" " 1/2 bbls.....		
Marinirte Herring, imported, about 40 in pail.....		1.25
Roll Herring, imported, about 25 in pail.....		1.00

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Spiced Herring, imported, about 40 in pail.....	per	1.00
Norway Stockfish, dry.....	per lb.	
Matjes Herring.....	piece	

Bismarck Herring.

Round tins, with key, pint.....	per	
" " quart.....		
" " 2 quarts.....		
" " 4 quarts.....		
Roll Mops, 4-quart tin.....		1

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FANCY GROCERIES.

Staple Paste, 5-lb. cans.....per lb.	.35
Spices, 1st oil, 6 ring bottle.....	5.00
" 3 ring bottle.....	3.25
" Nonpareil, 1/2-gal. kegs.....	1.50
" quart, glass.....per doz.	7.50
" bottled, 1/2 size.....	2.25
" 1/4 size.....	2.00
" 1/8 size.....	1.20
Ginger, large pots, 6 to case.....per case	4.25
" medium, 12 to case.....	4.50
" small, 24 to case.....	4.25
es in Maraschino, glass, 1 doz.....	7.00
Chowder, Burnham, 4 doz, 1-lb..per doz.	.90
" 2 doz, 3-lb.....	2.20
Powder, pints.....	3.60
" 4 oz.....	2.40
" 2 oz.....	1.40
Peas, extra fins.....per case
" fins.....
" moyens.....
nn's Irish Oatmeal—
" cans.....per doz.
" cans.....per tin
" cans.....
ey & Palmer's Petit Beurre Biscuit...lb.	.22
" Dinner Biscuit.....	.33
" Breakfast Biscuit.....	.32
" Packed 7 and 5 lbs. in a can.
Pepper, ring, pints.....per doz.	1.25
" 1/2 pints.....	.60
Stone jars, 4 doz.....	1.75
More Marquett Mushrooms—
" choice.....per case	24.00
" 100 tins.....	22.00
" 100 tins.....	26.00
" 100 tins.....	20.00
" 100 tins.....per tin	.25
" 100 tins.....	.40
" 100 tins.....	.75
" 100 tins.....	1.50
ps, pickled, small size.....	1.30
" Dunbar's, 2 doz.....per doz.	2.80
" Cordial, Bishop's, 1 doz.....	6.50
" Dilized Ginger, 1-lb. tins.....	4.00
" 1/2-lb. tins.....	2.25
" 1/4-lb. tins.....	4.50
" Rose Water.....	2.25
" Peach Water.....	2.25
" Olives.....	5.25
ranco-American Food Co.—	Per doz
hs for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOLLON CUBES AND LIQUIDS.

Bouillon Cubes—
" 100 cubes.....	1.70
" 50 cubes.....	.90
doz. tins, 12 cubes each.....	2.75
Clam Bouillon—
" bottles, 1 doz.....	2.00
" bottles, 1 doz.....	3.75
Oxo Cubes—
" 100 cubes.....per doz.	.85
" 250 cubes.....	2.00
" 100 cubes.....per 100	1.65
ur's Beef, Clam and Chicken Cubes—
" 100 boxes, 12 cubes, 1 doz.....	2.50
" 100 boxes, 50 cubes.....per tin	.90
" 100 boxes, 100 cubes.....	1.70
ur's Concentrated Bouillon—
" size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, 1 doz.....	25.00
ur's Tomato Bouillon—
" size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 12, 1 doz.....per bottle	3.00
" 12, 1 doz.....per jug	1.25

EXTRACT OF BEEF.

ur's Solid Extract of Beef—	Per doz.
" size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, 1 doz.....	29.75
ur's Fluid Beef Extract—
" size 4, 1 doz.....	5.00
" 8, 1 doz.....	9.00
" 16, 1 doz.....	17.00

FLOUR.

Per bbl.
" 6.90
" 7.25
" 7.25
" 6.90
" 7.55
" 6.90
" 5.25
" 5.65
" 5.55
" 6.00
" 6.50
" 6.00
" 7.25
" 6.75
" 6.65

Prepared Flours.

Prepared Doughnut, Cake, Ginger-	Per case
head and Tea Biscuit Flour—
" 14-oz.....	1.44
" 28-oz.....	2.40
(Either straight or assorted cases)

Self-Raising Flour.

ur's Buckwheat, medium, 18s.....	1.50
" Flap Jack Flour, 18s.....	1.42 1/2
" Jerry Buckwheat, 36 2s.....	2.75
" Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 1/2
New York State Marrows, new, bags about
" 2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel...	3.25
Red Kidney, fancy, new, grain bags about
" 2 1/2 bushel.....	3.95
Peas—
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
ooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" table, 100 lbs.....	2.00
Farina—
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—
" Fancy, bbls.....
" Less quantity.....
Hominy—
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free
with every case).....
Barley—
" No. 2, 100-lb. bags.....	3.30
" No. 3, 100-lb. bags.....	3.30
Oatmeal—
" B, bbls.....per bbl.	6.25
" B, 100 lbs.....per keg	3.25
Rolled Oats—
" Avena, 180 lbs.....per bbl.	6.00
" 90 lbs.....per keg	3.11
" 90 lbs.....per sack	2.88
Tapioca—	Per lb.
" Dromedary, 36 pkgs.....per case	2.50
" Instantaneous, 50 1s.....	4.00
" Colburn's Hasty, 36 pkgs.....per doz.	.85
" Pearl, fancy, loose.....	.04 1/2
" Flake.....	.06 1/2
" Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	2.25
" 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Maple-Wheat Flakes, 24 15c. size.....	2.70
" 36 10c. size.....	2.80
Maple-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—
" 1 doz. small and 1/2 doz. large pkgs.....	2.50
" 1 doz. large pkgs.....	2.25
" 2 doz. small pkgs.....	2.70
" 3 doz. large pkgs.....	6.75
Instant Postum—
" 2 doz. 4-oz. tins.....	5.40
" 1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
" 1 doz. 8-oz. tins.....	4.50
Grape Nuts—
" 2 doz. 1-lb. pkgs.....	2.70
Post Toasties—
" 3 doz. popular size.....	2.70
Post Tavern Porridge—
" 2 doz. 15c. size.....	2.80
" 3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—
" 2 doz. 15c. size.....	1.75
" 3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs.....	3.30
" 18 pkgs.....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—
" Oaten Goods—
" Quaker Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" tins, 36s.....	4.05
" Quaker Oatmeal, steel cut, 24s.....	2.85
" Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
" Mother's Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" aluminum asst., 20s.....	4.65
" Royal Seal, 36s.....	4.05
" Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—
" Quaker Cornmeal, yellow or white, 24 2s.....	1.85
" family, 10s.....	1.85
" Quaker F. S. Hominy, pearl or gran., 24s.....	1.85
" 10s.....	1.85
" Mother's Hominy, pearl or gran., 24s.....	1.85
" Cornmeal, large, yellow, square,
10s.....	1.85
Wheat Goods—
" Quaker Cracked Wheat, 24s.....	2.70
" Pettijohn's Breakfast Food, 18s.....	2.15
" Quaker F. S. Farina, 24s.....	1.45
" Saxon Wheat Food, 24s.....	2.70
" Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—
" Quaker Corn Flakes, 36s.....	2.10
" Corn Puffs, 36s.....	4.30
" Puffed Rice, 36s.....	4.30
" Wheat, 36s.....	3.45
" Mother's Corn Flakes.....	2.10

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Sundries—
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—
" 36 pkgs.....	2.85
" 60 pkgs.....	4.75
" 144 pkgs.....	3.60
Frehofer's Bread Crumbs, 1 b.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
" Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.20
" small.....	1.45
" large, gross.....	17.25
" small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 3 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—
" Per doz.....	.95
" Per gross.....	11.25
5 gross lots, with 1/2 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—
" Per doz.....	.45
" Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—
" Per doz.....	1.20
" Per gross.....	13.80
5 gross lots, with 1/2 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
" Assorted, 3 doz.....	2.70
" Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
" Assorted, 3 doz.....	2.70
" Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit
Flavors: Raspberry, Strawberry, Orange,
Lemon, Vanilla, Black Currant, Wine
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—
" Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" 50 10-oz. pkgs.....	1.85
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2 - .04
The Albert Dickinson Co.—
" Snow Ball, 40 1-lb. pkgs.....	2.00
" Santa Claus, 100 10-oz. pkgs.....	2.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.12
Cubes or Elbows, 24 1s.....
Spaghett, 25 1s.....
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....

Domestic.

The Franco-American Food Co.—	Per doz.
" Spaghetti a la Milanese, No. 1, 4 doz.....	.90
" No. 2, 2 doz.....	1.35
Freibofer's—	Per lb.
" Elbow Macaroni, 36 1s.....	.10
" Straight Macaroni, 36 1s.....	.10
" Pastels, 36 1s.....	.10
" Spaghett, 36 1s.....	.10
" Elbow Spaghett, 36 1s.....	.10
" All styles, 10c.....	.07 1/2
" Noodles, 1/2 lb., 24s.....	.06
" Fancy, long, 25 1s.....	.07 1/2
" Cubes or Elbows, 24 1s.....	.07 1/2
" Spaghett, 25 1s.....	.07 1/2
" Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....	.08 1/2
" 50 1/2-lb. pkgs.....	.04 1/2
" Cubes or Elbows, 24 1s.....	.07 1/2
" Spaghett, 25 1s.....	.07 1/2
" Vermicelli, 25 1s.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	35.00	18.10	9.25	2.00
Ex. Norway, No. 2.....	230-260	28.00	14.60	7.50	1.65
Ex. Norway, No. 3.....	320-360	26.00	13.60	7.00	1.55
Ex. Norway, No. 4.....	400-450	23.00	12.10	6.25	1.45
Ex. Norway, No. 5.....	550-650	16.00	8.60	4.50	1.05
Shore Bloaters.....	90-110	27.00	14.10	7.25	1.60
Ex. Shore, No. 1.....	150-170	23.00	12.10	6.25	1.45
Fcy. Shore, No. 2.....	250-260
Fcy. Shore, No. 3.....	300-350
Extra Irish, No. 2.....	300-350
Medium Irish, No. 2.....	350-450
Irish, No. 4.....	400-450
Large Cape Shore.....	100-120	12.00	6.60	3.50	.85
Mod. Cape Shore.....	180-220

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Herring.

200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1,
" Lab. Splits.....
Herring, large No. 2,
" Lab. Splits.....
Shore, round, large.....	7.50	4.35
" medium.....
Ocean Fish.....	5.50	3.3550
Salmon, red, fancy
" No. 1.....	18.00	9.60
" had, Mess, No. 1.....
" No. 2.....

Shredded Cod.

Beardsley—	Per doz.
" Dime cartons, 2 doz.....	.90
" Tins, Jewel, 2 doz.....	.90
" Large cartons, 2 doz.....	2.00
" Large tins, 2 doz.....	2.25
" Dime tumblers, 2 doz.....	.90
" Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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DRESSED MEATS.

Dressed Stock—	Per lb.
Beef, dressed, 12 lbs.	1.15
Beef, dressed, 14 lbs.	1.15
Beef, dressed, 16 lbs.	1.15
Beef, dressed, 18 lbs.	1.15
Beef, dressed, 20 lbs.	1.15
Beef, dressed, 22 lbs.	1.15
Beef, dressed, 24 lbs.	1.15
Beef, dressed, 26 lbs.	1.15
Beef, dressed, 28 lbs.	1.15
Beef, dressed, 30 lbs.	1.15
Beef, dressed, 32 lbs.	1.15
Beef, dressed, 34 lbs.	1.15
Beef, dressed, 36 lbs.	1.15
Beef, dressed, 38 lbs.	1.15
Beef, dressed, 40 lbs.	1.15
Beef, dressed, 42 lbs.	1.15
Beef, dressed, 44 lbs.	1.15
Beef, dressed, 46 lbs.	1.15
Beef, dressed, 48 lbs.	1.15
Beef, dressed, 50 lbs.	1.15
Beef, dressed, 52 lbs.	1.15
Beef, dressed, 54 lbs.	1.15
Beef, dressed, 56 lbs.	1.15
Beef, dressed, 58 lbs.	1.15
Beef, dressed, 60 lbs.	1.15
Beef, dressed, 62 lbs.	1.15
Beef, dressed, 64 lbs.	1.15
Beef, dressed, 66 lbs.	1.15
Beef, dressed, 68 lbs.	1.15
Beef, dressed, 70 lbs.	1.15
Beef, dressed, 72 lbs.	1.15
Beef, dressed, 74 lbs.	1.15
Beef, dressed, 76 lbs.	1.15
Beef, dressed, 78 lbs.	1.15
Beef, dressed, 80 lbs.	1.15
Beef, dressed, 82 lbs.	1.15
Beef, dressed, 84 lbs.	1.15
Beef, dressed, 86 lbs.	1.15
Beef, dressed, 88 lbs.	1.15
Beef, dressed, 90 lbs.	1.15
Beef, dressed, 92 lbs.	1.15
Beef, dressed, 94 lbs.	1.15
Beef, dressed, 96 lbs.	1.15
Beef, dressed, 98 lbs.	1.15
Beef, dressed, 100 lbs.	1.15

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.	1.15
Apple, full 5-lb. silp cover tins, 1/2 doz.	1.60
Schimmel's, 30-lb. pails.	1.06 1/2
3-lb. silp cover tins, 1 doz.	2.60
2 1/2-lb. stone jars, cloth top, 1/2 doz.	2.90
40-oz. stone crock, glass top, 1/2 doz.	3.15
Mother Cook's, No. 14, 2 doz.90
Peach, 30-lb. pails.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength

	5c. sz.	10c. sz.	25c. sz.
Castor Oil	.45	.85	1.95
Sweet Oil	.40	.85	1.95
Spirits Nitro	.45	.85	1.95
Spirits Camphor	.45	.85	1.95
Spirits Painters' Commercial	.45	.85	1.95
Paregoric	.45	.85	1.95
Glycerin	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	1.95
Turpentine	.45	.85	1.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	1.95
Balsam de Malta	.45	.85	1.95
Bateman Drops	.45	.85	1.95
Godfrey's Cordial	.45	.85	1.95
Turpentine	.45	.85	1.95

5 per cent. discount in gross lots assorted.

Alum	.09
Borax, powdered, bulk	.10
Butter Color, W. & R.	2.00
Bluestone, bulk	.12
Copperas	.02 1/2
Camphor, gum, 1-oz. blocks	.70
flakes, 250-lb. bbls.	.18
less quantity	.19
Tar Balls, 250-lb. bbls.	.17
less quantity	.18

Castoria, Fletcher's	2.80
Pitcher's	.80

Carbonate of Ammonia	.15
Epsom Salts, in barrels	.04 1/2
Glauber Salts	.02 1/2
Glue, ordinary	.11
white	.20

Gum Arabic	.50
Haarlem Oil	.40
Husband's Magnesia	2.90
Jamaica Ginger, Hires', flasks	.90
Licorice, P. & S., 5c. stick, imported	.36

M. & R., 5-lb. boxes	.23
lozenges, 5-lb. boxes	.27
4s, 6s, 8s, 12s, 16s, 5-lb. boxes	.24
root	.12

Putty, 25-lb. cans	1.57 1/2
50-lb. cans	1.47 1/2

Petroleum Jelly, screw top, 5c. size	.35
10c. size	.75

Paris Green, 100-lb. kegs	1.17
1/2-lb. pkgs., 50 lbs.	.22 1/2
1-lb. pkgs., 50 lbs.	.21 1/2
1-lb. pkgs., 50 lbs.	.20

Rosin	.04 1/2
Roach Powder, BB, 4-oz. cans	2.00
10c. size	.80

Roachbault, 10c. size	.80
Saltpetre, crystal, about 350-lb. bbls.	1.19 1/2
granulated, about 100-lb. kegs	.20

Sulphur, flour, 175-lb. bbls.	2.50
100-lb. bags	.02 1/2
less quantity	.03

Venetian Red	.02
Whiting	.02

Goff's—	Per doz.
Cough Syrup, 25c. size	2.00
Herb Bitters, 25c. size	2.00
Oil Liniment, 25c. size	2.00
Kidney Pills, 50c. size	4.00
Worm Syrup, 25c. size	2.00
Herb Pills, 10c. size	.80

Iron Glue, McCormick & Co.—	
No. 5	.45
No. 10	.85
Tube V	.75

McCormick & Co., Bee Brand—	
Insect Powder, 25c. size	2.00
BB, 10c. size	.85
Root Beer	.80
Talcum Powder	1.50
Trilangular Quinine	.80
Quinine Capsules	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.	4.00
Bath Brick, 25 in box	.60
Sealing Wax	.03
Silver Sand	1.20
Tar, pts.	per doz.
gals.	each
1/2 bbls.	each
bbls.	each

McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums	4.50
U. S. Nerve and Bone Liniment, 25c. size	2.25
McCord's Magic Medicine, 25c. size	2.00
50c. size	4.00
McCormick's Tasteless Chill Tonic, 25c. size	2.00
50c. size	4.00
Reliable Brand Headache Powders, 10c. size	.80

Borax, 20-Mule Team—	
48 1-lb. cartons	4.80
72 10-oz. cartons	4.80
96 1/2-lb. cartons	3.20

Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size	.90
No. 4 size	2.25

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Rose, No. 2 size	1.25
No. 4 size	2.75
Pistachio, No. 2 size	.90
No. 4 size	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry	No. 2 size .90
No. 4 size	2.25
Lemon, No. 2 size	.90
No. 4 size	2.00
Orange, No. 2 size	.90
No. 4 size	2.00

Crescent Manufacturing Co., Seattle—	Per doz.
Maple Flavoring, 1/2 oz.	.90
1 oz.	1.75
2 oz.	3.00

Crescent Brand, bottles, 1/2 oz.	.90
1 oz.	1.75
2 oz.	3.00
4 oz.	5.25
8 oz.	9.00
pints	16.50
quarts	30.00
1/2 gallons	5.00
gallons	9.50

Sauer's Flavoring Extracts—	
No. 2, Lemon	.90
No. 2, Vanilla	.90
No. 2, Rose	1.20
No. 2, assorted	.90
No. 3, Lemon	1.25
No. 3, Vanilla	1.50
No. 4, Vanilla	2.25
No. 4, Lemon	2.00
No. 2, assorted cases	per gross 10.80
Nos. 2 and 4, assorted cases	11.80

F. F. V. Vanilla	2.00
XXX	1.75
XX	1.50
X	1.00
Lemon	1.00

Ginger, Clove, Peppermint, Cinnamon	1.00
Almond, Orange, Nutmeg, Mace	1.25
Violet, Rose	1.50
Raspberry, Pineapple, Strawberry, Banana	1.25

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet	1.50
Hansen's Junket Tablets, 3 or 1 1/2 doz.	.80

CIDER.

Old Orchard, bbls	per gal.
1/2 bbls., 28 gals.	per 1/2 bbl.
kegs, 14 gals.	per keg

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.	2.75
boxes, 20 pkgs.	.55
Gee Wblz, 72 pkgs.	.50
Fleer's Chiclets, 3 lbs. bulk	1.23
Spearment, 20 pkgs., 100 pcs.	.60
Doublemint, 20 5c. pkgs.	.60

Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks	3.10
Beech-Nut, case of 100 boxes	62.00

MINT TABLETS.

Certified Products Co.—	
Peppermint "Smiles," display cartons, 18 5c. pkgs.	.50
half case, 6 cartons	2.85
full case, 12 cartons	5.50

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons.	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons	.06 1/2

Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized	.06 1/2
Comet, natural brown, 1-lb. cartons, sterilized	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized	.06 1/2
Sola Japan Unkoted	.06 1/2

D. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons	.06 1/2

SALT.

Worcester—	
Barrels, contain 280 lbs.	2.50
60 5-lb. bags	4.00
22 14-lb. bags	3.75
30 10-lb. bags	3.75
115 2 1/2-lb. bags	4.00

Irish Linen, 250-lb. bags	2.50
55-lb. bags	.65
28-lb. bags	.35

Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list	3.00
Pretzel, 280-lb. bbls.	2.40
180-lb. sacks	1.55
Packing, 70-lb. cotton bags	.40
140-lb. cotton bags	.75

New Ivory, 24 large cartons to case	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.	4.25
small, 2 doz. 1/2 pints	2.50
Schimmel's, small, 2 doz.	.90
My Wife's, large, 1 doz. pints	2.50
small, 2 doz. 1/2 pints	1.50

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SAL SODA.

Barrels, 400 lbs.	per 100	.70
Kegs, 150 lbs.	per 100	.80
Granulated, 60-lb. boxes	per box	.60
Crystal Brand, 24 2 1/2-lb. pkgs.	per case	.80

SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, large	4.50
small	2.50
Worcester, Campbell's, No. 8, 2 doz.	.90
North of England, No. 8, 2 doz.	.82 1/2

SODA—BI-CARB.

Babbitt's, 1/2, 25 lbs.	Per lb.	.05 1/2
Arm and Hammer, 1-lb. pkgs., 36 lbs.		.05
1/2-lb. pkgs., 36 lbs.		.05 1/2
1/4 and 1/2-lb. pkgs., 36 lbs.		.05 1/2
1/2 and 1/4-lb. pkgs., 36 lbs.		.04 1/2
Dwight's, 1-lb. pkgs., 36 lbs.		.05 1/2
1/2-lb. pkgs., 36 lbs.		.05 1/2
1/4 and 1/2-lb. pkgs., 36 lbs.		.05 1/2
1/2 and 1/4-lb. pkgs., 36 lbs.		.05 1/2
112-lb. kegs		.02 1/2
Bi-Carb		.03

SOFT DRINKS.

Clicquot Club Co.—	Per
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer	2.10

Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz.	1.60
Hires Carbonated, pints, 2 doz.	2.00
Ginger Champanale, 50 pints	8.00

Welch's Grape Juice—	Per case
Quarts, 1 doz.	4.00
Pints, 2 doz.	4.50
Half-pints, 3 doz.	4.50
4-oz., 6 doz.	4.50
Half-gals., 8 bottles	4.50

Schuhle's Grape Juice, quarts, 1 doz.	4.00
pints, 2 doz.	4.50
1/2 pints, 3 doz.	4.50

Walker's Grape Juice—	
Quarts, 1 doz.	4.25
Pints, 2 doz.	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual	.90
1 lb.	3.00
2 lb.	5.00
3 lb.	7.25

Richardson & Robins'—	
Individual, 2 doz.	.85
Round conical, with key, No. 1, 1 doz.	2.25
No. 2, 1 doz.	4.20

Atmore's Philadelphia, seedless—	
Individual, 2 doz.	1.90
Cans, No. 1, 1 doz.	2.30
No. 2, 1 doz.	4.10
No. 3, 1/2 doz.	3.25
No. 4, 1/2 doz.	4.35

FLOOR POLISH.

O-Cedar—	Per doz.
4 oz., 1 doz.	3.00
12 oz., 1 doz.	6.00
Quarts, 1 doz.	12.00
Half gallon, 1 doz.	18.00
Gallon, 1/2 doz.	30.00

Discount to dealer 33 1/2 per cent.	
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CLEANSERS AND POLISHING COMPOUNDS.

Young's Pearl Cleanser, 40 16-oz.	per box	2.75
Kleenatub	1/2 gross	2.50
Electro Sillcon, 1 doz.	per doz.	.80
Putz Liquid, large, 3 doz.	per doz.	1.50
small		.75

Putz Liquid, large, 3 doz.....	per doz.	1.50
“ small.....	“	.75
Putz Paste, large.....	“	.65

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Bars	Lbs.	5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz.	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
" "	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
" "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 ldry.	5.20
" "	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz		3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Mooday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Tollet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnal, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Contl, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand S-pollo, 1/2 gross	9.50
Lava	3.85
Marseilles, white, 100 pkgs., Lautz	2.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10 "	2.20
25 "	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Gulden's, No. 6, w/lt spoon, 2 doz	Per doz 1.05
Beer Mug, fancy, large size, 2 doz	.67 1/2
Milk Jar, glass top, 2 doz	.85
Water Tumblers, glass, 6 oz., 4 doz	.37 1/2

SPICES.

B. Flscher's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
50 lb.	6, 10, 25 lb.
McCormick & Co., Ground—	Per lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
" "	.18 1/4
" Col. Cinnabar	.21
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 3/4
" Cochin	.14 3/4
Mace	.15
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
" less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.31
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, Isinglass front, 10c., 2 doz	.70
" 5c., 4 doz	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	.07 1/2
Best, 24 1-lb. pkgs.	.04
" 48 1s.	.03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	.07 1/2
Niagara, 48 1-lb. pkgs.	.05 1/2
" 24 1-lb. pkgs.	.05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03 3/4
Niagara, Laundry, 50 lbs., bulk	.03 3/4
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 1/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/4-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.	per pkg. .07 1/2
Weikel's, 24 pkgs.	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
Saginaw, 3 doz	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz.	" .30
1 doz	" .80
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.12
12 oz., "	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 4.15
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools	per lb. .10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19 1/2
Colored assortment	.28
Cones	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional	
Porto Rico	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 3.00

HONEY.

	Per doz
Selzer's, small bottles, 2 doz	.95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz	1.78
No. 2 1/2, 2 doz	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz	1.80
10c. size, 4 doz	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2 1/2, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2 1/2, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz	per doz. .85

-28-

MAPLE SYRUP.

Old Colony, large, 1 doz.	2.00
" medium, 2 doz.	1.00
Golden Tree, large, 1 doz.	2.00
" medium, 2 doz.	1.00

WOOD AND WILLOW WARE

Brooms.

No.	Per
6, R. P., fancy	2.00
7, " "	2.00
6, Household	2.00
7, " "	2.00
6, Monogram	3.00
7, " "	3.00
Daisy Parlor	3.00

Washboards.

Single Zinc—	Per
No. 100, Northern Queen, Protector	3.00
No. 101, Tidal Wave	3.00
No. 123, Seal Globe	2.00
No. 126, Ruby	2.00
Double Zinc—	Per
No. 56, Red Cross Swing, Protector	4.00
No. 80, Double Seal Globe, Protector	3.00
No. 85, Double Stag, Wide Head	3.00
No. 687, Double Leader Swing, Protector	3.00

Buckets.

Painted, 2 hoops, flat	Per
" 3 hoops, flat	1.00
Galvanized, 10 qt	1.00
" 12 qt	1.00
Indurated Fibre	2.00

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.00
" 2 lb	per 1000 1.00

Clothes Pins.

5 gross	per 1000 1.00
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Mops.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

DL. LX.

PHILADELPHIA, September 27, 1915.

No. 13.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286

Filbert 3287

Exchange.

Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
Japan and Asia 4.50
Copies10

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Any Retailer Who Wants to Can Put a Crimp in the Mail Order Houses

E. Leslie Wildey, the Retailer Who Has Met Them More Successfully Than Almost Any Other, Will Tell the Trade How. Believes in Protest to Manufacturers as the First Step.

At a recent convention of retail merchants, I asked all who had the latest issue of Montgomery Ward's, Sears, Roebuck's, the Larkin Company, and Savage's catalogues to rise.

Two rose in response to this question.

I asked all who had bought as many as three items from the mail-order houses within the last year to please rise.

The same men got up.

Then I said, "If I came into your store with an order for twenty-five dollars' worth of merchandise selected from a mail-order catalogue, how many of you would fill it at catalogue house prices without looking at the order?"

About twenty rose.

"Those who are advertising that fact," I said to them, "be seated."

All sat down but four.

Why were they not doing it, and why were they not meeting the prices?

I don't want you to think I have always been successful in my fight against the mail-order houses, for I haven't. I don't want you to think that the catalogue houses are not shipping in goods to my territory, for they are, but it is not because I don't know about it.

I have talked with a great many merchants, and I find only one here and there who seems to be aware of the inroads of the mail-order houses. They usually minimize the amount of goods they sell and that comes into their territory, but the fact is that thousands of orders are received from our territory every day by the catalogue houses. It is time we put away false pride, and admit that we have been asleep at the switch. It is due to the retailer and the jobber that the business of the mail-order houses has reached its present size and influence, because we have seen abuses creep in and have not lifted our voices in protest.

The work that I have been doing in this fight is work that should have been done by other retailers

years ago. Two years ago a man whom I consider the best posted retail hardware man in the United States, addressed the State conventions of four States. He urged those present to write some letters to a half dozen manufacturers whom he named as selling the mail-order dealers. All told three thousand retail hardware men raised their hands and promised to write the letters. I referred to these facts in my talks last year. We have found that of the hundreds who raised their hands, only thirty wrote. Some time after I made my last speech the last chapter of this story came. The man who has supplied this information ascertained that about eighty letters were written, and of those written to, eight had replied, and that those in turn had been written to, and only one had written a third letter. It is hardly incumbent upon me to produce any further proof that the retail dealer is asleep at the switch.

There is not a retail dealer but who could make a dent in the business of the catalogue houses if he would. I had a conversation with the manager of one of the catalogue houses which was a very interesting one to me at least. Among other things I told him was if I could have five hundred live retail merchants within a radius of five hundred miles of him who would undertake it, that we could put them out of business in two years. I believe that statement is true.

Last year it was my privilege to address something like a thousand retail merchants, and almost every week brings me letters from merchants all over the United States, and out of all these merchants I have met four, and am in occasional touch with the fifth, who were intelligently and persistently fighting the mail-order houses. I could mention a half dozen who have gone into this fight, but for one reason or another have given it up. The success of the mail-order houses is due to the fact that the re-

tail merchants are indifferent. Their attitude on this proposition is on a par with their attitude toward the trusts. They damn the trusts, and then they sit up all night making out orders for trust goods. I have had letters from merchants who would be only too glad to have mail-order houses out of their way if only some one would take them out of their way for them.

I am an ordinary retail merchant like the rest of you. I am talking to you because this is not the fight of one man or group of men, but it is the fight of every man who is engaged in the retail business. I am talking to you because I need your help in this, fight fully as much, if not more, than you need mine, and I know that together we can do something. I am talking to you because I know that your indifference is due to ignorance and hopelessness, and because I know you could meet and beat the mail-order houses, and that the bigger the opposition, the better the chance of success. Last year I laid down some rules for the retailer, and they are:—

First. Tell your troubles to the policeman.

Second. Get and study every one of the mail-order house catalogues.

Third. Buy goods of them.

Fourth. Advertise to meet the mail-order house prices.

A few moments ago I charged that there was not a merchant within the sound of my voice who could not make a dent in the business of the catalogue houses if he would. I want to emphasize one fact. I haven't done one single thing but what any of you could and should have done. It has simply been a case of taking hold of the thing nearest at hand and doing it. I haven't accomplished a great deal, but if every retail merchant in the United States will do as much in the next year as I have done, we will together chip off a few ciphers from the profits of the mail-order houses before Christmas.

Tell your troubles to the policeman. Go directly to the man who makes it possible for these mail-order houses to do business. Two years ago the hardware dealer was buying the Daisy Air Gun at \$12.75 a dozen and selling it at \$12 a dozen, if you were meeting Montgomery Ward's price. In May of that year I took up that matter with the manufacturers, and after

seven months' correspondence I stated that they had decided not sell goods to the mail-order houses any more. Every one of you should have the latest issue of Montgomery Ward's catalogue, and you find that gun is listed at \$1.25. That was owing to my efforts alone, I did nothing but what any of you could have done. I simply went to the manufacturer and demanded a favorable price as they were giving other retailers. They were willing to grant me that price and I hadn't expected that they would.

A little over a year ago I received a copy of the Moore & Evans catalogue. This catalogue quoted an Ingersoll dollar watch at 75 cents and the Ingersoll \$1.50 watch at \$1.05, which was your cost. A little later I received a letter from the American Fair Trade League in regard to maintained prices, fair competition, etc. I wrote and asked what we could expect in the way of a square deal from outsiders, and members of the executive committee of that league were selling at an unfair price. Later I received another Moore & Evans catalogue quoting those prices, which I forwarded to Mr. Ingersoll, and invited his investigation. I heard nothing from him, but later I received another copy of that catalogue, and there were no Ingersoll watches quoted at that price. I simply turned in the fire alarm.

I had the same experience with the Gillette razor, and you don't find that quoted in the Moore & Evans catalogue now. I referred to these facts last year, and so how the matter came to the attention of William Ingersoll, and he wrote and thanked me for calling his attention to it, and said he hadn't known until he received my complaint that their products were being offered this way.

I also called the attention of the North Brothers people to the Gillette competition, and they stated that in view of the fact that they had received no complaints, they had no reason to suppose that the sale of their products was unfair in the retail trade. They stated

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Sweet Milk in
Powder Form
has been added to
**AUNT JEMIMA'S
PANCAKE FLOUR**

We have added Powdered Sweet Milk to the formula, so that now to make the best cakes in the world, the housewife just adds cold water to Aunt Jemima's Pancake Flour.

Remember, the Powdered Milk in Aunt Jemima's Pancake Flour is a big feature, full of meaning to the women.

Aunt Jemima's with the Powdered Milk will sell like "hot cakes."

See that your stock is right.

Do you know about the lower price for Aunt Jemima this year?
If not, ask your jobber.

Don't forget
Aunt Jemima's
Buckwheat Flour.

It also contains
Powdered milk
now.



If you would like to have the funny Aunt Jemima Rag dolls for your children, write me on one of your letter heads, and it will give me pleasure to send a set of four with the compliments of our company.

ROBERT R. CLARK,
President.

Aunt Jemima Mills Company - - St. Joseph, Missouri

they had received no complaints in regard to the Larkin competition.

It has been my privilege to conduct a long correspondence with Mr. Noyes, formerly president of the American Hardware Association. I asked of him only what I asked of the others, that I and other retailers be placed on the same basis as the catalogue houses that retailed. He replied that their policy was one of compromise and of protecting the retail dealers in their manner of selling catalogue houses.

Some time ago you were buying No. 1 Victor traps at 11 cents and selling them at \$1.30 a dozen. The catalogue houses were buying them at 80 cents a dozen and selling them

at \$1.30 a dozen. You were losing 4 per cent. by handling these traps. The catalogue house was making approximately 30 per cent. on sales. I outlined these facts to Mr. Noyes. I told Mr. Noyes that the average consumer would save 14 per cent. by buying his traps of the mail-order houses, and I told him that I was not asking for protection, that I could take care of myself; that all I wanted was equal opportunity. If they will give us that the mail-order business will soon come to an end.

E. LESLIE WILDEY.
Groeltinger, Iowa,
September 23, 1915.

(To be continued)

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 1—By Louis D. Brandeis, Attorney.

Take a case of a baker of bread, the baker of "Tip Top" bread, who says: "I undertake not only to bake bread properly but to pack it properly; to pack it in oiled paper; to sell in loaves not only a known weight and quality, but in a known condition; in a package which is both sanitary and attractive; and I establish my price at 10 cents, and that price shall be uniform to all. I determine to make the price and the quality of the bread stable regardless of the fluctuations in the price of wheat. Whether wheat goes down to 80 cents or goes up to \$1.10. I propose to sell my bread at 10 cents a loaf. I sell it from my bakery, and my business grows.

Nobody questions my right to fix 10 cents as the price and to say that I will always stick by 10 cents no matter what the change in the market is, whether wheat goes up or down; no matter whether labor goes up or down. My business prospers because people want my bread and like the way I present it to the public. The guarantee of my name on it is worth something to them. Al-

though dealers offer other bread for 8 cents a loaf, they buy mine. My business grows and there are people in other parts of the city who want my bread. After undertaking to deliver it for a while in other parts of the city with my own wagon, I conclude that it will be better to establish branches. I establish five such branches and I adhere to the 10-cent price. No human being questions my right to fix 10 cents as the price at those five branches, just as it is my right to fix that price for goods sold at my bakery. It takes considerable capital to establish those branches, but I have saved money enough for that purpose.

Then there comes a wider demand for my bread from neighboring cities. I am not able to establish more branches, so I undertake to secure so-called agencies—dealers who will sell my bread on commission. I establish five such agencies, and still I adhere to 10 cents as the price at which my bread must be sold. Everybody admits my right to do this under the law.

That is, my rights are the same in respect to fixing 10 cents as the selling price whether I sell from my bakery, from a branch, or from an agency.

But if I lack the capital or organizing ability to establish branches or agencies, or prefer to retail my bread generally through dealers, the right then to insist upon the standard selling price is questioned. If I should say, "No, I will sell not only to a restricted number of people but to anybody in this whole part of the country who chooses to deal in my bread and I will let anybody sell my bread who wants to do so. But anybody who wishes to sell it, who will pay me my price of 7½ cents a loaf, and will agree to retail it at 10 cents a loaf can have my bread on equal terms." Then the law comes in and says, according to the majority decision of the Supreme Court, it can not be done. And the court in saying it can not be done does not apply any underlying principle of law, but expresses merely its opinion that such agreements are against public policy and that it believes Congress intended to prohibit them when it enacted the Sherman law. I submit most respectfully that this is a most erroneous supposition, that there is

nothing against the public interest in allowing me to make such an agreement with retail dealers, since if I had money enough I could accomplish the same result by establishing any number of agencies over the country. The denial of the right to establish standard prices results in granting a privilege to the big concerns; a discrimination in favor of the rich and powerful against the small man; for the concern with large capital, as the powerful trusts, can secure adherence to the standard price while the small manufacturer or producer cannot. The small man needs the protection of the law; but the law is destroyed. The rule laid down by the Supreme Court is inconsistent with the business policy adopted in this country and recently confirmed by the Clayton Act and in the Federal Trade Act—the policy of regulating competition. The decision must be explained by the fact that the court did not fully understand the practical application of the rules to the trade facts. The public interest clearly demands that price standardization be permitted; and demands it in the first place in the interest of the small man.

Boston, Mass.

The New York Letter

Important Chain Store Change. Joint Committees to Push Along Use of Metric System in Commercial Transactions. Austin, Nichols & Co. Absorb More Jobbing Houses. Canned Tomatoes Attract Attention. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Sept. 24, 1915.

An interesting announcement for the week was that the Riker & Hegemann drug stores, which constitute a long chain scattered over the country, had been bought from the United Cigar Stores Co., which has owned them for some months, by the United Drug Co., of this city. There are about ninety-five of the stores, and they do a business of over \$35,000,000. From now on they will be operated as part of the Liggett chain system.

Mr. Fred. R. Drake, of Easton, Pa., who is chairman of the Metric Committee of the National Wholesale Grocers' Association, had a conference in this city recently

which may have some effect in bringing the adoption of the metric system of weights and measures a little nearer. The conference was with Dr. Harry V. Army, Professor of Chemistry of the Columbia University and chairman of the Metric Committee of the American Pharmaceutical Association, and Henry G. Bayer, secretary of the Chemical Ceramic Company of this city. At the conference it was arranged that the American Chemical Society and the American Pharmaceutical Association would appoint committees to confer with a committee from the National Wholesale Grocers' Association to develop plans for hastening the day when the metric system would be used in all commercial transactions. The American Association of Day

and Drug officials at its recent meeting in California also authorized the appointment of a similar committee.

was announced during the week by Austin, Nichols & Co. that they had absorbed three additional jobbing houses, being those of Johnson-Murray in Utica, Cortland and Ogdensburg, N. Y. It will be remembered that in this correspondence recently was revealed the intention of Austin, Nichols & Co. to own and conduct as soon as possible a chain of fifty-five wholesale grocery stores. The three new establishments will be conducted by the people that formerly owned them.

The trade here are paying considerable attention at present to the tomato situation. The frequent rains during the summer, culminating in a spell of extremely hot weather, which ended with unseasonably cold weather, have dealt the growing crop a very decided blow. As a result it is now said that the pack will not be over 50 to 60 percent of last year. As has been noted in your market columns, the price has advanced about $33\frac{1}{3}$ per cent since a few weeks ago, when tomatoes were selling at 65 cents No. 3s. As a matter of fact this is exactly the price at which tomatoes are now quoted. Estimates of the pack vary here from $7\frac{1}{2}$ million cases to 9 million. Nobody is predicting more than 9 million, although the pack for 1913 was 11 million and for 1914 15 million. It is noticed that the packers in the East to piece out their packs have been paying as much as 35 cents a ton for tomatoes delivered to their factories. This is equivalent to about \$21 per ton or nearly three times the contract price of \$8 per ton. It makes the cost of packing tomatoes \$1.025. The jobbers everywhere are pretty hard hit by the advance, as fewer futures were purchased this year than for a long

SUMMARIZED MARKET CONDITIONS.

Price unchanged and inclined to be a little heavy upon news from India and Ceylon. Demand for a considerable quantity of these grades of tea. Other grades are steady; demand fair.

Coffee still quiet. Prices unchanged for the week.—Sugar very much demoralized. Raws have dropped a fraction and refiners have been selling granulated during the week as low as 4.80, although as the week closes this price has been withdrawn and most refiners are now on a basis of 5 cents. Domestic beet is quoted at 4.80 to 4.95.—Dried fruits about unchanged. The only thing in any way firm is Malaga raisins, which have advanced 20 cents a box over opening quotations. All dried fruits are still quiet. Future prunes somewhat easier.—Tomatoes very strong and high on probable short pack. Demand improved. Other canned goods unchanged with corn firm.—Wheat nervous with frequent fluctuations, both up and down.—Flour in good demand at about unchanged prices for the week.

AMONG THE TRADE.

All of the tenants in 19 South Front street, feeling the impulse of prosperity, have removed to much larger and better quarters at 45 South Front street, formerly occupied by the West Electric Hair Curler Co. The tenants are J. E. Elliott & Co., Williams & Root and T. H. Bourne & Co., all manufacturers' representatives and all good fellows, well deserving the prosperity that has so evidently come to them.

Dry Goods Business Better Than a Year Ago.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale shipments of dry goods show some increase over the corresponding week a year ago, and sales by our traveling organization are about even with those of the same period.

Fewer merchants have visited the market, and collections are slightly below normal.

The staple domestic cotton goods market is firm.

The warm weather is giving retailers an opportunity to clean up their stocks of summer goods, but it is delaying the distribution of fall merchandise.



Every Housewife likes a change, suggest

MAPLEINE

for delicious flavor, where flavor is needed. Makes fine syrup.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.

SEATTLE, WASH.

Tell Your Storekeeper
You Want

Butter-Kist Pop Corn

Tell him how hundreds of high class stores now have this sensational Butter-Kist Pop Corn Machine.

Folks stand spellbound and watch the miraculous way it runs itself.

Look for the Butter-Kist Popper in your neighborhood. See how it feeds the raw corn from the hopper; watch the kernels swell, jump and burst into big, fluffy white flakes—crisp, crackling and clean—untouched by hands and piping hot! See how this marvelous machine butters each morsel evenly with pure creamery butter—more dexterous than human fingers. You never tasted such a tantalizing treat as BUTTER-KIST. Folks walk blocks to get it.



Merchants! Net Profits Up to \$3120 Yearly

Many Actually More

This beautiful BUTTER-KIST Corn Popper is reaping a year-round harvest of spot-cash sales for high class department, drug and fruit stores, picture theatres, restaurants, cigar stands, etc. Brings new customers—increases store profits.

Small confectioner sells \$5 to \$16 Butter-Kist daily. One, installed last winter, took in \$2080.65 the first five months. Many making \$25 to \$60 clear per week. Hundreds of records prove that BUTTER-KIST Corn Popper *earns five times as much profit as anything else in the store for space occupied.* Earning capacity variable from 75c to \$4 per hour. 70c profit out of every \$1 in sales.

Superbly Built—Runs Itself

No stock to carry—no watching. Stands anywhere—occupies only 26 x 32 inches—just move a chair and you have room for it.

Handsome and attractive—beautifies your store. Superbly built with plate glass and mahogany, or oak or white enameled cabinet. Metal parts highly polished and nicked.

Pay from Your Sales

A payment of \$150 puts the BUTTER-KIST Corn Popper in your store—all privileges included. After that it quickly pays for itself.

Dealers! Write for "The Little Gold Mine," Free

This valuable new book gives facts, photographs, figures that prove profits, and full details. Sent free, postpaid. Write at once—every day gained means big money to you.

HOLCOMB & HOKE MFG. CO.

1748 Van Buren Street, Indianapolis, Ind.

WITH THE EDITOR

The following from the Philadelphia "Public Ledger" of last Thursday will interest any general merchant who handles a patent medicine called "Nulfey" tablets:—

Another Fake.

After such experts as Dr. J. Solis-Cohen, Dr. John DaCosta, Jr., of Jefferson Hospital, and Dr. M. Howard Fussell, of the University of Pennsylvania, had testified that Matusow's Nulfey tablets were practically worthless as a cure for the thousand and one diseases described on the labels on the bottles, a jury in the United States District Court yesterday convicted Harry Matusow, the manufacturer, of misbranding the article. Judge Thompson deferred sentence pending the disposition of a motion for a new trial.

Matusow stated in his literature that Nulfey tablets would cure paralysis, locomotor ataxia, Bright's disease, rheumatism, gout, diabetes and other ailments too numerous to mention. An analysis of the tablets by a Government chemist disclosed, it was testified, that they were composed of more than 50 per cent. sodium salicylate, and the balance aloes and talc. All of the physicians called by the Government agreed that none of the ingredients was a curative agency. One statement in the circular declared that a person taking Nulfey tablets "could eat what they liked." Dr. Cohen said this was bad advice, as certain food in certain disease would cause death.

Note that sentence was deferred. When pronounced, I predict it will be a small fine. If I were the judge and could do it under the law, I would sentence this faker to eat nothing but his Nulfey tablets for the rest of his life.

A Fool Canard.

Here is something from the esteemed "Modern Grocer":—

The sentiment on a motto card which came to "The Modern Grocer" is not new. It is worth reproducing, however, because it is worth remembering. Here it is:—

"If your competitor talks about you, put him on your payroll. Never mind what he says, so long as he talks."

I can no longer see this fool thing printed and keep my mouth shut. It is one of those things that drift about the literary sea, appearing first in one paper and then in another. It sounds sharp and clever, but it is absolutely unsound and untrue. Criticism and scandal never helped a victim yet unless they went beyond a certain point and so made him an object of sym-

pathy. Up to that point they always do harm. There is a yellow streak in human nature which makes all of us too ready to believe the evil that we hear of others. If I am told by one grocer that his competitor up the street persistently gives short weight, I may not implicitly believe it, but it certainly will not lead me to go to the alleged short weight store. And if I were the grocer who was accused, it is hardly likely, either, that I would look on it as a good advertisement. If I knew a grocer who was being so accused, and he did not at once sue his accuser for damages, I should instantly put him down as guilty.

Give me silence rather than slander every time.

Not long ago a retail grocer doing business not far from Philadelphia began to go behind. He had never been so very far ahead, but he had seemed to hold his own—he had a very good stand—but when some new competition appeared, he soon lost face and later fell afoul of his jobber's credit man, who began to press him for overdue money.

The retailer went in to see the jobber and as the man he really wanted to see was absent on his vacation, he was turned over to a young fellow who had recently come with the firm, but who had had a valuable course of business training at the Wharton School of the University of Pennsylvania.

This young man resolved to get at the bottom of the retailer's plight, if he could, and with that in view he put him through an examination which ran about as follows:—

Do you advertise?

No; advertising don't pay me.

Do you ever have special sales?

No; I'm no cutter.

Do you pay any attention to advertised goods?

No; I won't let any manufacturer force me to handle his goods.

Do you take a trade paper?

Yes; I take two.

Do you read them?

Oh, once in a while when I have time.

Ever make any attempt to yoke up with special occasions, like Raisin Day and Canned Goods Week and Coffee Week, so as to get the benefit of it in new business?

No; let those fellows do their own advertising, I say.

Have you got a local association?

We have a county association.

Do you belong to it?

Yes.

Do you attend the meetings?

Oh, once in a while. Never anything going on—nothing to go for.

Do you ever have anything going on at your store to attract attention to it—make it lively?

I had a demonstration of G. Washington's Coffee there a year ago. Didn't pay.

How's your general health?

Oh, fair; suffer some from constipation.

Could there be a clearer picture of inefficiency? A poor, hopelessly lax, constipated failure, interest neither in his business, or in anything else. Very likely a good hearty laugh would kill him.

My first suggestion, if I were prescribing for this gentleman would be to remove the constipation. Constipation has closed many stores and sent many a note to the sheriff. After that—though that alone might cure the case—it would depend on the man's native ability whether he could pull out. He will never pull out in this world as he is now.

Much is being said and written about the effort of the eight Philadelphia jobbers to buy cooperatively and thus get an extra count from the manufacturer.

far the plan has not been very successful. Usually the jobbers' combination has asked manufacturer for an extra 5 per cent., in return not only for the combined order but for the extra specialty work which the one hundred and fifty salesmen employed by the eight jobbers were supposed to do.

Now the reason the manufacturers have not granted the extra count is perfectly evident. They were already selling their goods as cheap as they could afford to, or at least as they cared to do, they preferred to have their work done by their own salesmen, even at greater cost, rather than by jobbers' salesmen whose time was largely taken up with other things. I predict that no matter how the jobbers' combination pushes, a considerable number of important manufacturers will grant its position for an extra discount,

The Pennsylvania Convention Report.

The "Modern Merchant and Grocery World" regrets now having to abandon its invariable habit of publishing a stenographic report of the Pennsylvania State convention, which occurred in Connaught Park three weeks ago. The completed report is not yet available, and this paper will not publish, if it can help it, news so stale as that would be when it finally reached our readers.

We repeat what we said last week in this connection: this is a plain case of pitiful inefficiency on somebody's part, apparently, to judge from the following letter, on the part of the stenographer (?) who attempted to do it:—

Erie, Pa., September 22, 1915.

E. J. Buckley, 927 Arch Street, Philadelphia, Pa.

Dear Sir:—Your editorial on page 10 of issue of September 20th, regarding belated convention report, is very timely, and we thank you for it. We have been much annoyed by the delay of our stenotype reporter, who is long on promises and short on accomplishment, and does not seem to realize that convention proceedings are news which newspapers want before they get to be ancient history. We sent you first pages of the proceedings yesterday. We have read the Erie Business College, which did the work, your editorial, and we have backed the editorial up with a blunt personal opinion. There will be no unnecessary delay on my part and there will probably be a new convention reporter at Bradford. Again we thank you.

Yours very truly,

A. M. HOWES,

Secretary Pennsylvania Retail Merchants' Association.

Take the liberty of suggesting the jobbers that their chance to make money is not in reducing their prices, for in most cases there is little chance there, but in reducing their freights. There is no chance either if they are already buying in carload lots, but there is a chance on everything not bought in carload lots, which means possibly 5 per cent. of all the items handled by the average jobber. In every case a very great saving is possible merely by clubbing the orders and buying by the carload. Take honey, which is never bought in carload lots. The carload freight, as against the less than carload, amounts to over 5 per cent. on the cost of the article. Take California raisins, although that is not a good illustration because most jobbers already buy by carloads. For example, standard peaches, in 2½-cent tins, cost, f. o. b. coast, about 15 cents per dozen. Brought East by carload lots, the freight is 3 cents per dozen and the goods are \$1.42 delivered in Philadelphia. If they were brought East in less than carload lots they would cost \$1.43 delivered. There is a long list of articles, almost never bought by the jobber in carload lots, on which the freight, as to whether carload or less than carload, varies greatly, with a possible saving at every point. Whether this saving is sufficient to neutralize the cost that the Girard Grocery Co., to compete with which all these plans are being worked, does not need a

profit while the jobber of course does, is a question which the future must answer.

Beware of This Subscription Solicitor. He is a Crook.

Of late a crook calling himself sometimes "Murray" and other times "F. B. McKee," has been soliciting subscriptions for this paper in Philadelphia. He has no authority to represent us and simply pockets what money he gets. He is described as about 25 years old, short, stout, smooth faced and florid and very affable.

Shredded Wheat Co. Gets Grand Prize at Panama Exposition.

The Shredded Wheat Co. has been awarded The Grand Prize for the purity and excellence of its product, for its clean and hygienic factory, for its welfare work among employees and for the high commercial standing of the company; also a Gold Medal for the unique shredding and baking machinery, also a Gold Medal for completeness of the exhibit, which consists of a miniature operating Shredded Wheat plant. The company's exhibit consists of a two-story white enameled pavilion of ornate architectural design, which contains cooking, shredding and baking machinery in full operation, showing the complete process of manufacturing Shredded Wheat Biscuit and Triscuit, also tables for serving these products to visitors. An automatic lantern, displaying beautifully colored pictures of the Niagara Region and interior views of the Shredded Wheat factory is a feature of the exhibit.

The Week's One-Time Ads.

Who wants a Kraut Cutter? A lot of you fellows ought to, because kraut time's come. Cabbage is going to be cheap and you can make a lot more money chopping up kraut and selling it than you can by selling Cream of Wheat and the other stuff you sell for nothing and board yourself. Take it from me, that the boys that are making the money to-day are the boys that are making their own money whenever they can. The boys are getting away from the stuff that everybody sells and most everybody cuts. You can get a little Kraut Cutter from John Smith's Sons Co., Buffalo, N. Y., for a very little money, and they will show you how to make kraut too. Ask the idea over—it has money in it. There's an ad. in this paper.

Turn over and see the kind of advertising the Butter-Kist Pop

Corn people are doing to your customers. Right now, while you fellows are nodding in your chairs, there are people in your town that want Butter-Kist Pop corn, and will buy of you—at a bully profit—if you'll let them. All you need to do is to put in a Butter-Kist Popper. It's a little thing that makes Butter-Kist Pop Corn almost while you sleep. Stands anywhere and takes up no room to speak of. Classy looking and a big ad. More than that, it'll begin to earn money for you the minute you start it to work. You clear 70 cents out of every \$1 you sell—do you get that, you people that sell soap three for 10 and sugar at cost? One man took in over \$2,000 in five months! If you can't clear \$15 or \$20 a week out of this machine, without any extra work to speak of, then I don't want a cent. Read the ad. in this paper. JIMMY MANDER.



You will like this kind of bread because it is made with this kind of raisins



Are You Getting Your Share?

of the increased demand for *raisin bread* and *package raisins* which has been created by our nation-wide advertising campaign on California Raisin Bread, made with Sun-Maid Raisins?

If you are, there is more to come.

If you are not, do not delay another day to reap the benefits of it.

What we have done for the raisin bread and general raisin business is only the first part of what we are going to do. We have planned other full pages in the Saturday Evening Post and the Ladies' Home Journal.

We are making millions of mouths water for Sun-Maid Raisins, and the goodies that are made of them. We are giving raisins a new importance in the minds of the American people. They are ceasing to be merely an incidental detail of your business.

You are bound to be helped by this campaign boosting raisins, whether you handle the Sun-Maid kind or not; but you cannot expect to get the full results possible for yourself unless you identify yourself at once with us and our product—the first raisin to be nationally advertised.

How to Do It

Let us tell you what this means, to you and to us. Let us tell you how we help *our* business by helping *yours*, and how we help your business by helping *ours*. Send for the full particulars of our plan of co-operation. Thousands of grocers all over the country are benefiting by it. You should be one of them.

Send us the attached coupon at once so that you may begin to make extra profits at once. (108)

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California

Hearst Building, Chicago

113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (33)

Name

Street

City State

The Grocery Markets

Coffee.

Coffee shows no change for the week. Prices are about where they were last week, speaking now of Rio and Santos, but the undertone is still somewhat easy on account of the fact that nearly three quarter of a million bags of coffee are on their way to this country, which is about twice as much as was afloat bound for here a year ago. What the owners of this do with it after it reaches here will determine the future of the market. Mild coffees are unchanged and quiet. Java and Mocha steady on the ruling basis.

Tea.

The tea market shows no change for the week although there have been some developments in tea. A substantial portion of the new Congou teas shipped to this country have been rejected on account of not being up to standard. These teas will therefore be subtracted from the supply available for this

country and will have to be shipped to England, where they will probably be sold at a loss. Another development is the fact that England has added about 50 per cent. to its duty on tea, which will make teas of course very much higher in that country than they were before. If it has the usual tendency of reducing the consumption, it will make more tea available for other countries and may to some extent ease off the market. No change has occurred in any grade of tea during the week and the consumptive demand is fair.

Sugar.

The sugar market continues to be somewhat demoralized. Raws have declined somewhat during the week and the ruling quotation is now around 4.10. Refined sugar has also shown some sharp declines, and granulated has been sold as low as 4.80; though most refiners are asking 5 cents. Domestic beet

granulated is now offered at 4.80 to 4.95. The consumptive demand for sugar has been very good up to the early part of the week.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup has not yet awakened to an active demand, although it will do so very shortly if the weather keeps cool. Sugar syrup and molasses are unchanged and firm.

Fish.

Norway mackerel on spot show another advance for the week of about a dollar a barrel. Scarcity and the very high price of the new Norways are the reasons. A few new Norways have been sold during the week at the very high prices named a week ago. Cod, hake and haddock are unchanged and holders are looking forward to an opening demand very shortly. Salmon shows no particular change. The buying of future salmon, or rather, the confirming of orders given for future salmon, has been comparatively small, first because the price is high as compared with spot salmon, and second because some of the jobbers are carrying over stocks from last year. Domes-

tic sardines are unchanged and quiet, and so are foreign sardines.

Dried Fruits.

There is nothing of interest in the dried fruit line. Prunes are quiet at unchanged prices and are peaches, apricots and raisins. No prices on new seeded raisins have as yet been made.

Canned Goods.

Tomatoes show an advance for the week of about 5 cents, both No. 3s and No. 2s. Quotations a large way f. o. b. the factory at 65 cents for 2s and 85 cents for 3s with some holders staying in the market for even higher prices. The outlook is poor, and it is unlikely that the pack will exceed per cent. of last year, or about 7,000,000 cases. If this is the case and if the consumption proves to be as estimated, about 9,500,000, a very firm situation will undoubtedly develop, and prices will be considerably higher. In fact, predictions are freely made that the market will be a dollar before Christmas. Corn and peas show no change for the week. The outlook is inclined to be firm on account of the effect of the heat on the growing crop. Apples are

One successful retailer searches the magazines with a microscope every month to see if anything new is being advertised in a way calculated to be seen.

If he finds anything, he puts a little of it in and pastes the advertisement on his window with "I Have This" over the top. You'd be surprised at the business he gets from it.

THE ABOVE IS THE ADVERTISEMENT OF

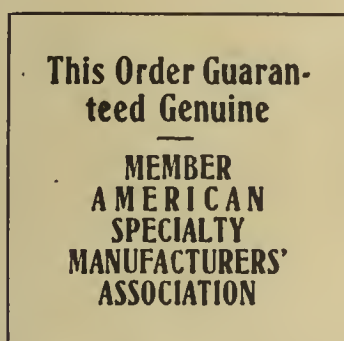
Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"

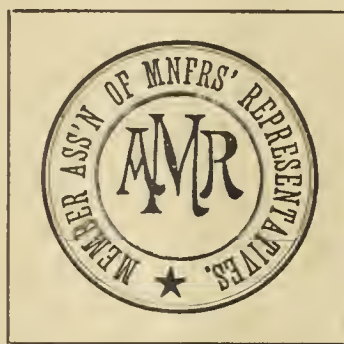
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

When you sign a specialty order, see that one or both of these stamps are on it

The stamps that appear here are the stamps with which some of the well known specialty manufacturers guarantee their specialty orders—guarantee fair treatment to the retailer who signs them, guarantee their legitimacy to the jobber who is to fill them.



Wording of stamp of the American Specialty Manufacturers' Association



Facsimile of stamp of Philadelphia Association of Manufacturers' Representatives

The people that give or that fill specialty orders haven't always gotten fair treatment with them, but they will get it if the retailer will see that the orders he signs bear either of these stamps.

THIS IS THE ADVERTISEMENT OF

Franklin Sugar Refining Co., Philadelphia, Pa.

Shredded Wheat Co., Niagara Falls, N. Y.

Fels & Co., Philadelphia, Pa.

Puritan Food Products Co., Inc., Chicago, Ill.

Seaboard Rice Milling Co., Galveston, Texas

B. J. Johnson Soap Co., Milwaukee, Wis.

Scott Paper Co., Philadelphia, Pa.

Franklin Baker Co., Philadelphia, Pa.

Philadelphia Match Sales Co., Philadelphia, Pa.

Chas. W. Young & Co., Philadelphia, Pa.

Hills Brothers Co., New York, N. Y.

and unchanged. California canned goods, both spot and future, are dull and quiet. Futures are dull and quiet. There is no business from first hands as futures are about being delivered. Small Eastern staple canned goods unchanged and dull.

Beans and Peas.

Pea beans are unchanged on last week's basis; demand fair. Marrows have gone up an inch further and holders are now asking \$5 per bushel to come forward. The demand is very light. Scarcity is the cause. California limas have moved up a shade during the week, although we repeat that there is no good reason why they should; demand fair. Green and Scotch peas are unchanged and quiet. New goods are available on the basis of \$2.30 to \$2.35 in a large way.

Butter.

The butter market is active on the previously reported basis of price. Fancy butter is cleaning up on arrival and the consumptive demand continues very good. Receipts are about what one would expect at this season, but will likely fall off in the near future. This will probably cause a slight advance.

Eggs.

The egg market is unchanged for the week with a very good consumptive demand, which is absorbing the receipts on arrival. The quality of the current receipts, considering the weather, is good. The market is healthy without any important change in sight.

Cheese.

The cheese market is steady and unchanged. There is a normal production and a seasonable consumptive demand. The quality of the cheese now arriving is the best of the year and considerable of it is being sold for storage. There is no export demand to speak of.

Provisions.

All smoked meats are in fair demand with a slight advance on all cuts during the week, ranging from $\frac{1}{4}$ to $\frac{1}{2}$ cent. Pure lard is steady and unchanged, while compound is steady at an advance of $\frac{1}{4}$ cent. Barreled pork, canned meats and dried beef are unchanged and in moderate demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

The import situation seems to be growing more serious daily. What we have foreshadowed in our weekly market reports now for some time seems

to have been realized insofar as prices for imported food products are going higher daily. Sardines, for instance, are being sold here to-day way below import price. In France, they have practically no catch. In Portugal they have been catching a few small fish suitable for the American trade, but owing to the increased prices which the packers have to pay for tinplate, solder, labor and for all raw materials, they feel obliged to ask such high prices for what little they can pack, that we are unable to acquire the goods at their asking prices, because we cannot realize a profit on the goods here, for the simple reason that importers who still hold old stocks paid for at old prices do not take into consideration the advance; so the market in Europe is high, but America does not buy. Europe, particularly Germany, are buying what they can get hold of, and until this abnormal situation changes, we shall have to play a waiting game.

In Norway they have had hardly any catch of late, but the season is rather young yet, and it is our opinion that there will be some fishing and that we shall be able to get plenty of supplies a little later on. In the meanwhile, we simply have to sell what we have, and if necessary, buy slowly at the present abnormally high prices until the situation changes. We do not believe that any of the American importers of any consequence are paying the present prices, as they could not import the goods and realize a profit on them.

STROHMMEYER & ARPE Co.

New York.

Wheat and Flour.

Two weeks ago the September option in Chicago closed at 94 cents and in Minneapolis at 89 cents, producing the following situation: The spring wheat millers have sold large quantities of flour for September shipment and unless the crop moves freely from the farms the millers are likely to find themselves in the same situation that the soft wheat millers were in when they sold flour for July shipment and could not obtain the wheat by reason of the wet harvest. This milling demand may cause the premiums for cash wheat to be maintained early in the month of September, and should the movement from the farms be disappointingly small we might witness a considerable advance in the September options.

Since this the September option in all markets has steadily advanced and the more distant futures have lagged behind at half-speed. In all probability we shall witness erratic markets during the balance of this month, but with the passing of the September deal the market is likely to come to a pause. From a statistical standpoint the situation is extremely bearish, for an official estimate of the Canadian crop was issued this week, giving the total crop as 308,000,000, which, together with the 981,000,000 harvested in the United States, makes a total crop for North America of 1,289,000,000 bushels, as against 1,052,000,000 last year.

Here is a surplus of 237,000,000 (23 per cent.) more than last year's huge total to be marketed. The question naturally arises how can this surplus be marketed without forcing prices to a lower level. Our opinion is that with the present world's condition, farmers in Canada and in the United States will not market their crop very freely and that there is a disposition on their part to hold their wheat is evidenced by the very small arrivals of wheat at primary points.

With the war continuing the carry-over in all positions of 20 to 25 per cent. is not an excessive estimate. It is quite probable that the carry-over at the end of this crop will be 200,000,000 bushels in farmers' hands and in the visible supply, as against 37,000,000 car-

ried over in these two positions from last year's crop.

We must always keep in mind that the present price of wheat is discounting a smaller export demand and that Argentina and India are being counted upon to raise a full average crop. The Argentine crop is barely in the ground and will be harvested in December. The India crop is harvested in April, so that an estimate of either crop is purely guesswork, and much may happen to completely alter the complexion of affairs.

Our own opinion is that in the next six weeks the low point should be reached, as then we will have had the weight of a simultaneous movement of our winter and spring wheat crops, together with the Canadian crop.

SHANE BROS. & WILSON.

Philadelphia, Pa.

Standard Canned Goods.

Another week of sizzling hot weather parched the ground, burned up the vines and scalded the fruit worse than before, throughout the tomato belt in this section. We are now in the last half of September, the critical period for the crop, and the outlook is more discouraging than it was at any time this season. Raw tomatoes sold up to 90 cents a bushel last week, against an average price of, say, 30 cents a bushel in ordinary times, and the yield of filled cans per bushel was one-third less than usual. The lack of blossoms on the vines indicates that the early closing of the canning season is in sight, and that the relief from this hot weather was too late to be of any material advantage to the crop. Never before was there a season when the jobbers bought so very few tomatoes for future delivery, and having little or no confidence in the advance in price, they hesitated too long, and are now obliged to buy them at whatever the price may be.

At the close of business the indications were strongly in favor of an active demand in the coming week, taking the increased buying of tomatoes in all markets this side of the Rockies as a criterion. The average size of the orders was much larger than heretofore, denoting returning confidence on the part of the jobbers. Efforts to buy tomatoes in large blocks at full prices were not successful, for the reason that there are no individual sellers of large quantities because they are not in position to do business in them on a very large scale this season. To illustrate, there are several canners in Baltimore who would in ordinary seasons, accept from us orders for 50,000 cases, but they would not sell over 5,000 cases in one lot at to-day's prices. The developments in the tomato market during the next two weeks will be mighty interesting to everyone who handles that article, canners, jobbers and brokers alike.

The buying of pie peaches and seconds table peaches was better than it was during the previous week. These two grades were widely scattered to nearly all the markets which look to Baltimore for their supplies. There was some little buying of the fancy extra yellow No. 3 peaches, in heavy syrup, but there was no snap to the business. There is a better demand for apples and pears, and some of the small fruits, berries, cherries, etc., are being inquired for. The canners fully expect the fall trade in fruits will be as large as usual in this section.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

The week has been one of considerable activity in all styles. Receipts of new crop continue to enlarge and the assortment is steadily widening out. The market, however, is stronger in tone and prices, especially for prime

and fancy qualities, have hardened full $\frac{1}{4}$ cent, due in part to the fact that some of the "shorts" have been forced to "run to cover" because accepting orders on a low plane in anticipation of extra liberal receipts. Receipts of rough have fallen behind season on account of rains all through the rice belt and also because many of the planters are storing their rice rather than accept former values, prices are pushed up 25 to 40 cents a barrel. With these conditions in the immediate outlook would tend to indicate a maintenance of the present advance for the cleaned product, course principally for the better grades.

Advices from the South along the Atlantic coast report that trade continues satisfactory and with the recent advance on cotton, if the market on commodity continues its upward trend this section looks forward to a satisfactory business during the next three months. Carolina, contrary to expectations, has not yet appeared on the market.

At New Orleans the general disjunctive demand continues strong, showing a disposition on the part of buyers to carry fair stocks at prevailing prices. The rough market continues steady with a stiffening tendency.

D. TALMAGE'S SONS & Co.
New York and New Orleans.

Spices.

The market is decidedly more active. This applies to all articles in the line, though the principal trading has been in black peppers. Foreign markets are higher. The exports from our country to South and Central America are steady.

Black Peppers.—Are firmer and in demand and in very steady demand. Small here are small. White peppers are in little demand, at generally unchanged prices.

Red Peppers.—Are in wide demand steady to firm prices. The supply has been sharply reduced.

Cloves.—Are unchanged. The demand is fair, which, however, shows increase from now on.

Pimento (Allspice).—Slightly firmer and in fair demand at present prices, which we consider safe.

Mace.—In very good demand steady prices for all grades.

Nutmegs.—In very active demand with considerably reduced supplies all sizes.

Cassias.—Are in better demand. Prices are steady, but unchanged. Some grades are likely to advance here long.

Green Ginger Root.—Selling in a very satisfactory way. The supply is now about equal to the demand.

Paprikas.—Trading is about normal. Prices, as a rule, are unchanged.

MCCORMICK & Co.
Baltimore, Md.

Looks Like Cranberry Shortage.

Returns from a special inquiry of cranberry growers in the three principal producing States, sent out by the Department of Agriculture August 1st reports, give a probable production for Massachusetts of about 261,000 barrels, being 55 per cent. of last year's bumper crop of 475,000 barrels; New Jersey, 139,000 barrels, a decrease of 7 per cent. from last year's crop of 149,000 barrels; and for Wisconsin, 39,000 barrels, an increase of 3 per cent. over last year's crop of approximately 29,000 barrels, a probable total for the three States of approximately 439,000 barrels, against 653,000 barrels last year.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, understanding that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Buy a Truck.

Telford, Pa., Sept. 18, 1915.
The Editor.

Dear Sir:—Can you inform me where I can buy a truck similar to ones that the express companies use only smaller?

Respectfully,
A. S. KULP.

Write to the Fairbanks Co., Seventh and Arch streets, Philadelphia; they sell the truck you speak of.

To Buy Keys for Sardine Cans.

Philadelphia, Pa.,

September 20, 1915.

The Editor.

Dear Sir:—Could you apprise us of the names and addresses of firms in whom keys for opening sardine cans could be purchased?

Profoundly appreciating the courtesy, permit me to remain,
Very truly yours,
W. C. YODER.

Individual packers of sardines make their own keys; we advise obtaining keys direct from the packer of the brands you handle or through your jobber.

Another Statement From the American Grocers' Society.

Newark, N. J., Sept. 22, 1915.
To the Editor.

Dear Sir:—We are sorry to trouble you again, but we want to answer every doubt in your mind about the soundness and the future of the American Grocers' Society, of Newark, N. J.

1. There is not a single item in the American Grocers' Society's

price-list sold below cost. Yet each staple item is sold at a price that enables the member to fight chain-store competition.

2. Every item listed in our price-list of 1,000 staple items shows a margin of profit between the manufacturer's selling price and the member's price. For example, one of the leading nationally advertised cereals shows a difference of 19 cents a case between the cost price and the member's price. Many bulk goods of course allow a still greater percentage of profit.

3. For dividends and large earnings the society looks to its own brand of American Grocers' Society label goods—owned by the grocer members.

We admit that our margin of profit is small on many package items. This is necessary if the society is going to help its members fight chain-store prices on these items, or to make more money for themselves. The criticism aimed at us is that the American Grocers' Society treasury cannot continue to live on such a narrow margin—presumably because no jobber could live on such a margin.

It is true no jobber could do it, but look at the difference in overhead expense between a co-operative society and an old line jobbing house.

1. The society does practically a cash business, as each member can

not order merchandise in excess of the face of his stock, without putting up additional cash.

2. The society has no losses through bad debts—the jobber's heaviest burden.

3. The society has no credit department with attendant salaries of credit men.

4. The society has no traveling salesmen. It costs the jobber from

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

ACKERMANN'S

COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY

712-14 Washington Street NEW YORK

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirtieth St., New York City.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (11)

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)

American Aluminum Mfg. Co., Le-mont, Ill.

Buckeye Aluminum Co., Wooster, Ohio.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Fray Jewelry Co., 9 Federal St., Providence, R. I. (Rings and Fobs.) (11)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)

Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.



How to Sell More Rice

Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig
INCORPORATED
Philadelphia, Pa.

Here's Something Better Than Talk

What's the use of our going on talking to you when a stamp and a couple of days will tell you completely whether we can be of any service to you.

Just send us a sample of **Coffee** that you think pretty well of. We'll match it and tell you what we'll supply it for. That beats talk all hollow.

We should be able to save you money, when we use no salesmen—only the mail. It's bound to cost more to sell coffee when it's done through salesmen.

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK
ESTABLISHED 1897

5 to 10 per cent. to drum the trade. The society saves its members at least 8 to 10 per cent. on cost of package goods. The elimination of this selling expense alone, Mr. Editor, is sufficient to explain all the mystery there is in American Grocers' Society's low prices. We have never claimed to save our members more than this.

One other thing. Members are allowed to check out merchandise against their stock. Now if the society were eating itself up, and consuming the members' original capital in operating expenses, the society couldn't ship merchandise against the members' stock on time as it now does. Obviously if we didn't have the money in the bank or the merchandise on hand we couldn't fill our orders, which we have never failed to do. Isn't this automatic and convincing proof that the organization is solvent and conservatively managed?

We sincerely hope soon to have and always to deserve the full endorsement of the "Modern Merchant and Grocery World," especially as it seems to be the only trade paper that is widely and

almost universally read by the trade.

Our organization wishes to thank you for the reproduction of its secretary's letter in your issue of September 20th.

If we ever feared you were biased against retail organizations, the fear has given place to a conviction that the "Modern Merchant and Grocery World" is fearless and independent and its editorial policy is unbiased.

Very truly yours,
AMERICAN GROCERS' SOCIETY,
Lloyd Curtis, Sec.

The Quaker Wash Board.

Hagerstown, Md., Sept. 20, 1911
To the Editor.

Dear Sir:—Kindly advise through your publication where can buy the Quaker wash board. will appreciate it very much.

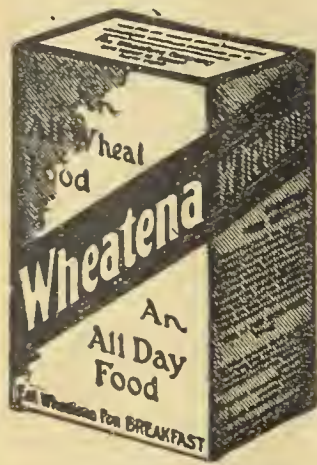
Very truly yours,
ERNEST W. MILLER.

Our inquiries along the above line seem to make it clear that the Quaker wash board is off the market.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.



Important Notice!

Wheatena time is all the time—Summer—Fall—Winter and Spring.

Wheatena sells in all seasons to people who know the many delicious ways in which Wheatena can be served.

Let us suggest that you try Wheatena cooked by the second recipe on the package and served cold with fruits or berries for breakfast. There will be only one regret—that you did not try it this way long ago.

Write for our dealer aid and let us help you sell Wheatena.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

One Good Man in a Hundred.

Talking in a general way with the president of a successful concern, he made this statement: "Do you know there is only one good man in a hundred?"

He referred to his own line of business—which is our line. It was a startling statement and so impressed itself on the writer that while riding home the evening paper was left unread.

I thought it would be no harm to take this one man, stand him up, figuratively speaking, on a platform, all the 99 to form a semi-circle and point out to them this fellow's characteristics.

In the first place, you will notice that his general appearance suggests neatness, his hair is brushed, his shoes shine, his trousers are creased and his collar fits, but he is no dude.

We find after a few minutes' conversation with him that he loves his work.

And this love of work we personally consider his chief asset. He says, "I read everything I see that pertains to the food business and ask a number of questions every day. I ask these questions, not in an idle way, but to get real information, which I try to apply." He rather bashfully makes the state-

ment that when asked to do a thing does it promptly and thoroughly—thoroughly that he would feel ashamed to think that the next fellow could prove on it. This might be called his chief asset No. 2.

Questioning this 100 per cent. man further, we find that he considers will power a very important principle to cultivate, it saves him from the "black bottle" and from going in for the silly stuff that surely detracts from the clerks' efficiency. Yet he's not what you'd call a goody good chap.

Sounding him still deeper we discover a large ambition—a desire to go up the ladder with such comfortable companions as Truth, Honesty, Sobriety and Mental Cleanliness.

You will appreciate how responsive he is, how clear his eye and straight his look.

He has cheated the devil out of his big weapon—FEAR.

Now, gentlemen of the 99, here is your model, and this model possesses a gift which you cannot acquire, no man which cannot become your habit—a principle which does not rightly belong to you. You can make yourself a 100 per cent. man or you can remain yourself the 5 per cent. man.

Conditions, chance, luck, have nothing to do with it. "Success is within."

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



Watch the Turnover

THERE is nothing in your store which moves faster than sugar.

It flows in and out each week with the regularity of day and night. Your problem is to *secure* a moderate profit on each sale of sugar, so that multiplied by thousands of sales, your final profit will overtop the slow, large profit sellers.

The solution is in Crystal Domino Sugar Products—a right one for every purpose, always in sealed cartons, with weight and purity guaranteed. They save the multitude of small losses constantly present in over-weights, leakage, bags, twine and the open barrel.

The 10c. retail price of this carton makes these half-size tablets for tea and coffee a convenient purchase for everyone—everywhere.



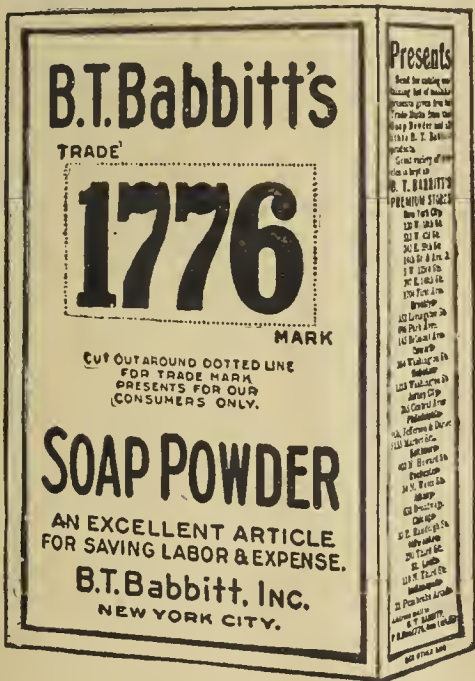
American Sugar Refining Company

NEW LARGE

Pound Package
ONLY 5 CENTS

To the Consumer
The New Package of

Babbitt's 776 Soap Powder



every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonder-cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneyworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a pound package in every order.

B. T. BABBITT, Inc.
NEW YORK CITY

The most Profitable to Sell

THERE never has been a better baking powder than **Rumford**. No matter what price is charged or what claims are made, no more wholesome or perfect leavener has or can be made. **Rumford is free from Alum.**

Furthermore, in selling Rumford you are sure of a contented customer as well as a good profit. **It will pay you to Push**

RUMFORD

THE WHOLESOME

BAKING POWDER

RUMFORD CHEMICAL WORKS, Providence, R. I.



Ways How Not to Keep Store.

D'ye know, I know so much about the way a store ought to be run, that sometimes I'll be dinged if I ain't afraid my head'll bust.

I am the great Prof. Know-it-all and I own up to it.

I ain't ever had a store, and chance is if I had one I'd eat it up in six weeks, but I can sure tell other fellows how to run their's.

And I'm right too—right more than half the time.

The other day I was in a store out in the outskirts of Philadelphia. They have a cashier who once in a while, when there's a push on, waits on trade.

A customer came in, looking like she was in a hurry. Just in the midst of a wash or something. All the clerks were busy and so was the boss. The cashier was in his box.

The woman looked around and couldn't see any chance of getting waited on and so as to save time she went up to the cashier and asked if he could tell her whether the store kept a certain kind of washing tablet.

"I don't know ma'am," he said; "we have a little washing tablet for 5 cents. I don't know whether it's that kind or not."

She gave another look around—everybody still busy—and went out. Just to be disagreeable I asked the boss when I got at him whether he kept that tablet, and he said he did.

I say the cashier ought to have known it. What do you say? Maybe for all we know, that lost a good customer. Maybe it didn't, but it might.

The next day I was in another store that was run by a family. There's the boss, his wife and a couple of boys. A great scheme, if it works right—whole family interested in the same thing. The old man can sit down in the sitting room after dinner and light up his pipe and talk business with the

whole bunch. Must be great—I'd like it.

A customer came in here too, in a hurry like the other one.

"Got any Vulcan safety matches?" he asked the boss.

"Think we have," he said, and he went over to the bin where they kept 'em. He didn't find any.

"Here's the same thing," he said, handing out some of another kind.

"They're not the same kind—the boxes are bigger. I have to have a certain size box," said the customer.

"I thought we had some Vulcans," said the boss. "Hey, Charlie," calling to one of his boys in the back room, "ask your mother if we haven't got Vulcan matches."

"No, we haven't, that's what they sent the last time," said Charlie, meaning that the jobber had put one over, I reckon.

The customer went out. Where was the hole in that? I'll tell you where it was. I've already said the customer was in a hurry. All that pawing over the stock, and calling to mother, and getting Charlie out, took time that oughtn't to have been wasted. I say the boss ought to have been able to say, right off, "no, we haven't got any." Or if he had ordered 'em, he ought to have seen that he got 'em.

Here's another thing: it's all right to let mother know the stock but mother oughtn't to be the only one that knows it, unless you can put a chain around mother's leg and keep her right in the store all the time. This business of letting one person in a business get to know the whole thing in a certain line, while the others go to him for everything is a blamed poor scheme, if you ask me. It's like having only one key to a store. It's too risky.

The next day after this I was in another store and there the worst thing of all happened.

An auto party stopped in front. This was a small village without

any garage in it and this store sold gasoline. It was a classy party all right—they had a big green Packard and the whole bunch of 'em smelt of money.

A fellow got out with a long silk coat on and came in.

"We're stuck for gas," he said, "can you let us have some?"

He was talking to one of the clerks—the son of the boss.

"Sure," he said. He went and got it and filled the tank of the car. The owner of the car stayed in the store, buying some little stuff for the women to eat.

"How much for the gas?" he said, when the clerk came back.

"Fifteen gallons at 20 cents—\$3."

Hanging about the store was one of these old-time store loafers, butting into everything with his gab, and he stood by and heard the talk about the gas.

"Jeerusalem," he said, talking to everybody in the store, "the oil trust's put gasoline up again, hev they? Twenty cents now, eh, why only yestidday it was sixteen! Well I be blamed!"

The clerk looked like he could kill him, but he didn't say anything and the auto fellow paid and went out. D'ye see what had happened? The clerk simply sized up the fellow as a rich man that was stuck for gasoline and he put up the price. The auto man was wise to the whole thing—anybody could see that. I could tell it right away by the way he looked when he heard what the old loafer said. Of course he was wise—you can't fool these fellows that drive cars all around the country.

Now it may just be that the people in that car was a family that had just moved in that village, or near it. I don't say they are, but I do say they might be. Can you see any of their money going into that store, if that's so? Why for the rest of his life that fellow will

think of that store—and talk about it, too—as the place that robbed him of 80 cents.

I can see old Colonel Loafer getting beautifully kicked out of the store. Can't you?

THE STROLLER

Another Price Cutting Decision.

The United States District Court Chicago last week handed down opinion to the effect that manufacture of patented articles have the right to fix the price at which their products are to be sold at retail and insist that the stipulated price be adhered to by the retailer. The decision was rendered in the case of the American Graphophone Co. against the Boston Store of Chicago. The latter had entered into an agreement with the Columbia Graphophone Co., selling agent for the American Graphophone, agreeing to maintain the established prices on phonograph records, but instead of adhering to the contract, the department store advertised and sold records priced at 65 cents and 75 cents for 35 cents. Suit was then brought by the American Graphophone Co. principal to stop the price cutting. The court in substance, held that the manufacturer of a patented article has absolute right to govern the price which his product is to be sold to consumer when such product is sold to the retailer under a fixed price contract and that the Sherman law and the Clayton act did not apply.

[NOTE.—The italicized words near end of the above probably are the basis of the decision.—Ed.]



Can be put on to any Orange, Grapefruit, Cantaloupe or vegetable crate, with tools, nails or screws. Then by placing the rack on top of each other, you have an attractive space-saving display. Ask for literature and prices.

I. F. D. COMPANY, La Crosse, Wis.

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of faithful dealing, of honest manufacturing, and an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package, and are made only by

WALTER BAKER & CO. Ltd. Established 1780 Dorchester, Mass.



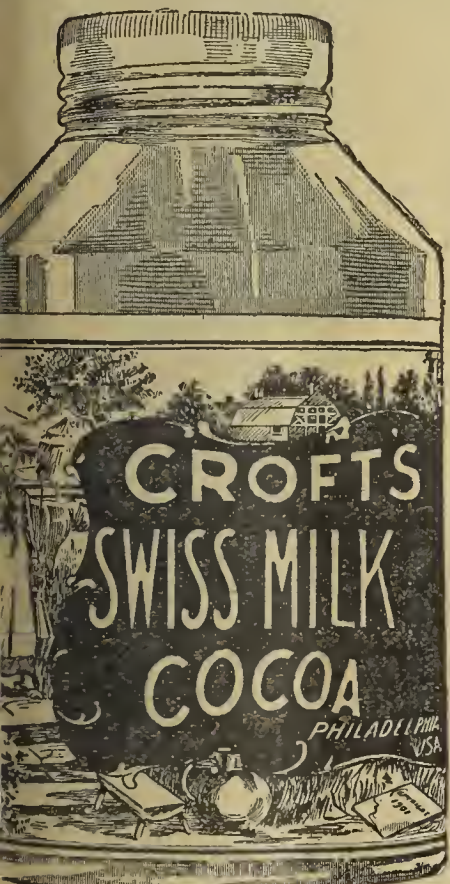
SEEDLESS RAISINS

It is really surprising how business on SUN-KIST Seedless Raisins will grow when you give them a chance. They are the most delicious of all raisins—a special, sweet, thin skinned, delicately flavored variety, grown without seeds. No wonder they sell so fast and folks come back for more—they require no seeding—no washing—they are ready for immediate use.

Packed—and backed—by 50 years' experience.

Wholesale distributors in every territory. ASK THEM

Bought Simply Because He Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

... mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA



"THE BUSINESS BUILDER"

is the title of a clear, concise analysis of the *"Sperry"* system, its operation and appeal to your Customers.

It points out the powerful features of our service and why it is the best, easiest and cheapest way to draw new trade and hold it. It gives unquestionable proof of the results we are producing for our subscribers every day. Write for a copy.

We will also send you the August-September number of "The Sperry Magazine"

**The Sperry & Hutchinson Co.
The Hamilton Corporation**

GEO. B. CALDWELL, President

2 West 45th St. New York City



330.—Reflecting On One's Employee Without Proof.

The following letter, from a Rochester, N. Y., reader, introduces a somewhat novel and very interesting question:—

Rochester, N. Y.

For the benefit of ourselves and other readers, what do you think of this? We have been very much upset and vexed for nearly a year by the conduct of one of our salesmen. He was intemperate and in recent months has seemed to grow worse. On account of his drinking habits he greatly disorganized our business in his territory and plunged us into snarl after snarl with several of our good customers. We kept him on as long as we did because he was a good salesman when sober, had a large family dependent upon him and was a distant relative of one of our firm.

However, he was implicated in a particularly disgraceful scene in Chicago during August and we could no longer refrain from discharging him. He left our employ September 1st. The condition in which he left business in his territory was so outrageous that we sent to all our customers a letter which was probably sharper than we would have sent had we not been so exasperated. In it we stated that "our business in your territory has greatly suffered by reason of the unfortunate personal habits of our former salesman, Mr. _____, whom we have now discharged."

The salesman claimed that this damaged his reputation very badly, and that the publicity which it carried prevented him from getting two positions. His attorney is threatening to bring suit against us for defamation of character, with a view, we feel, of compelling us to take him on again. We would appreciate your opinion as to whether he has any case.

Yours truly,
R. B. C. & Co.

The salesman has no case whatever if his former employers can prove what they said about him. If it is true that he has "unfortunate personal habits," and that those unfortunate personal habits did upset business in his territory, and if both these facts can be proven in court, the salesman's case will go up in smoke. It is fundamental that in a civil action to recover damages for libel, the person sued can always defend on the ground that what he said was the truth. Nobody can be unjustly damaged by the truth.

It is different where the action is a criminal one. If this salesman was threatening to arrest his employers for libel, instead of suing them for damages, they would be in position to worry more about it, because in many States the truth of the charges is not a defense in an action for criminal libel. True or not, it is still libel, and the defendant can go to jail for it, even though he spoke the absolute truth. In fact, everybody has heard the proverb, "the greater the truth, the greater the libel." The theory at the bottom of criminal libel is that the offense consists not in saying false things about one's neighbor, but in stirring up that neighbor to a breach of the peace. This has always been the law as to criminal libel, but the courts are coming more and more to take the view that if the thing said was true, and particularly, if there was a good reason for saying it, neither civil nor criminal action will lie.

Employers are often much too careless in what they say about their employees. A manufacturer well-known to me detected or thought he detected, one of his employees stealing from him. Without calling the man to him and seeing if he had any extenuating circumstances to present, he called him in before his office force and denounced him in the most violent way as a thief. The man denied it flatly and defied his employer to show that he had stolen anything. This the manufacturer was unable to do, in a way which amounted to legal proof. The employee at once sued for heavy damages and the manufacturer had to compromise for a substantial sum. It was wholly unnecessary. The employer should have waited until he knew he could prove what he said; then he would have been safe in saying it.

In another case the general manager of a jobbing concern left and started in business for himself. A bitter feud developed, in the course of which the ex-manager sent out a notice to the trade that his former employer had been guilty of short weight practices while he was with him. The jobber at once entered suit for damages and when the case was tried the former manager utterly failed with his proofs. He could not prove what he had charged, and a verdict for \$3,500

was rendered against him. What he charged would not have been libel if he could have proven it.

Sometimes the statements of an employer about an employee, in proper circumstances, are protected for another reason—because they are privileged. A bookkeeper for B, but is discharged for incompetency and dishonesty. He applies to C for a position and gives B as a reference, hoping C won't ask B about it. C does ask B and is told that A was discharged for incompetency and dishonesty. This if untrue is gross libel. B would be in for all sorts of trouble. And even if true, B might be arrested for criminal libel, if it not that under such circumstances the statement was what the law calls privileged. In other words, B had a right to make it, and he neither be arrested nor compelled to pay damages.

The law holds the reputation of an employee, or anybody in business, tenderly, and regards a grievous offense any statement

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers heretofore will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 1.

John Jones, retail grocer, employs a number of clerks, among them William Smith, who is married and has two children. Smith's salary is \$15 a week. Smith goes to the cellar to move some boxes, and an oil barrel falls on him and breaks an arm and two ribs. He is confined to his house for six weeks, unable to work at all.

In this case, John Jones, the employer, would have to pay Smith nothing for the first fourteen days, because the act does not require the payment of indemnity during that period. Jones, however, would have to provide Smith with physician's services, medicine, etc., up to \$25. For the remaining four weeks of the clerk's total disability

Jones would have to pay him half his wages, or \$7.50 per week. In short, the accident could cost Jones \$55, but no more if there is no permanent injury and the disability was confined to six weeks. Jones' liability would not be increased because Smith drew no benefits from beneficial or insurance concerns.

Before the law was passed, Jones could not have collected any money whatever from Jones unless he could have proven that Jones' negligence was the sole cause of the accident, and that he, Smith, was not careless in any way, in causing the barrel to fall. The new act almost no attention to these questions.

unduly reflects upon it. This should be added to one's fundamentals of business: never to say any disparaging word about anyone's honesty, or integrity, or ability, or competency, unless one has possession then, sufficient proof of its truth.

Copyright, September, 1915, by Elton J. Buckley.)

Question: F. G. Crandell, President The Ransom & Co., Toledo, Ohio.—I read the several articles written by you with great interest, particularly the recent one regarding the Stevens bill. It seems that you overlooked one important feature of the Stevens bill, viz., that the price of an article upon which a standard price has been established is not more than the same article would bring without the set standard. Therefore, should a man find that he has a quantity of goods on hand which he wished to dispose of, his chances would be much greater if the standard of value were fixed than they would be if there were no value fixed.

Furthermore, with fixed standard prices, he would have no difficulty in finding a majority of cases in finding a manufacturer or jobber willing to take the goods off his hands rather than have them thrown on the market at a cut price if there were no deterioration. If there were deterioration he would have the opportunity to cut the price and thus save himself.

As far as I have been able to learn from the provisions of the Stevens bill will prove a Godsend to manufacturers and dealers in standard goods.

Answer.—The above refers to an article written by me in which I said that one shortcoming of the Stevens bill is that it would prevent a dealer from cleaning up stock. Unless goods were physically damaged he could not reduce the price and clean them out, without the manufacturer's consent. I agree with all that Mr. Crandall says, but it does not seem to me to meet my purpose.

Perhaps some manufacturer would consent to a retailer cutting the price of their product because he only had a little of it and had to clean up, but probably the majority would not. I do not believe that in such a thing the retailer should be so completely at the manufacturer's mercy.

Editor.—Requests for information in this department should tersely set out all the facts bearing on the case, and all questions should be carefully worded to avoid misconception. Write on one side of the sheet only. Letters will be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue.

following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

European War Makes Us Clearing House for Big Coffee Crops.

Last Year We Brought in and Re-shipped to Europe Seven Times as Much Coffee as We Shipped the Year Before.

Washington, D. C.,

September 23, 1915.

As is well known, the United States is the largest single consumer of coffee, its imports at times approaching one-half of the total world production; but a new importance attached to its trade in the fiscal year ended June 30, 1915, as in that period the United States (and particularly the port of New York) became a clearing house for coffee cargoes owing to the war. In the fiscal year 1913 re-exports of coffee from the United States totaled 3,964,139 pounds, in 1914, 9,574,496 pounds, and in 1915, 66,574,501 pounds were reshipped to other countries. Of this quantity 61,491,903 pounds cleared through New York. Last year the United States imported 1,118,690,524 pounds of coffee, as against 1,001,528,317 pounds in 1914 and 863,130,757 pounds in 1913; but so heavy were the re-exports, as noted, that consumption—i. e., net imports—was barely 6 per cent. greater than in 1914, whereas consumption in 1914 was 15 per cent. in excess of that for 1913. Practically all of the advance in coffee shipments from the United States during the past year is accounted for by the enormously increased cargoes that went to Europe. Denmark and the Netherlands alone took 31,700,000 pounds more than in the preceding fiscal twelve months, and Norway, Sweden and Greece took 12,200,000 pounds, whereas there were no direct cargoes thither in either 1914 or 1913. It is interesting to note that, while the vast increase in coffee shipments in 1914-15 is directly attributable to the European conflict that was raging during eleven months of that year, there was no evidence of "war prices" in the values assigned to the outgoing cargoes. On the contrary, the aver-

Popularity of GOLD DUST means easy sales for you

An enormous demand has been created for Gold Dust because it is a meritorious product, reducing housework to a minimum, and every user is a booster.

You have daily calls for Gold Dust because it is used constantly in the home.

The advertising on Gold Dust runs steadily and constantly throughout the year making new customers for you.

The popularity of Gold Dust means more sales and profits for you if you display it in your store. Have you an ample supply on hand?

THE N. K. FAIRBANK COMPANY
MAKERS

"Let the
GOLD DUST TWINS
do your work"



age value per pound was less last year than in either of the two preceding, being 11.3 cents as contrasted with 13.3 cents in 1913-14 and 11.6 cents in 1912-13. This is because the valorization scheme was in force in the earlier years.

HOLT.

Good Work for Aunt Jemima.

Aunt Jemima's pancake and buckwheat flour is being distributed, and the

trade is well pleased, because the price on this high-class piece of goods has been adjusted so as to give the grocers more profit, and the Aunt Jemima Mills Co., manufacturers in St. Joseph, Mo., have not only introduced a new feature on their formula, adding pure milk in powdered form, so that the goods are not only improved, but are ready for instant use by simply adding cold water, but in addition Aunt Jemima will be more heavily advertised than ever before, and the consumer's demand will, accordingly, be greater, so look out, boys, for your stocks. Aunt Jemima will be a whirlwind this year.—Advt.

KRAUT CUTTERS



4 Sizes
Hand and Power

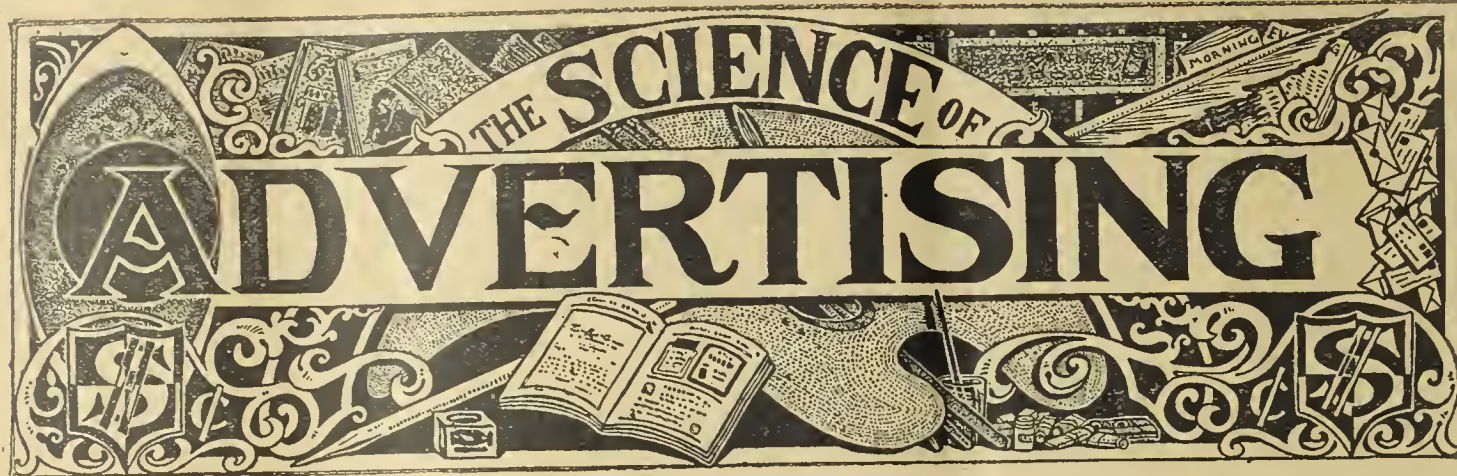
at prices so every Grocer can own one.

Cabbage will be cheap.

Put down Kraut and make money.

Good Kraut Recipe FREE

John E. Smith's Sons Co.
50 BROADWAY :: BUFFALO, N. Y.



Messrs. L. Lehman & Co., Dover, N. J., send me a clipped newspaper advertisement which they used, and which is evidently part of a series. It measures six inches single column and is here reproduced in about original size:—

Lehman's Talker— Subjects Changed Daily



By W. E. S.
Good Afternoon!

Always a Bargain at
the Bottom.

THE LEHMAN CREED.

We believe in give and take and that one man's money is as good as another's.

We believe in cash buying on both sides—yours and ours.

We believe that "quality is more important than price," and that 50c. sometimes spoils a five-dollar dinner.

We believe in stamps because you do.

We believe a food store is incomplete that hasn't the goods for 21 square meals a week, and a couple extra for special occasions.

We believe that natural dirt and good food are bad mixers.

We believe in the family spirit—that we're bound together for one another's help.

We believe we're ready this minute to take a good order, deliver it in fine shape and save you money on the transaction.

Tomorrow we will sell 3
pkgs. Flaked Fish for 10c.

L. LEHMAN & CO

This is a style of advertising, which while clever and attractive, is in my judgment, going out of fashion. The epigrams in this advertisement are unusually good and every one means something. They

aren't mere bits of cleverness, reeled off for the purpose of getting a laugh. There is an advertisement in every one. But the average person, pressed on every side by a multitude of other advertisements, has not, in my judgment, the patience or the time to read them, or thinks he hasn't, which is just as bad for the advertiser. It is clever enough to put a bargain at the foot of these advertisements, but I would be willing to wager everything that if a canvass could be taken it would be found that at least eight out of every ten—probably 95 out of every 100—if they paid any attention to this advertisement at all, went straight to the bargain at the bottom and skipped all the rest. That was "reading," in which they weren't interested. Lehman & Co., who are pretty methodical people, may have ascertained by some method of their own, whether their epigrams were read. If they have, I should be greatly interested in knowing what they found. I should expect them to say that the advertisements pulled—that is, that they got orders for the bargains at the bottom, but that of course doesn't prove at all that any attention was paid to the rest of the advertisement.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

We Will Soon Have Many More California Lemons.

Twenty thousand acres in young lemon trees in California will soon come into bearing and double the domestic supply. The crop for the year ended August 31, 1915, was 6,667 cars, or 132 per cent. more than last year. These large increases in production will call for a serious study in marketing the lemon crop of the United States. The California Fruit Growers' Ex-

change lemon shippers have organized a company to manufacture by-products from the lower grades of fruit. The plant is under construction and the business will be handled on a co-operative basis, the growers receiving the full returns for the by-products after the cost of operation is deducted. From one and one-quarter to one and one-half million dollars' worth of lemon oil, citrate of lime and other lemon by-products are imported annually into the United States. These products can be manufactured successfully in California from the lower grades of fruit

that are not worth shipping, as well as from fruit that demoralizes the markets because of its inferior quality.

Pennsylvania Organization Notes.

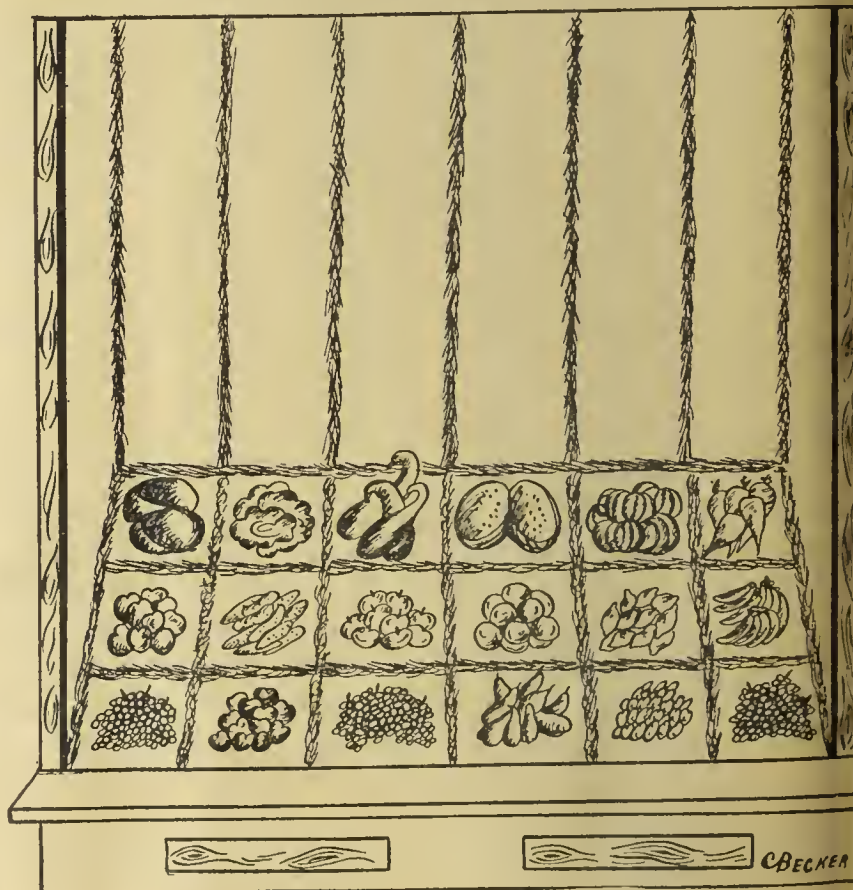
The Bellwood Association has instituted a "Buy at Home" campaign, which promises to be a big success.

The Lititz Business Men's Association has decided to affiliate with State Association.

Mr. Smedley assisted in the organization of the Wilkesburg Association September 16th. The meeting was attended, about 100 being present. J. Coll is secretary. At the meeting dresses were made by Mr. Smedley. Geo. McGarry, Johnstown, Pa.; W. Lansberry, Homestead, Pa., and others. The association will incorporate and give special attention to credits.

The Frankford Association held a meeting on September 20th at its room. Plans were made for the fall and winter campaign.

Weekly Window Display Suggestions



Fruit and Vegetables.

Here is one of the neatest and cleverest displays I've described yet. You do is to build a slant of boards over the entire window, making it high in the rear and cover the whole thing with white crepe paper. Arrange strips of evergreen in squares on the slant and also up and around the slant for a background. In each of these squares put some fruit or vegetable, but do not put much, or it will not look neat, and you also want the crepe paper to show all around each fruit or vegetable. The number of squares of course depends on the different kinds of truck you have. To hold them in place so that they won't roll down the slant, use a few thin wire nails in each square.

Have You Made Your Lipton's Tea Display Yet?

The time is ripe, people are home, tea is being bought. Not only can you sell some tea through a **Lipton Tea** display now, but you may win a big slice of the \$175 prize money that is to be given away as prizes in our Display Contest on November 1st.

The contest is for the five best window displays of **Lipton's Tea**. The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each

No. 224 1.25 each

No. 2050 B 2.25 each

No. 12 H 3.50 each

No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel

steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 83.

We have a lot of notions, hosiery, that we would sell at sacrifice if moved quick on account of making repairs on buildings.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacket cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Tr Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, hold 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very many times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shool Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 94.

1 Angledile Scale; cost \$125, will sell for \$55.

1 Heavy Spring Wagon, weight 1,000 pounds, for one or two horses; \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallons, will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition.

F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Offer No. 95.

I have 100 cases half-pound Imperial Brand Chinook Salmon. This salmon is guaranteed to be in a clean condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 lbs. of Dustbone, or Sweeping Compound, which I will sell for 10 cents a lb. or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Important Notice to those Advertising in the Exchange Department

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

ANTED.—High-grade men to call on every trade in connection with Star Carriers and Trays. Nationally ad- used and used by more than 59 per cent of the grocers of the country. Optional opportunity for high-grade men with real selling ability. See our this issue. For particulars write Egg Carrier and Tray Mfg. Co., Chester, N. Y. 11, 13, 15

ANTED.—Grocers' tea and coffee man to handle my line of store res on commission. H. F. Heacock, Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

OR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent er, has all conveniences, all cash er, no teams, no delivery, doing bet- than \$1,000 monthly; will sell at tory; stock about \$2,000. Owner old to continue, wishes to retire; ess can be greatly increased by a ar; fullest investigation solicited. ess P. J. Rumbaugh, 52 N. Third , Reading Pa. 18

SALE.—Corner grocery store, in- ing three-story, nine-room dwelling, od condition; will sell very rea- le; \$3,000 required. Address

M. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco ware- houses; in center of fine farming coun- try, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publica- tion Co., 927 Arch St., Philadelphia. 14

FOR SALE.—Grocery, doing a cash business, in a suburban town of Harris- burg, Pa. Fixtures at a set price and stock at inventory. Other business takes my time. Any one meaning business will do well by investigating. Address S. A. C., care Grocery World Publica- tion Co., 927 Arch St., Philadelphia.

MISCELLANEOUS.

FOR SALE.—Hand-picked Smokehouse apples, \$2 per barrel; other fall varie- ties, \$1.75 per barrel, f. o. b. cars Mt. Holly Springs, Pa. If you want any

Smokehouse apples act now. The sea- son is short for that variety. Cash must accompany the order or A. No. 1 reference. W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 13

FOR SALE.—One large Humphrey five- burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.

THE VALUE OF BRIGHT STORES

The difficulty of mak- ing a sale—whether it be dry goods or vege- tables, jewelry or shoes s increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

Summer Bargains

- \$85 for a National Check Throwing Cash Register
- \$40 for a Refrigerator, 5 x 3 x 7 feet high
- \$22 for a No. 218 Enterprise Coffee Mill, equal to new
- \$20 for a Toledo Computing Scale
- \$16 for a large size Star Counter Coffee Mill
- \$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



Everybody Knows Them

Established 1845.

Knight's

EXTRACT OF

VANILLA

MANUFACTURED BY

KNIGHT COOKING EXTRACT CO.

211 ARCH STREET
PHILADELPHIA, PA.

NONE GENUINE WITHOUT THIS SIGNATURE

Charles D. Knight.

PRICE 25 CENTS.

ICE CREAMS, PUDDINGS, PIES, CUSTARDS, CAKES, SAUCES, SOUPS, GRAVIES, ETC.

KNIGHT'S FLAVORING EXTRACTS have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

KNIGHT
Cooking Extract Co.
No. 211 Arch Street
PHILADELPHIA, PA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. SEPTEMBER 27, 1915.

Ammonia.....	2
Axle Grease.....	2
Baking Powder.....	2
Barley.....	14
Beans.....	14
Blacking--Shoe.....	2
Bluing--Dry.....	3
Bluing--Liquid.....	3
Bouillon Cubes and Liquids.....	13
Brushes.....	28
Butchers' Sundries.....	21
Butter.....	4
Cakes and Crackers.....	10
Candies.....	4
Canned Goods.....	5
Canned Meats.....	6
Catsup.....	4
Cereal Specialties.....	14
Cheese.....	12
Chewing Gum.....	23
Chocolate and Cocoa.....	23
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Clams.....	16
Cleansers and Polishing Compounds.....	17
Cocoanut.....	13
Cornmeal.....	13
Cornstarch.....	26
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Extract of Beef.....	13
Evaporated Milk.....	9
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Jars and Jar Rubbers.....	4
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Lamp Goods.....	18
Lentils.....	14
Lime.....	18
Lye and Potash.....	20
Lard and Compounds.....	21
Live Poultry.....	25
Laundry Soaps.....	26
Laundry Crystals.....	15
Laundry Starch.....	12
Macaroni.....	15
Mapleine.....	18
Matches.....	18
Mince Meat.....	18

Maple Syrup.....	28
Mops.....	28
Mustard.....	26
Nuts.....	20
Oatmeal.....	14
Oysters.....	16
Oils.....	19
Olives.....	19
Package Coffee.....	3
Paper.....	9
Peas.....	14
Peanut Butter.....	19
Pickled Meats and Fish.....	11
Pickles.....	20
Popping Corn.....	15
Provisions.....	20
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Preserves, Jellies, Jams and Marmalades.....	21
Prunes.....	17
Roasted Coffee in Bulk.....	3
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Shoe Dressing.....	2
Sardines.....	6
Saratoga Chips.....	16
Soups.....	7
Smoked Fish, Codfish and Mackerel.....	15
Sauer Kraut.....	12
Salt.....	23

Salad Dressing.....	28
Sal Soda.....	28
Sauces.....	26
Scouring Soaps.....	20
Seeds.....	14
Soda--Bi-Carb.....	16
Soft Drinks.....	19
Soap Powder.....	19
Spices.....	3
Stove Polish.....	9
Sundries.....	14
Syrup and Molasses.....	19
Smoking Tobacco.....	19
Table and Cooking Oil.....	11
Tapioca.....	20
Tea.....	15
Toilet Soaps.....	20
Tobacco--Plug.....	24
Vinegar.....	21
Wood and Willow Ware.....	17
Yeast Cakes.....	3

ADVANCES.

Butter.....	17
Cottolene.....	17
Mackerel.....	1
Provisions.....	2

DECLINES.

Sugar.....	15
Flour.....	12
Fresh Fish.....	23

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SUGAR.

Cut Loaf.....	6.35
Eagle Tablets.....	6.85
Crystal Dominoes, 24 5-lb. pkgs.....	7.95
" " 60 2-lb. pkgs.....	8.45
Patent Cubes.....	5.55
Confectioners' Lozenge.....	5.60
Powdered.....	5.55
Fruit Powdered.....	5.45
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.75
Granulated, fine or standard, McCahan.....	5.45
" " Franklin.....	5.50
" " extra fine, bbls.....	5.45
" " 2-lb. bags.....	5.75
" " 5-lb. bags.....	5.65
" " 10-lb. bags.....	5.60
" " 25-lb. bags.....	5.60
" " 100-lb. bags.....	5.45
" coarse.....	5.55
Confectioners' Crystal A.....	5.45
A Confectioners.....	5.35
A No 1.....	5.20
A No. 2.....	5.15
Franklin B.....	4.90
Extra C.....	4.75
C.....	4.60

TEA.

Formosa--	Per lb.
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choice, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
Oolong, black--	
Extra choice, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.25 -.27
Finest, 1/2 and 1/4 chests.....	.22 -.24
Superior, 1/2 and 1/4 chests.....	.20 -.22
English Breakfast, black--	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.23 -.25
Good to superior, 1/2 chests.....	.20
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.30
Extra seconds, 1/2 chests.....	.23 -.25
Seconds, new, 1/2 chests.....	.22
Imperial, green--	
Firsts, 1/2 chests.....	.38
Seconds, 1/2 chests.....	.25 -.30
Japan, green--	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/2 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/2 chests.....	.32
Young Hyson, green--	
Firsts, 1/2 chests.....	.35 -.40
Hyson, green--	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.32
Seconds, 1/2 chests.....	.25 -.27
Assam, black--	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases--	
1 lb. 1/2 lb. 1/4 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed Sunflower, I. and C., Formosa Oolong or Mixed.....	.44 .47 .48
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.60 .60 .60
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90 .90 .90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55 1.55 1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55 2.55 2.55

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Lipton's Tea, 50-lb. cases--	1 lbs. 1/2 lbs. 1/4 lbs.
Dollar Tea.....	.71 .72 .73
Ceylon and India, Yellow.....	.51 .52 .53
" " Red.....	.45 .46 .47
" " Pink.....	.40 .41 .43
Black and Green, mixed, Olive.....	.51 .52 .53
" " Gray.....	.45 .46 .47
English Breakfast, Green.....	.51 .52 .53
" " Blue.....	.45 .46 .47
Formosa Oolong, Salmon.....	.51 .52 .53
" " Cream.....	.45 .46 .47
Ceylon Green, Purple.....	.51 .52 .53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz. .90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz. .90

AMMONIA.

Victor, 13 oz., 3 doz.....	Per doz. .40
O. K., 3 doz.....	.42 1/2
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
" " 10c., 3 doz.....	.92
Banner Dry Ammonia.....	1 doz. .95 1/2
White Foam, 10 oz., 3 doz.....	.90
" " 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. palls.....	per doz. .75
Mica, 1/4 gross.....	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder--	Per case
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.20
6 oz. " 12 doz.....	12.25
Rumford Baking Powder--	
5c. tins, 4 doz.....	per doz. .45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1.25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.--	
1/2 lb., 4 doz.....	.45
1 lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., 1/2 doz.....	7.20
Leslie's--	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3.60
Sea Gull, 6-oz. tins, 4 doz.....	per doz. .45
Parrot and Monkey, 4 doz.....	.45
Royal--	
10c. size, 4 doz.....	.86
1/2 lb., 4 doz.....	1.30
1 lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.65

BLACKING--Shoe.

Mason's, No. 1, 1/4 gross.....	Per gross 2.70
" " No. 2, 1/4 gross.....	3.00
" " No. 3, 1/4 gross.....	3.30
" " No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

Mason's--	Per doz.
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" " Russet.....	.75

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Black Shine, No. 2.....	.45
" " No. 3.....	.75
Tan Shine, No. 2.....	.45
" " No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" " Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" " Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" " Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" " Shoe Dressing.....	.70

GREEN COFFEE.

Java, extra fancy, genuine.....	Per lb. .22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.13 1/4
Caracas, fancy, washed.....	.16 1/2
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.12 1/4
Santos, fancy.....	.11 1/4
Rio, Golden, fancy.....	.11 1/4
Rio, prime.....	.09 1/4

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 1/4
Caracas, extra fancy, washed.....	.20 1/4
Maracaibo, extra fancy.....	.16 1/2
Santos, Peaberry, extra fancy.....	.15 1/2
Santos, extra fancy.....	.15 1/2
Rio, Golden, extra fancy.....	.13 1/4
Rio, prime.....	.11 1/4

PACKAGE COFFEE.

Ariosa.....	100 lbs. 60 lbs.
Seven Day (f. o. b. N. Y.).....	16 50 16 60
	12 50 12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2.60
" " imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	" 2.15

BLUING--Dry.

Barlow's, small, 4 doz.....	Per gross 2.75
" " large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" " No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" " No. 2, 3 doz.....	2.50
" " Mammoth, 3 doz.....	3.60
" " Ball Blue, No. 1, 3 doz.....	2.60
" " " No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING--Liquid.

Boyer's Bengal, No. 8, 1/4 gross.....	Per gross 3.90
French Laundry, large, 1/4 gross bbl.....	per bbl. 2.10
Admiral, 4 oz., 3 doz.....	4.00
" " 8 oz., 3 doz.....	6.50
" " 16 oz., 1 doz.....	9.50

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BUTTER.

Tub Butter--	
Creamery specials.....	
" " extra, 60-lb. tubs.....	
" " first, ".....	
" " second, ".....	
" " third, ".....	
" " dairy, extra, bakers' use, 30-60 lbs.....	2.25
" " 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	2.60

Print Butter--	
Prize.....	
Gurnee, lbs. and 1/4 lbs.....	
Awlura.....	
Milhen Farm, lbs. and 1/4 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sbeaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	27
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
" " 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Mason's--	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers--	
Double lip, wide, 1 doz. cartons.....	per gross
Single lip, wide, 1 doz. cartons.....	"
Acme, wide, 1 doz. cartons, 5 gross boxes.....	per gross
Acme, medium, 1 doz. cartons, 5 gross boxes.....	per gross
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops--	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Salder's--	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's--	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Beech-Nut--	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato--	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

ed Beans—	
itter's	
& M., No. 2	1.25
ampbell's, 20 oz., tomato sauce or Boston style	1.90
ider's, No. 2	1.40
sn Camp's, No. 2	1.40
tuikshank's, No. 2	1.35
ein's, No. 2	1.40
og's Head, No. 3	1.25
ictory, No. 1	1.47 1/2
atoes—	
andard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" No. 3	.80
a Beans—	
andard, New Jersey, No. 3	1.15
" Maryland, No. 2	1.20
incy, small, No. 2	1.50
ig Beans—	
andard, New York, No. 2	1.10
etra fancy, New York, No. 2	2.00
incy, New York, No. 2	1.50
andard, Maryland, No. 2	.60
Kidney Beans—	
andard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
andard, New York, No. 2	.90
incy, New York, No. 2	1.00
andard, Maryland, No. 2	.80
" Maine, No. 2	1.30
incy, Maine, No. 2	1.30
oe Peg, No. 2	.85
hole grain, No. 2	.75
andard, New York, No. 2	1.25
ted, New York, No. 2	1.50
etra sifted, New York, No. 2	2.00
andard, Southern, No. 2	.80
ted, Southern, No. 2	1.00
etra sifted, Southern, No. 2	1.40
andard, Indiana, No. 2	.75
ted, Indiana, No. 2	1.00
etra sifted, Indiana, No. 2	1.40
andard, Wisconsin, No. 2	1.10
ted Wisconsin, No. 2	1.40
etra sifted, Wisconsin, No. 2	2.00
andard, New York, No. 2	
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
otash—	
andard, New York, No. 2	1.00
ncy, New York, No. 2	1.25
andard, Maryland, No. 2	.95
ncy, Michigan, No. 2	1.15
agus—	
all, No. 2 1/2	2.00
edium, No. 2 1/2	2.20
rge, No. 2 1/2	2.50
ps, No. 1	2.25
pkins—	
andard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ach—	
andard, Maryland, No. 3	1.00
Krout—	
andard, New York, No. 3	.85
" Maryland, No. 3	.80

California Canned Fruit.

cots—	
tra, No. 3	2.75
" No. 2 1/2	2.10
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.50
ett Pears—	
tra, No. 3	
" No. 2 1/2	2.50
tra Standard, No. 2 1/2	2.30
andard, No. 2 1/2	2.15
e Cherries—	
tra, No. 3	
" No. 2 1/2	2.90
tra Standard, No. 2 1/2	2.50
andard, No. 2 1/2	2.25
hes, Lemon Cling, Sliced—	
tra, No. 3	2.95
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.50
hes, Lemon Cling—	
tra, No. 3	2.95
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.75
andard, No. 2 1/2	1.45
hes, Yellow Crawford—	
tra, No. 3	2.80
" No. 2 1/2	2.00
tra Standard, No. 2 1/2	1.70
andard, No. 2 1/2	1.40

Eastern Canned Fruits.

berries—	
yrup, No. 2	1.35
water, No. 2	
ies—	
lte Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ies—	
ble, No. 3	1.35
onds, No. 3	1.15
" No. 3	.85
lett, Extra Standard, No. 2 1/2	2.00
er, syrup, No. 3	
" water, No. 3	
ies—	
avy syrup, No. 2 1/2	1.25
ht syrup, No. 2 1/2	1.00
erries—	
ine, in water, No. 2	1.40
berries—	
tra preserved, No. 2	2.80
erved, No. 2	1.60
water, No. 2	1.20

Pineapples—	
Hawaiian, Extra, No. 2 1/2	2.00
" Standard, No. 2 1/2	1.75
" Extra, No. 2	1.50
" Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32 1/2
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall 2 doz.	4.50
" No. 1, flat, 4 doz.	4.50
" No. 1/2, flat, 4 doz.	2.30
Star, No. 1/2, flat, 4 doz.	1.40
" No. 1/2, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37 1/2
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42 1/2
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, 1/2s, oval, 100s.	15.00
" " high oval, 100s.	18.00
" Fresh Mackerel, 1, 100s.	19.00
" dgl., Young Mackerel in Olive Oil, 1/2s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	
Normanna, Tomato Sauce, 100s.	11.00
" Boneless, 1/2s, oval, 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	23.00
" " high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.36
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. 1/2, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, 1/2s, Olive Oil, 100s.	11.50
" 1/2s, Tomato Sauce, 100s	11.50
" 1/2s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, 1/2s, skinless and boneless, 100s.	24.00
Boneless and peeled, 1/2s.	24.00
" D. & G., 1/2s.	26.50
" Ispa, 1/2s.	28.00
" Gondolier, 1/2s, 100.	18.00
" Landell, 1/2s, 100.	9.50
" Martell, 1/2s, 100.	10.50
" " 1/2s, 100.	15.00
" Loyal, 1/2s, 100.	9.50
Argonauts, 1/2s, 100.	14.00
Orion, smoked, 1/2s, key, 100.	8.00
Tomato sauce, 1/2s.	15.00
Truffled, 1/2s, key, 100.	12.50
Spiced, 1/2s, 100.	10.00
Royanette, oval, 1/2s, 100.	9.60
Angus Watson & Co.—	
Skipper, 1/2s, olive oil, 100.	15.00
" 1/2s, tomato sauce, 100.	15.00
" 1/2s, olive oil, 50.	13.25
" 1/2s, tomato sauce, 50.	13.25
Sea Queen, 1/2s, olive oil, 100.	11.25
Sea Pearl, 1/2s, olive oil, 100.	9.40
Tea Time, 1/2s, olive oil, 100.	7.80
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, 1/2s.	2.90
No. 2, 1/2s, 100.	2.50
1/2s, key, 100.	2.75
Irma, 1/2s, 100.	4.00
Pickert's, Rival brand, carton, 1/2s, 100.	3.90
" " 1/2s, 100.	6.00
Mustard—	
Irma, 1/2s, 100.	4.00
1/2s, 100.	2.25
3/4s, 48.	3.60
Continental, 3/4s, key, 48.	3.15
Irma, fancy, 3/4s, 50.	3.80
Gold Label, 3/4s, 50.	4.50
" 3/4s, 100.	7.00
Underwood's, 3/4s, 50.	4.50
Pickert's, Crown brand, 3/4s, 48.	4.00
" Columbias, 3/4s, 48.	3.00

CANNED MEATS.
Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. 1, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, 1/2 or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. 1, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" " large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. 1/2, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. 1/2, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Holly brand	
Erie brand	

Loaf Goods.

Armour's—	
Beef, No. 1/2	1.40
Chicken, No. 1/2	2.25
Ham, No. 1/2	1.40
Veal, No. 1/2	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. 1/2, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1 1/2, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2 1/2, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2 1/2, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. 1/2, 4 doz.	.45
No. 1/2, 2 doz.	.90
Ham, No. 1/2, 2 doz.	1.40
Tongue, No. 1/2, 2 doz.	1.40
Libby's—	
No. 1/2, 4 doz.	.45
No. 1/2, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
Ham	No. 5 oz. No. 10 oz.
Tongue	1.60 2.80
Chicken	1.60 2.80
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
Ham	No. 1/2 Tin. No. 1/2 Tin.
Tongue	1.50 2.60
Chicken	1.50 2.60
Turkey	2.00 3.00
No. 1/2 packed 4 doz. No. 1/2 packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. 1/2, 2 doz.	1.95
Libby's—	
No. 1/2, 2 doz.	1.70
No. 1/2, 1 doz.	2.40
R. & R., No. 1/2, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. 1/2, 4 doz.	2.15
" No. 1/2, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. 1/2, 2 doz.	
" No. 1, 1 or 2 doz.	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. 1/2	3.45
" No. 1	6.10
Turkey, No. 1/2	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1 1/2	10.00
" " No. 2 1/2	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10 1/2 oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Plnts.	1/2-Pints.
Chicken, Chicken Con-			
somme, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 15, 10 1/2 oz., 4 doz.			Per case
All kinds			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case			3.25

SPECIAL ASSORTMENTS.

Order by number.			
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....			per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....			per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....			case 3.60
Curtice Brothers' Blue Label—			
	Quarts.	Plnts.	½-Pints
Green Turtle.....	6.50	3.50	2.00
“ clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb
10c. tins, 6-lb. boxes35
1/2-lb. tins, 6-lb. boxes32
1/2-lb. tins, 6-lb. boxes31
1-lb. tins, 6-lb. boxes30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
1/2 lb., 6 and 12-lb. boxes31
1/2 lb., 6 and 12-lb. boxes30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, 1/2s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb
Premium, 1/2 lb., 12 lbs.....	.29
" 1/2 lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., 1/8 and 1/4-lb. cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, 1/4-lb. cans, 12 lbs.....	.34
" 1/2-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, 1/2-lb. size33 1/2
" 1/2-lb. size33 1/2
Premium Chocolate, 1/2s, 12 lbs29
" 1/2-lb. tins, 12 lbs29
Best Sweet Chocolate, 1/2s, 6 lbs20
" 1/2-lb. tins, 6 lbs20
Vanilla Chocolate, 1/2s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, 1/2-lb. glass jars.....	.40
Cocoa, 1/2-lb. tins.....	.29
" 1/2-lb. tins.....	.30
" 1/2-lb. tins.....	.33
" 6 1/2-lb. cans30
Baking Chocolate, 1/2s29
" 1/2s28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.85
Breakfast Cocoa, 1/2 lb. size, 6 or 12 lb. bxs.	.27
" 1/2 lb. size, 6 or 12 lb. bxs.	.28
" 1/2 lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz.
Grand brand, 1/2-lb. tins, 2 doz.....	1.88
" 1/2-lb. tins, 2 doz.....	3.50
" 1-lb. tins, 1 doz.....	6.50
" 5-lb. tins, 1 doz.....	per lb. .52
10-lb. bags, 100-lb. case	" .50
Daalder's brand, 1/2-lb. tins, 12-lb. box40
" 1/2-lb. tins, 12-lb. box39
" 1-lb. tins, 12-lb. box38
" 2-lb. tins, 12-lb. box37
" 5-lb. tins, 60-lb. box36
" 10-lb. bags, 100-lb. case.....	" .35
Runkels—	
Decorated Cocoa, 1/2s, 6 and 12-lb. boxes....	.36
Labelled Cocoa, 1/2s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, 1/2s, 6 and 12-lb. boxes30
" 1/2s, 6 and 12-lb. boxes31
Dairy Milk Chocolate, 24 cakes to carton....	.80
Almond Bars, 24 cakes to carton.....	.80
" 12 roc. cakes to carton.....	.80
Vanilla Sweet Chocolate, 24 cakes to carton80
" 1/2s, 6 and 12-lb. boxes.....	.29
Red Ribbon Sweet, 1/4-lb. cakes, 6 and 12-lb. boxes24
Vienna Sweet, 1/4s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
Lowney's—	Per lb
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.31
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, 1/2-lb. pkgs.....	.31
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, 1/2-lb. tins.....	
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins34
Cocoa, 6-lb. boxes, 12 boxes in case, 1/4-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, 1/2-lb. tins35
"Diamond" Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box80

Almond Milk Chocolate, 48 sc. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Medallion Drinking Chocolate, 1/4s and 1/8s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	
2-oz. oval cans, 4 doz. in box.....		.90
5-oz. oval cans, 3 doz. in box.....		2.20
1/4-lb. round cans.....		3.48
1-lb. round cans.....		6.84
60 lbs. in case.....	Per can. Per	.50
5-lb. round cans.....		2.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....		.28
" 8 cakes to lb.....		.28
Milk Chocolate, 6 cakes to lb.....		.45
" 12 cakes to lb.....		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....		.50
Milk Chocolate Towers, 1/4-lb. boxes, 90 boxes in case.....		.56
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/4-lb. cakes, 12-lb. boxes, 12 boxes in case.....		.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....		.50
1 lb. boxes, 30 boxes in case.....		.55
1/2 lb. boxes, 60 boxes in case.....		.55
1/4 lb. boxes, 90 boxes in case.....		.56
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....		.65
" 12-lb. boxes, 1/2-lb. tins.....		.36
" 6-lb. boxes, 1/2-lb. tins.....		.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....		.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....		.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....		1.10
No. 3, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....		1.10
No. 53, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/4-lb. cans, 6 and 12-lb. boxes.....		.39
No. 220, Gold Milk, 1/4-lb. cans, 6 and 12-lb. boxes.....		.39

PAPER.

Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S. Republic (White) S. O. S.		
1/2 lb.....	.34 1/2	.26
1/4 lb.....	.41 1/2	.31 1/2
1 lb.....	.55 1/2	.42
2 lb.....	.72 1/2	.55
3 lb.....	.86 1/2	.65 1/2
4 lb.....	1.07 1/2	.81 1/2
5 lb.....	1.24 1/2	.94 1/2
6 lb.....	1.52 1/2	1.15 1/2
8 lb.....	1.76 1/2	1.34
10 lb.....	2.01	1.52
12 lb.....	2.35 1/2	1.78 1/2
14 lb.....	2.98	2.25 1/2
16 lb.....	3.18 1/2	2.41 1/2
20 lb.....	3.56 1/2	2.70 1/2
25 lb.....	3.95	2.99
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....		.90
20x30, ".....		1.20
24x36, ".....		1.60
Butter, Parchment—	Per pkg.	.60
8x11, 1000 sheets.....		.70
9x12, ".....		.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....		.10
Toilet—	Per case	
Extra quality, 100 rolls.....		5.75
Good " 200 ".....		4.95
Butter, Wax—	Per pkg.	.14 1/2
9x12, about 480 sheets.....		.14 1/2
White Tea—	Per bundle	
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....		.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70
Bags, price per M—		
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow
1/2 lb.	15M	.35
1 lb.	10M	.43
2 lb.	8M	.56
3 lb.	6M	.74
4 lb.	5M	.89
5 lb.	4M	1.10
6 lb.	3M	1.27
8 lb.	2M	1.51
10 lb.	2M	2.06
12 lb.	2M	2.40
14 lb.	1M	3.05
16 lb.	1M	3.26
20 lb.	1M	3.64
25 lb.	1M	4.18
Flour Sacks, satchel bottom—		
Majestic	Plain	per 100
Ex. Heavy		
12 1/2 lbs., 1 bbl.....		.42
24 1/2 lbs., 1 bbl.....		.70
49 lbs., 1 bbl.....		1.40
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4

Silk Fibre, No. 1—		
9 in. rolls.....		.02 3/4
12 ".....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
30 ".....		.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	Per case	3.25
" " small, 6 doz.....		8.25
" family size.....		2.95
" hotel size.....		3.25
" confectioners' size.....		3.50
Silver Cow, small, 6 doz.....		2.25
St. Charles, small, 4 doz.....		1.65
" tall.....		3.25
" hotel size.....		3.25
" confectioners' size.....		3.50
Pearl, tall.....		3.25
" small, 4 doz.....		1.65

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....		.10
Cocoanut Ripple.....		.11
Fruit Cookies.....		.10
Graham Wafers.....		.11
Grandma Cookies.....		.10
Honey Jumbles, XX.....		.10
Iced Honey Jumbles.....		.12
Lemon Bar.....		.09
Lunch Biscuit.....		.09
Marshmallow Mayblossoms.....		.12
Newtons.....		.11
Saltines.....		.13
Spiced Wafers.....		.09
Sugar Cookies.....		.10
Sweethearts.....		.12
Water Crackers.....		.08
7-lb. tin pails—		
Arrowroot Biscuit.....		.16
Assorted Bon Bons.....		.17
" Teas.....		.17
" Slices.....		.16
Butters.....		.16
Chocolate Bon Bons.....		.17
" Butters.....		.16
Cocoanut Macaroon.....		.16
Fancy Jumbles.....		.16
Fruit Sundae.....		.16
Lady Creams.....		.20
Lemon Sundae.....		.16
Sweet Marie.....		.15
Package goods—	Per doz.	
Animals.....		.45
Cracker Meal, large.....		.90
" small.....		.45
Gingerettes.....		.90
Gold Medal Soda, small.....		.45
" large.....		.90
Graham Wafers.....		1.25
Lunch-on-Thins.....		.90
Milk Lunch.....		.90
Ginger Snaps.....		.45
Pink Tea.....		.90
Saltona Biscuit.....		.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbbs. Boxes	
Butter Crackers.....		.09
Oyster Crackers.....		.09
Wine Scroll.....		.11
Cracker Dust.....		.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....		1.15
" large, 1 doz.....		1.75
" " with horseradish.....		1.75
Wein Senf, bbls.....	per gal.	
1-gal. stone jars.....	per jar	.75
5-gal. kegs.....	per keg	2.50

Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....		
" 10-gal. kegs.....		
" 5-gal. kegs.....		.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....		.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....		.46
" with horseradish, 2 doz.....		.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " loaf.....		
Sap Sago, 3 to lb.....	per lb.	
" less than cask.....		
Roquefort.....	12 in case, " "	
" less than case, " "		
Parmesan, about 30 lbs.....	loaf, " "	
" less than loaf, " "		
Edam, 12 in case.....	case	
" " single.....		
" in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	
" Autocrat brand, large.....		
" medium, " "		
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....		1.75
Parmesan, grated, ready for use, small bottles, per doz.....		2.50
Olmutter Hand, 100 in box.....		
Edelweiss, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf	.22
" less than loaf.....		.23
" square loaves, No. 1, about 25 lbs. each.....	per lb.	.21
Limburger, No. 2.....	box and 1/2 box	.18
" less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	2.20
Brick, No. 1.....		18-.20
English Dairy.....		.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....		2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" No. 1 size.....		2.40
" Roquelort, large size.....		2.95
" small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....		.27
" (H.).....		.26
" Peutonic.....		.24
" Gothaer.....		.32
Salami (C. W.).....		.27
" (H.).....		.26
" (G. A. P.).....		.27
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " ".....	per doz.	2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	20-.22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbls.....		6.50
" 1/2 bbls.....		
Milkers, " " bbls.....		
" 1/2 bbls.....		7.50
Scotland—		
Mixed, large, lulls, bbls.....		16.50
" 1/2 bbls.....		8.75
Milkers, " " bbls.....		
" 1/2 bbls.....		
Marinerte Herring, Imported, about 40 in pail.....		1.25
Roll Herring, imported, about 25 in pail.....		1.00

Spiced Herring, imported, about 40 in pail.....	1.00
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece .04

Bismarck Herring.

Round tins, with key, pint.....	Per tin	.20
" " quart.....		.35
" " 2 quarts.....		.60
" " 4 quarts.....		1.10
Roll Mops, 4-quart tin.....		1.00
" quart tin.....		.60
Bismarck Haring, 4-quart tin.....		1.00
" 2-quart tin.....		.60
Kruger's Roll and Brat Haring, oval tins, doz.....		

Russian Sardines.

Imported, Wallkoff brand.....	per keg	
" 5-lb. pails.....	per pail	
" 10-lb. pails.....		
Cut Spiced, 10-lb. pails.....		1.25
" 5-gal. keg.....	per keg	2.75
Russian, in glass jars.....	per doz.	.95

Norway Anchovies.

Fancy, keg.....		
" 1/2 keg.....		
" 1/4 keg.....		
" 1/8 keg.....		
Original package.....	per 1/2 bbl.	
Repacked, 5-lb. pails.....	per pail	
" 10-lb. pails.....		
" 5-gal. kegs.....	per keg	
" 1/2-lb. flat tins.....	per doz.	
" 1-lb. tall tins.....		
" 1-lb. tall tins.....		

Salt Sardellen.

Original packages, 1902.....</

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FANCY GROCERIES.

Round Staple Paste, 5-lb. cans.....per lb.	.35
hovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
ers, Nonpareil, 1/2-gal. kegs.....	1.50
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size.....	2.00
" " 1/2 size.....	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
ries in Maraschino, glass, 1 doz.....	7.00
n Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.	2.20
ie Powder, pints.....	3.60
" " 2 oz.....	2.40
" " 4 oz.....	1.40
uch Peas, extra fins.....per case	
" " fins.....	
" " moyens.....	
Cann's Irish Oatmeal.....per doz.	
1-lb. cans.....per tin	
1-lb. cans.....	.22
atley & Palmer's Petit Beurre Biscuit.....lb.	.33
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.32
Packed 7 and 5 lbs. in a can.	
Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
stone jars, 4 doz.....	1.75
odore Marquet Mushrooms.....per case	24.00
oice, 100 tins.....	22.00
tra, 100 tins.....	26.00
otel, 100 tins.....	20.00
files, 1/2 medium, 12 to case.....per tin	.25
" " 1/2 size.....	.40
" " 1/2 size.....	.75
" " 1/2 size.....	1.50
mps, pickled, small size.....	1.30
" " Dunbar's, 2 doz.....per doz.	2.80
" " in Cordial, Bishop's, 1 doz.....	6.50
stalized Ginger, 1-lb. tins.....	4.00
" " 1/2-lb. tins.....	2.25
e Juice, Rose's.....	4.50
or Rose Water.....	2.25
Peach Water.....	2.25
ed Olives.....	5.25
Franco-American Food Co.per doz	
oths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes.....	1.70
er tin, 100 cubes.....	.90
" " 50 cubes.....	2.75
er doz. tins, 12 cubes each.....	2.75
ako Clam Bouillon.....	2.00
oz. bottles, 1 doz.....	3.75
oz. bottles, 1 doz.....	.85
ig's Oxo Cubes.....	2.00
os, 25c. size.....	1.65
ans, 100 cubes.....per 100	
our's Beef, Clam and Chicken Cubes.....	2.50
nall boxes, 12 cubes, 1 doz.....	.90
edium boxes, 50 cubes.....per tin	1.70
arge boxes, 100 cubes.....	3.50
our's Concentrated Bouillon.....	6.75
rs, size 2, 1 doz.....	13.00
" " 4, 1 doz.....	25.00
" " 8, 1 doz.....	2.50
" " 16, 1 doz.....	6.50
our's Tomato Bouillon.....	3.00
otles, size 4, 1 doz.....	1.25
" " 12, 1 doz.....	
" " 5.....per bottle	
ancy jugs, size 2.....per jug	

EXTRACT OF BEEF.

our's Solid Extract of Beef.....Per doz.	
rs, size 2, 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1 doz.....	29.75
our's Fluid Beef Extract.....	5.00
otles, size 4, 1 doz.....	9.00
" " 8, 1 doz.....	17.00
" " 16, 1 doz.....	

FLOUR.

ota.....	6.65
g Midas.....	7.25
Medal.....	7.75
bourne.....	6.65
op.....	7.55
bury's Best.....	6.65
per Idem.....	5.55
ce of the West.....	5.65
eam.....	5.55
al Vell.....	6.65
ker.....	6.50
Seal.....	6.00
ny White.....	7.25
ker's Best.....	6.50
uth Imperial.....	6.65

Prepared Flours.

Pilla Prepared Doughnut, Cake, Ginger-bread and Tea Biscuit Flour.....Per case	
Doz. 14-oz.....	1.44
Doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

Hker's Buckwheat, medium, 12s.....	1.50
" " Flap Jack Flour, 18s.....	1.42 1/2
ile Jerry Buckwheat, 36 ss.....	2.75
" " Pancake, 36 ss.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" " Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

Beans.....Per bushel	
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about 2 1/2 bushel.....	4.60
Michigan Pea, new, bags about 2 1/2 bushel.....	3.25
Red Kidney, fancy, new, grain bags about 2 1/2 bushel.....	3.95
Peas.....	
Scotch, domestic, bags about 2 1/2 bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils.....Per lb.	
oooooooo, 100-lb. bags.....	
Less quantity.....	

FARINACEOUS GOODS.

Corn Meal.....Per 100 lbs.	
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina.....	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn.....	
Fancy, bbls.....	
Less quantity.....	
Hominy.....	
Lea's Grits, 24 ss.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 ss (2 pkgs. free with every case).....	
Barley.....	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal.....	
B, bbls.....per bbl.	6.25
B, 100 lbs.....per keg	3.25
Rolls Oats.....	
Avena, 180 lbs.....per bbl.	6.00
" " 90 lbs.....per keg	3.13
" " 90 lbs.....per sack	2.88
Tapioca.....Per lb.	
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 ss.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/4
Flake.....	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....Per case	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal.....	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum.....	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts.....	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties.....	
3 doz. popular size.....	2.70
Post Tavern Porridge.....	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes.....	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The.....	
Oaten Goods.....	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.05
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods.....	
Quaker Cornmeal, yellow or white, 24 ss.....	1.85
" " family, 10s.....	1.85
Quaker F. S. Hominy, pearl or gran., 24s.....	1.85
" " 10s.....	1.85
Mother's Hominy, pearl or gran., 24s.....	1.85
" " Cornmeal, large, yellow, square, 10s.....	1.85
Wheat Goods.....	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods.....	
Quaker Corn Flakes, 36s.....	2.10
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries.....	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk.....	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" " Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....Per doz.	1.20
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 8 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size.....	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size.....	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size.....	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.87 1/2
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert.....Per case	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder.....Per case	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant; Wine Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.85
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2 - .04
The Albert Dickinson Co.	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 ss.....Per lb.	
Short, 25 ss.....	.12
Cubes or Elbows, 24 ss.....	
Spaghettl, 25 ss.....	
Vermicelli, 25 ss.....	.12
Alphabet, 25 ss.....	

Domestic.

The Franco-American Food Co.Per doz.	
Spaghettl a la Milanese, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofer's.....Per lb.	
Elbow Macaroul, 36 ss.....	.10
Straight Macaroul, 36 ss.....	.10
Pastels, 36 ss.....	.10
Spaghettl, 36 ss.....	.10
Elbow Spaghettl, 36 ss.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 ss.....	.07 1/2
Cubes or Elbows, 24 ss.....	.07 1/2
Spaghettl, 25 ss.....	.07 1/2
Vermicelli, 25 ss.....	.07 1/2

Choicest Grades.

Macaroul, short, 25 ss.....	.08 1/2
" " 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 ss.....	.07 1/2
Spaghettl, 25 ss.....	.07 1/2
Vermicelli, 25 ss.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.....	
Ex. Norway, No. 1.....170-190	36.00 18.60 9.50 2.05
Ex. Norway, No. 2.....230-260	29.00 15.10 7.75 1.70
Ex. Norway, No. 3.....320-360	26.00 13.60 7.00 1.55
Ex. Norway, No. 4.....400-450	23.00 12.10 6.25 1.45
Ex. Norway, No. 5.....550-650	17.00 9.10 4.75 1.15
Shore Bloaters.....90-110	27.00 14.10 7.25 1.60
Ex. Shore, No. 1.....150-170	23.00 12.10 6.25 1.45
Fcy. Shore, No. 2.....250-260	
Fcy. Shore, No. 3.....300-350	
Extra Irish, No. 2.....300-350	
Medium Irish, No. 2.....350-450	
Irish, No. 4.....400-450	
Large Cape Shore.....100-120	12.00 6.60 3.50 .85
Med. Cape Shore.....180-220	

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Herring.

200 lb. 100 lb. 50 lb. 10 lb. 8 lb.	
Herring, large No. 1, Lab. Splits.....	
Herring, large No. 2, Lab. Splits.....	
Shore, round, large.....7.50 4.35	
" " medium.....	
Ocean Fish.....5.50 3.35 .50	
Salmon, red, fancy No. 1.....18.00 9.60	
had, Mess, No. 1.....	
No. 2.....	

Shredded Cod.

Beardsley.....Per doz.	
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumbler, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80
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Dressed Boneless Fish.

Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....	
Gilt Edge, 40 lbs.....	.06 1/2
Favorite, Middles, 60 lbs.....	.15

Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.07
Snow White, 1-lb. bricks, 20 lbs.....	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.09 1/2

Star Brand Boneless Herring.

Beardsley.....	
Tins, large size, 1 and 2 doz.....	1.35
" " small size, 2 doz.....	.90
Small tumbler, 2 doz.....	.90
Large jars, sealed, 2 doz.....	1.35

Loose Codfish.

Bank Cod, large.....	.08 1/2
" " medium.....	.08
Pollock.....	
Hake.....	
In original cases, 450 lbs., 1/4 c. less.	

Smoked Fish.

New Extra Scaled Herring.....	per box
Boneless Herring, fancy 10-lb. boxes....	per lb.	.16
Smoked Salmon, whole fish.....	"	.30
Smoked Bloaters, 50s.....	per box
Finnan Haddies, 30-lb. boxes.....	per lb.

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/2
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palamos, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/2
Cherries—	
California, Royal Ann, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 loc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.14
" 6 crown, 14 lbs.	.13
California, 28 pkgs.	.05

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10 1/4
50-60	.08 3/4
60-70	.08
California—	
40-50, 25-lb. boxes	.10 3/4
50-60	.09
60-70	.08
90-100	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.30
Connoisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.08 3/4
Sultana, fancy, 50 lbs.	.07 1/2
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08 1/4
Fancy Ondara Layers, 28 lbs.	.08 1/4
Seeded—	
Knighthood, 36 pkgs.	.08 3/4
Owl, fancy, 36 pkgs.	.07 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09
Crystal, 40 pkgs.	.08

COCOANUT.

Dromedary—	Per case
48 1/4-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/4-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	Per lb.
1/4-lb. pkgs., 15-lb. case	.29
1/2 and 1/4-lb. pkgs., 15-lb. case	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Millemans, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid	.50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	per doz. .40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. o.	No. z.	No. 2.
Lamp Chlmneys—				
Macbeth, Pearl Top	4.20	4.50	5.10	
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2	per doz.		.75	
" slim			.75	
Rochester, "			.75	
" 12 inch			1.25	
Success, No. 1, 10 inch			.90	
" 12 inch			1.25	
No. o, Tubular Lantern Globes	5 doz.	2.75		
Cold Blast	5 doz.	3.25		
Jumbo Chlmneys, plain	per doz.	.75	.85	
" dec., 207		.90	1.00	
Banner Burners	No. o. No. 1. No. 2.	.40	.50	.70
No charge for packages				
Oil Cans—	Per doz.			
1 gal., glass	2.25			
1 gal., galvanized, Pearl	1.75			
5 gal., Lennox, spout	5.50			
5 gal., spigot	6.00			
5 gal., Columbia	7.00			
5 gal., Banner	8.00			
5 gal., Climax, pump	10.00			
5 gal., Home Rule, pump	12.00			
Lanterns—				
No. o, Standard	4.00			
No. o, Dash	7.50			
Cold Blast	7.50			
Nu Style Lanterns	8.50			

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Safe Home, No. 5, 500 boxes, 1 case	3.60
" " " " 5 case	3.50
Bird's Eye, " " " 5 case	3.50
" " " " 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " " 5 case	4.60
Crescent, No. 5, 1 gross, 2 case	4.50
" " " " 5 case	4.25
Blue Hen, No. 5, " 1 case	1.85
" " " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " " 5 case	2.70
" " " " 5 gross, 1 case	4.75
" " " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " " 5 case	2.85
" " " " 5 gross, 1 case	5.00
" " " " 5 case	4.75
Doric, " 1 gross, 1 case	1.15
" " " " 5 case	1.10
" " " " 5 gross, 1 case	5.50
" " " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " " 5 case	1.00
" " " " 3 gross, 1 case	3.00
" " " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " " 5 case	1.00
" " " " 3 gross, 1 case	3.00
" " " " 5 case	2.85
" " " " 5 gross, 1 case	5.00
" " " " 5 case	4.75
New Fast Mail, " 1 gross, 1 case	1.10
" " " " 5 case	1.05
" " " " 3 gross, 1 case	3.15
" " " " 5 case	3.00
" " " " 5 gross, 1 case	5.25
" " " " 5 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

	Per case
None Such—	
1/2 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons, 3 doz. to case	2.70
" 6 1/2 doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz	2.40
3-lb. pails, 1 doz	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb. .13
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08 1/2

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National—	Per lb.
18-lb. canakins	.07 3/4
30-lb. pails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08 1/2
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05 1/4
" " " " 3-box lots	.05
" Banner, sifting, 25 lb.	.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	..

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	3.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
1/2-gal. tins, 5 gal.	15.25
1/2-gal. tins, 10 gal.	27.00
1/2-gal. tins, 10 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	14.20
1/2-gal. tins, 10 gal.	25.00
1/2-gal. tins, 10 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 1/2-gal. cans.	Per doz. 12.00
Beech Nut—	
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.57 1/2
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	" 1.40
Small, 2 doz.	" .90

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NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.24 1/4
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.30
Walnuts, No. 1, soft shell, bags, about 120 lbs.	.18
Fillberts, bales, about 220 lbs.	.15 1/4
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13 1/4
" medium	.12 1/4
Mixed Table Nuts, 25 lbs.	.14 1/4
Peanuts, Green—	
Jumbo	.07 1/4
Fancy, hand picked	.06 1/4
Virginia, choice	.05
Peanuts, Roasted—	Per bush
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.35
Big Nickel	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 3600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	22.00
Sweet Mixed—	
16 gals.	18.00
10 gals.	8.00
5 gals.	4.55
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
48 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
16 gals., 1200	7.00 7.00
32 gals., 2400	13.00 13.00
48 gals., 3600	19.00 19.00
Chow-Chow—	
16 gals.	8.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

	Per gal.
Pure Cider, 45 grain	.12
" 40 grain	.12
Distilled, 45 grain	.09
" 40 grain	.08
Fermented, 45 grain	.09

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DRESSED MEATS.

Dressed Stock—	Per lb.
ers.....	.12 - .14 1/2
ilers.....	.11 1/2 - .14
ws.....	.08 - .12
al Calves.....	.15 - .16
tra Calves.....	.15 - .17
thern and Barnyards.....	.10 - .12
ntry Dressed.....	.14 - .15
tras.....	.10 - .16
ep.....	.10 - .11
tra Wethers.....	.12 - .16
nbs.....	.15 - .16
tra Lambs.....	.15 - .17
gs.....	.11 1/4 - .12

BUTCHERS' SUNDRIES.

Steer Tongues.....each	-.80
Tongues.....	-.60
Heads, scalded.....	-.50 - .75
threads, veal.....per pair	-.75 - .80
beef.....per lb.	-.25 - .30
Livers.....	-.25 - .30
Kidneys.....per doz.	1.25
Livers.....	.10
ls.....per doz.	1.20
ts, beef.....per lb.	.05
beef.....	16.00
eroin, beef, western.....	.22
Pork, loins, city.....	.18
western.....	-.18

DRESSED POULTRY.

		Per lb.
ys—		
stern, young hens, 8 to 10 lbs.....	.20	-.22
young toms, 15 to 17 lbs.....	.22	-.23
hens and toms.....	.20	-.22
mon to good.....	.15	-.18
rs—		
adelphia, fresh killed, 3 lbs. and		
nder to pair, fancy.....	.28	-.30
adelphia, fresh killed, 3½ to 4 lbs.		
o pair.....	.28	-.30
adelphia, fresh killed, 3 to 3½ lbs.		
o pair, fancy.....	.28	-.30
—		
stern, fancy, heavy.....	.18	-.19
avy Roasters, 4 to 5 lbs.....	.21	-.22
r to good.....	.17	-.18
cocks.....	.13	-.14
bs—		
me, large, fancy.....	4.00-4.50	
ced.....	3.00-3.50	
ced.....	1.75-2.00	
rk.....		

LIVE POULTRY.

g Chickens, nearby, 1 1/2 to 2 lbs.....	.16 - .18
g Springers.....	.16 - .18
rs, 16 oz., 2 doz.....	.17 - .18
ters.....	.12 - .13
s, young.....	.15 - .16
old.....	.14 - .15

RESERVES, JELLIES, JAMS AND MARMALADES.

ter's, pure.....	Per doz.	.95	
ut jelly, apple flavor, 30 lbs. full weight, per pall		1.00	
immel's, 8-oz. tumblers.....		.80	
ional, 16 oz., 2 doz.....		.87½	
3-lb. tins, net weight.....		1.95	
erves—	Per lb		
immel's, pure, 12-oz. jars, 2 doz...per doz.		1.60	
ional, 30-lb. pails.....		.09½	
thwark, 30-lb. pails.....		.07	
3-lb. toy pails.....per doz.		3.05	
immel's, pure, 12-oz. jars, 2 doz.....		1.60	
thwark, assorted, jars, 2 doz.....		.90	
e Marmalade—			
ley's, imported, 4 doz.....		1.90	
immel's, pure.....		1.50	
Nut Brand Conserves—			
	Per doz., in glass		
	Large Medium Individual		
wberry.....	3.25	2.00	1.10
Raspberry.....	1.80	1.80	1.00
ckberry.....	1.80	
ch.....		
berry Sauce.....	2.25	1.40	.80
cord Grape.....	2.40	1.50	.90
n.....			.80
	2.35	
ed Plum.....	2.25	1.40	.80
nson Plum.....	2.25	1.40
Curant.....	3.00	1.80	1.00
ck Curant.....	3.00	1.80	1.00
nce.....	3.00	1.80	1.00
pe.....	2.40	1.50	.90
b Apple.....	2.35	1.50	.90
le (Spitzenberg)....	2.25	1.40	.80
Gva Jelly.....		1.80	.70
erves—			
Apple (shredded)...	3.00	1.80	1.00
erry.....	3.50	2.10
alades—			
nge sweet.....	2.25	
Ge Fruit.....	2.25	1.40	.80
Farb.....	2.25	
er Orange.....	2.20	1.35	.80
ge jars packed one dozen, medium two dozen			
individual three dozen per case.			

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.....per pall	1.15
full 5-lb. slp cover tins, 1/2 doz.....per case	1.60
" Schimmel's, 30-lb. pails.....per lb.	.06 1/4
" " 3-lb. slp cover tins, 1 doz.....per doz.	2.60
" " 2 1/2-lb. stone jars, cloth top, 1/2 doz.....per doz.	2.90
" " 40-oz. stone crock, glass top, 1/2 doz.....per doz.	3.15
" Mother Cook's, No. 14, 2 doz.....per doz.	.90
Peach, 30-lb. pails.....per lb.	.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.45	.85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squilla.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.45	.85	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

5 per cent. discount in gross lots assorted.	
Alum.....per lb.	.09
Borax, powdered, bulk.....	.10
lump, bulk.....	.06 1/4
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.12
Copperas.....	.02 1/2
Camphor, gum, 1-oz. blocks.....	.70
flakes, 250-lb. bbls.....	.18
" less quantity.....	.19
" Tar Balls, 250-lb. bbls.....	.17
" less quantity.....	.18
Castoria, Fletcher's.....per doz.	2.80
" Pitcher's.....	.80
Carbonate of Ammonia.....per lb.	.15
Epsom Salts, in barrels.....	.04 1/2
Glauber Salts.....	.08 1/2
Glue, ordinary.....	.11
" white.....	.90
Gum Arabic.....per doz.	.50
Haarlem Oil.....	.40
Husband's Magnesla.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
" M. & R., 5-lb. boxes.....per lb.	.23
" lozenges, 5-lb. boxes.....	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24
" root.....	.12
Putty, 25-lb. cans.....per 100 lbs.	1.57 1/2
50-lb. cans.....	1.47 1/2
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
roc. size.....	.75
Paris Green, 100-lb. kegs.....per lb.	.17
" 1/2-lb. pkgs., 50 lbs.....	.22 1/2
" 1/2-lb. pkgs., 50 lbs.....	.21 1/2
" 1-lb. pkgs., 50 lbs.....	.20
Rosin.....	.04 1/2
Roach Powder, BB, 4-oz. cans.....per doz.	2.00
roc. size.....	.80
Roachsalt, roc. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.19 1/4
graulated, about 100-lb. kegs.....	.20
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50
" 100-lb. bags.....	.02 1/4
" less quantity.....per lb.	.03
Venetian Red.....	.03
Whiting.....	.02
Goff's.....	
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
BB, roc. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	.80
Quinine Capsules.....	.20

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.	
gals.....each	
" 1/2 bbls.....	
" bbls.....	
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....	2.25
McCord's Magic Medicine, 25c. size.....	2.00
" 50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
" 50c. size.....	4.00
Reliable Brand Headache Powders, roc. size.....	.80
Borax, 20-Mule Team—	
48 1-lb. cartons.....	4.80
72 10-oz. cartons.....	4.80
96 1/4-lb. cartons.....	3.20

Extracts and Essences.

McCormick & Co., Bee Brand—	
Vanilla, No. 2 size.....per doz.	.90
" No. 4 size.....	2.25

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Rose, No. 2 size.....	1.25
" No. 4 size.....	2.75
Platachlo, No. 2 size.....	.90
" No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....No. 2 size	.90
" No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
" No. 4 size.....	2.00
Orange, No. 2 size.....	.90
" No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle—	
Mapleine Flavoring, 1/4 oz.....per doz.	.90
" 1 oz.....	1.75
" 2 oz.....	3.00
Crescent Brand, bottles, 1/2 oz.....	.90
" 1 oz.....	1.75
" 2 oz.....	3.00
" 4 oz.....	5.25
" 8 oz.....	9.00
" pints.....	16.50
" quarts.....	30.00
" 1/2 gallons.....	5.00
" gallons.....	9.50
Sauer's Flavoring Extracts—	
No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....per gross	10.80
Nos. 2 and 4, assorted cases.....	11.80
F. F. V. Vanilla.....	2.00 3.75 7.25 14.00
XXX.....	2.75 3.25 6.25 12.00
XX.....	2.50 2.75 5.25 10.00
X.....	1.00 2.00 4.00 8.00
Lemon.....	1.00 2.00 3.50 6.75
Ginger, Clove, Pepper-mint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange Nutmeg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple, Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....per doz.	1.50
Hansen's Junket Tablets, 3 or 1 1/2 doz.....	.80
CIDER.	
Old Orchard, bbls.....per gal.	
" 1/2 bbls., 28 gals.....per 1/2 bbl.	
" kegs, 14 gals.....per keg	

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
" boxes, 20 pkgs.....	.55
Gee Whiz, 72 pkgs.....	.50
Fleer's Chiblets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

MINT TABLETS.

Certified Products Co.—	
Peppermint "Smiles," display cartons, 18 5c. pkgs.....	.50
" half case, 6 cartons.....	2.85
" full case, 12 cartons.....	5.50

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons.....	.06 1/2
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06 1/2
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized.....	.06 1/2
Comet, natural brown, 1-lb. cartons, sterilized.....	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized.....	.06 1/2
Sola Japan Unkoted.....	.06 1/2
D. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons.....	.06 1/2

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
" 60 5-lb. bags.....	4.00
" 22 14-lb. bags.....	3.75
" 30 10-lb. bags.....	3.75
" 15 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
" 56-lb. bags.....	.65
" 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., roc. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
" 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
" 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.....per case	4.25
" small, 2 doz. 1/2 pints.....	2.50
Schimmel's, small, 2 doz.....per doz.	.90
My Wife's, large, 1 doz. pints.....	2.50
" small, 2 doz. 1/2 pints.....	2.50

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60-lb. boxes.....per box	.60
" Crystal Brand, 24 2 1/2-lb. pkgs., per case	.80

SAUCES.

Lea & Perrins'—	
Worcestershire, large.....per doz.	4.50
" small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA—BI-CARB.

Babbitt's, 1/2, 25 lbs.....per lb.	.05 1/4
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
" 1/2-lb. pkgs., 36 lbs.....	.05 1/4
" 1/4 and 1/2-lb. pkgs., 36 lbs.....	.05 1/4
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 1/2
" 1/2-lb. pkgs., 36 lbs.....	.05 1/4
" 1/4 and 1/2-lb. pkgs., 36 lbs.....	.05 1/4
" 1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/4
112-lb. kegs.....	.02 1/2
Bi-Carb.....	.03

SOFT DRINKS.

Cllequot Club Co.—	
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer.....2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	8.00
" Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice, quarts, 1 doz.....	4.00
" pints, 2 doz.....	4.50
" 1/2 pints, 3 doz.....	4.50
5 per cent. discount on 5-case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	
Individual.....per doz.	.90
1 lb.....	3.00
2 lb.....	5.00
3 lb.....	7.25
Richardson & Robins'—	
Individual, 2 doz.....	.85
Round conical, with key, No. 1, 1 doz.....	2.25
" No. 2, 1 doz.....	4.20
Atmore's Philadelphia, seedless—	
Individual, 2 doz.....	1.90
Cans, No. 1, 1 doz.....	2.30
" No. 2, 1 doz.....	4.10
" No. 3, 1/2 doz.....	3.25
" No. 4, 1/2 doz.....	4.35

FLOOR POLISH.

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20
Acme, Lautz.....	100	3.75
Babbitt's White Floating.....	100	3.85
" Naphtha.....	100	3.90
Best, B. T. Babbitt.....	100 75	3.80
Borax, Pearl, Young & Co.....	40 40	2.80
" Naphtha, Eavenson.....	100 br.l.	4.00
" Dreydoppel.....	40 40	2.70
" Novelty, Day & Frick.....	40 40	2.70
" Red Seal, Tomson.....	100	4.00
Big Master, Lautz.....	100	3.90
Circus, Lautz.....	100	3.75
Cream Borax, Lautz.....	100	3.90
Coal Oil Johnny.....	100	3.85
Fairy, Fairbank's.....	100 5ct.	4.00
Fels-Naphtha, Fels & Co.....	100 10ct.	6.75
5-case lots.....	100 75	4.00
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" " " " " " " "	50 small	1.95
Gloss, Lautz.....	100	3.75
Ivory, P. & G.....	100 10 oz.	7.00
" " " " " " " "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons.....	100	3.90
" Master.....	100	3.75
Lenox, P. & G.....	100	3.05
Lotus, white.....	100 1dry.	5.20
" " " " " " " "	100 5ct.	3.90
Marselles, Lautz.....	100 5ct.	4.00
" " " " " " " "	100 laundry size.	6.00
Miller's, C. Miller & Co.....	100	4.00
Miners'.....	100	3.05
Mystic White Borax.....	100	4.00
Mayer's, Elkinton.....	100	4.00
Noxel.....	100 7 oz.	1.50
New Process.....	25	3.80
" " " " " " " "	30	3.80
Oak Leaf.....	100	3.05
Octagon, Colgate & Co.....	100 75	4.00
Oleline, Oxide, P. & G.....	72 60	3.05
" Eavenson.....	84 60	3.15
" Penna., Miller.....	60 50	1.95
" Phila., Lautz.....	60 60	3.15
" Conway.....	60 60	3.10
" Kirk's.....	84	2.75
" Monarch, Miller.....	60	2.10
" C. & C., Globe Soap Co.....	60 5ct.	2.40
Ozone, Fairchild & Son.....	100 75	4.00
Polo, P. & G.....	120	2.40
Pound Bleacher, Day & Frick.....	60	2.65
P. & G. Naphtha.....	100	3.90
Railroad.....	120	2.50
Star, P. & G.....	80	3.20
Sunlight, twln, Lever Bros. Co.....	100 5ct.	4.00
Sunny Monday, Fairbanks.....	100	4.00
Velvet, P. & G.....	100	3.90
White Flake, Kirk's.....	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars.....		3.85
Classic White Laundry, 100 bars.....		3.85
Naphtha, 100 bars.....		3.85
Old Mill, 100 bars.....		2.50
Pride, 100 bars.....		2.85
Wool, 100 5c. bars.....		3.85
" 100 10c. bars.....		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size.....		3.75
" " " " " " " " " " " "		30 25c. size..... 3.75

Toilet Soaps.

Lifbuoy, Lever Bros. Co., 50 bars.....	2.00
" " " " " " " " " " " "	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes.....	2.00
A-1 Floating Castle, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castle Cont'l, white.....	.75
Add five cents per lb. for Castle cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes.....	4.00
Fairy, Fairbank's, 100 10c.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" " " " " " " " " " " "	50 5c..... 1.95
Glycerine, Eavenson, 50 5c. cakes.....	2.00
Hand Sapolio, 1/2 gross.....	9.50
Lava.....	3.85
" " " " " " " " " " " "	50 cakes..... 2.00
Marselles, white, 100 pkgs., Lautz.....	4.00
" " " " " " " " " " " "	50 pkgs., Lautz..... 2.10
Miller's.....	2.75
Pummo, Fairbank's, 100 5c.....	3.75
" " " " " " " " " " " "	50 5c..... 1.95
Pumiss, Jergens', 100 cakes.....	3.85
" Haskin's, 36s.....	1.45
Sweetheart, 50 cakes.....	1.90
" " " " " " " " " " " "	100 cakes..... 3.80
Witch Hazel, 3 cakes.....	3.60
Glycerine Tar, Fairbank's.....	3.75
Swift & Co.—	
Vulcan Pumice, 100s.....	3.50
" " " " " " " " " " " "	50s..... 1.80
Raven Tar, 100s.....	3.50
" " " " " " " " " " " "	50s..... 1.80
Queen Regent, 100s.....	3.50
" " " " " " " " " " " "	50s..... 1.80
Witch Hazel, 100s.....	3.50
" " " " " " " " " " " "	50s..... 1.80
Health Glow, Kirk's, 50 cakes.....	4.00
Jap Rose, Kirk's, 50 cakes.....	3.30
Jergens' Violet Glycerine.....	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.....	3.60
Gold Dust.....	4.30
" 100 5c.....	3.85
Oak Leaf, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 1, 36 1s.....	2.50
" No. 2, 100 7-oz.....	2.50
Pearline, 36 10c. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Jap Rose, Gowan's, 24s.....	3.75
" " " " " " " " " " " "	100s, 5c. size..... 3.75

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Snow Boy, Lautz, 60 5c. size.....	2.40
" " " " " " " " " " " "	48 10c. size..... 3.75
" " " " " " " " " " " "	100 5c. size..... 3.75
" " " " " " " " " " " "	24 family size..... 3.75
" " " " " " " " " " " "	20 laundry size, 6 teaspoons in each pkg..... 4.00
Lautz Naphtha Soap Powder.....	60 pkgs..... 2.40
" " " " " " " " " " " "	100 pkgs..... 3.75
Kirkoline, Kirk's, 24 4s.....	4.00
Grandma, 100s.....	3.65
Polly Prim, Scouring, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerine, 100s.....	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" " " " " " " " " " " "	100s, 5c. size..... 3.60
Sunbrite Cleanser, 60s.....	2.25
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" " " " " " " " " " " "	100 16-oz. pkgs..... 3.75
" " " " " " " " " " " "	24 4-lb. pkgs..... 3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 2 to 5 boxes.....	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
10 " " " " " " " " " " " "	2.20
25 " " " " " " " " " " " "	2.15
Fels Soap Powder can be included with dropshipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross.....	per gross 5.00
-------------------------	----------------

MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz.....	1.05
Beer Mug, fancy, large size, 2 doz.....	.67 1/2
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.37 1/2

SPICES.

B. Flscher's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
" " " " " " " " " " " "	10c. tins, 4 doz..... .80
" " " " " " " " " " " "	50 lb., 6, 10, 25 lb. Per lb.
McCormick & Co., Ground—	Per lb.
Allspice.....	.10 3/4
Cinnamon.....	.13 1/4
" " " " " " " " " " " "	.18 1/4
" " " " " " " " " " " "	.18 1/2
" " " " " " " " " " " "	.21
" " " " " " " " " " " "	.71
" " " " " " " " " " " "	.26
Cloves.....	.25
Cream Tartar.....	.40
Ginger, African, Crystal.....	.12
" " " " " " " " " " " "	.13 1/4
" " " " " " " " " " " "	.14 1/4
Mace.....	.24
Nutmegs, ground.....	.17
Pepper, Singapore.....	.17
" " " " " " " " " " " "	.17
" " " " " " " " " " " "	.19
" " " " " " " " " " " "	.25
" " " " " " " " " " " "	.26
Tumeric.....	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags.....	.05
" " " " " " " " " " " "	less quantity..... .05 1/2
Cinnamon, Canton, fancy.....	.11
" " " " " " " " " " " "	Java, thin quill, about 5-lb. rolls..... .30
" " " " " " " " " " " "	Salon..... .55
" " " " " " " " " " " "	Mandalay, stick, 48 5c. cartons..... .38
Cloves, choicest Zanzibar, bags.....	.17 1/2
" " " " " " " " " " " "	less quantity..... .19 1/2
Green Ginger Root.....	.15
Mace, choicest Penang.....	.75
Nutmegs, medium.....	.80
" " " " " " " " " " " "	large..... .81
Pepper, black, original bags.....	.14 1/2
" " " " " " " " " " " "	less quantity..... .16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes.....	.14
Mayflower, 10-lb. glass front, 10c., 2 doz.....	.70
" " " " " " " " " " " "	5c., 4 doz..... .38
Colburn's Ketchup Spice, 10c. tins, 2 doz.....	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....	per lb. .07 1/4
" " " " " " " " " " " "	20 1-lb. pkgs..... .07 1/2
Best, 24 1-lb. pkgs.....	" .04
" " " " " " " " " " " "	48 1s..... .03 3/4
Duryea's, 40 1-lb. pkgs.....	per lb. .07 1/4
" " " " " " " " " " " "	20 1-lb. pkgs..... .07 1/4
Niagara, 48 1-lb. pkgs.....	" .05 1/4
" " " " " " " " " " " "	24 1-lb. pkgs..... .05 3/4
Cream, 48 1-lb. pkgs.....	per case 3.60
Argo, 24 5c. pkgs.....	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06 3/4
" " " " " " " " " " " "	Silver Gloss, 40 1-lb. pkgs..... .07 1/4
" " " " " " " " " " " "	12 6-lb. boxes..... .08 1/4
Duryea's, Superior, 3-lb. cartons.....	.06 3/4
" " " " " " " " " " " "	Satin Gloss, 1-lb. pkgs..... .07 1/4
" " " " " " " " " " " "	12 6-lb. boxes..... .08 1/4
" " " " " " " " " " " "	Superior B, bulk, 40 lbs..... .03 3/4
Best Gloss, bulk, 50 lbs.....	.03 1/2
Niagara, Laundry, 50 lbs., bulk.....	.03 3/4
" " " " " " " " " " " "	48 1-lb. pkgs..... .05 1/4
" " " " " " " " " " " "	16 3-lb. cartons..... .05 3/4
" " " " " " " " " " " "	6-lb. boxes..... .06 1/4
Celluloid, 64 10c. pkgs.....	5.00
" " " " " " " " " " " "	64 5c. pkgs..... 2.50
Elastic, 64 10c. pkgs.....	4.80
" " " " " " " " " " " "	64 5c. pkgs..... 2.40
Ivory, 72 10c. pkgs.....	5.00
" " " " " " " " " " " "	36 10c. pkgs..... 2.50
" " " " " " " " " " " "	72 5c. pkgs..... 2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross.....	4.50
" " " " " " " " " " " "	large, 1/4 gross..... 7.20
" " " " " " " " " " " "	Liquid, large, 1/4 gross..... 7.50

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Mason's Challenge Paste, boxes, 1/4 gross.....	5.00
Electric Paste, 1/4-gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" " " " " " " " " " " "	10c. size..... 7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs.....	per pkg. .07 1/2
Weikel's, 24 pkgs.....	per doz. .90
Blrd Gravel—	
Red, 36 pkgs.....	per doz. 1.05
Silver, 36 pkgs.....	" 1.05
Bath Brick, 25 bricks.....	per box .77 1/2
Toothpicks, Eureka, 100 boxes.....	per case 2.80
" " " " " " " " " " " "	Saginaw, 3 doz..... .35
David's Liquid Glue.....	" .90
" " " " " " " " " " " "	Mucilage..... .75
" " " " " " " " " " " "	Cone General Mucilage, 2 oz., 1 doz..... .30
Le Page's Glue, bottle.....	" .80
" " " " " " " " " " " "	tube..... .80
Royal Glue, 3 doz.....	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count.....	.08 1/2
10 oz., ".....	.12
12 oz., ".....	.14
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s.....	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued.....	.10
No. 11, ".....	.08
Fly Paper—	
Sticky.....	10 cartons 2.35
Tanglefoot.....	10 cartons 2.70
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .40
Poison.....	1 doz. sheets .20
I-X-L Poison.....	50 envelopes .60
Wire Fly Swatters, leather bound.....	per gross 4.15
Wax, white and yellow.....	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet.....	.90
" " " " " " " " " " " "	60 feet..... 1.10
" " " " " " " " " " " "	75 feet..... 1.35
" " " " " " " " " " " "	90 feet..... 1.50
" " " " " " " " " " " "	100 feet..... 1.70
Coils and spools.....	per lb. .10
Jute—	Per lb.
Coils or spools.....	.08
Tie Yarn—	Per lb.
5-lb. bales.....	.19 1/2
Colored assortment.....	.28
Cones.....	.19 1/2

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.28
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Cora.....	.33
River Front.....	.36
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26
Best, for confectionery.....	per cwt. 3.00

Glucose.

	Per doz.
Selger's, small bottles, 2 doz.....	.95
" " " " " " " " " " " "	medium bottles, 2 doz..... 1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" " " " " " " " " " " "	medium bottles, 2 doz..... 1.40
" " " " " " " " " " " "	small bottles, 2 doz..... .90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, Imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound.....	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2 1/2, 2 doz.....	2.32
Karo, cane flavor, 24 2 lb.....	1.90
" " " " " " " " " " " "	24 2 1/2 lb..... 2.30
" " " " " " " " " " " "	12 5 lb..... 2.25
" " " " " " " " " " " "	6 10 lb..... 2.15
" " " " " " " " " " " "	crystal white, 48 1 1/2 lb..... 3.50
" " " " " " " " " " " "	24 1 1/2 lb..... 1.75
" " " " " " " " " " " "	24 2 lb..... 2.15
" " " " " " " " " " " "	24 2 1/2 lb..... 2.65
" " " " " " " " " " " "	12 5 lb..... 2.60
" " " " " " " " " " " "	6 10 lb..... 2.50
Lassies, 24 2 lb.....	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.....	1.80
10c. size, 4 doz.....	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.10
No. 2 1/2, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2 1/2, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 18.....	1.15
" " " " " " " " " " " "	28..... 1.90
" " " " " " " " " " " "	cups..... 1.25
Turkey, No. 2, 2 doz.....	per doz. .85

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MAPLE SYRUP.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, October 4, 1915.

No. 14.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.

TELEPHONES:
Filbert 3286
Filbert 3287
Exchange.
Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
Japan and Asia 4.50
Copies10

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Government Says Retail Grocers Charge Exorbitant Profits on Apples

Charges Them With Making Several Hundred Per Cent., Keeping Prices Up and Thus Curtailing Apple Consumption. Clever Apple-selling Scheme of a Chain Store Concern.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

September 30, 1915.

Some matter which should interest retail grocers very much has just left the Government presses and is called "Apple Market Investigations, 1914-1915." It goes into the marketing of apples from the tree down to the consumer, particularly that part of the distribution which goes through the retail grocer. The Government expresses the frank opinion that the retailer makes too much profit on apples.

In studying the various phases of city apple marketing, special attention was given to retail methods and costs. The purpose of this study was chiefly to learn whether the wholesale supply controls the price. The cost of operation as a factor in determining retail prices also was investigated as far as possible.

Retail apple distributors may be classed as follows:—

(a) Fruit stand vendors.

(b) Fancy grocers, fruiterers, etc., catering almost exclusively to high-class or fashionable trade and doing a very extensive credit business.

(c) Grocers catering to a cheaper class of trade, largely upon a cash basis.

(d) Hucksters or street peddlers.

Relatively high prices were charged for apples purchased at fruit stands. Extra fancy North-western and Colorado Jonathans were sold to the dealers during October and November at prices ranging from \$1 to \$1.25 per box. Apples which grade 150 to the box retailed at two for 5 cents, or \$3.75 per box. This meant a gross profit of about 250 per cent. In the 96 size, extra fancy Jonathans sold at three for 10 cents, or \$3.20 per box, showing a gross profit of about 200 per cent.

The largest profits were found usually in barreled apples. For instance, New York B grade, 2 inches minimum, approximately 600 apples

to the barrel, sold for a cent each or \$6 per barrel. These apples cost the retail dealer not over \$2 per barrel delivered to his store, allowance being made for jobber's profit and drayage. The investigator saw "A grade" fruit, 2½ inches minimum, averaging about 400 apples per barrel, which cost the retailer not over \$3, being displayed for sale at two for 5 cents, or \$11.25 per barrel. Such prices prevailed at no less than 25 retail stores visited in one day. Apples were being offered for sale at retail all over New York City at prices ranging from 1 cent each at the cheap corner fruit stands to 50 cents and 80 cents per dozen at the fanciest fruit stores.

Grocers catering to high-class trade buy only the best apples. Extra Fancy Jonathans, Grimes, etc., preferably 138s and 150s size, were purchased at \$1 to \$1.25 per box. These apples were taken from the box and repacked in small splint trays similar to the peach basket used in a six-basket carrier. Each

TABLE 1.—Purchase and selling price of apples handled by retail grocers in St. Louis, October 13 and 14, 1914.

Variety	Purchase price per barrel	Selling price, per peck, ¹ received by 10 retail grocers									
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10
Ben Davis.....	\$1.55 to \$1.75	25	25	25	30	30
York Imperial.....	2.25 to 3.00	35	40	40
Jonathan.....	2.10 to 1.25	40	40	50	40
Spy.....	2.75 to 3.00	40
Gano.....	1.65 to 1.80	25	50	25
Rome Beauty.....	1.65 to 2.60	30	40
Hubbertson.....	1.75 to 2.50	35
Missouri Pippin.....	1.30 to 1.65	15
Greening.....	2.00 to 2.15	25-50

¹ Grocers secure 12 to 13 pecks from a barrel of apples; 4 pecks from a box of apples.

² Per box.

box of apples filled approximately 10 trays. Each tray sold for 30 cents; hence the box brought \$3, representing a gross profit of about \$1.75. Extra fancy delicious and winter banana, 72s size, purchased at \$2 per box, retailed at 5 cents each, or \$3.60 per box. Other sizes and varieties brought corresponding prices. No attempt was made by this class of grocers to stimulate consumption by temporarily reducing prices.

The retail prices quoted above were maintained consistently throughout the 1914 season, regardless of prevailing jobbing prices. The large margins charged by the

retailers, for the most part, were due apparently to the small amount of business handled, the perishable nature of the commodity and the cost of operation.

An elaborate and efficient delivery service must be maintained by the grocers, and many small deliveries are made each day at an actual loss to the dealer. A large proportion of the grocery store patrons buy on credit and pay when it becomes convenient. Many of these accounts are never paid. Hence it becomes apparent that the good customer who pays his bill regularly each week, or who pays cash, must suffer for the shortcomings of others. However, there can be little doubt, says the Government expert, that reducing prices would materially increase consumption and in the end result in equally good profits for the retailer. Reduced prices and better business practice should prove to be very beneficial to grower, dealer and consumer.

The profits derived from the sale of cheaper grades of apples to the poorer class of consumers are not so large. It was learned that those catering to such trade operated on a margin of 75 to 100 per cent. of the purchase price. Table 1 shows the purchase and selling prices of certain varieties of apples handled by retail grocers in St. Louis, Mo., on October 13 and 14, 1914:—

By keeping prices at a rather high level, the stores move only a small quantity each day. Considering the fact that overhead and operating charges are not so high as in the case given above, and that there is a greater proportion of strictly cash trade, it appears to the Government, that the margin of profit is rather great. It is reasonable to believe, they say, that sales could be made on a very much closer margin and still offer ample protection and profit to the dealer. These grocers, however, seem to prefer handling small quantities rather than moving large quantities upon small margins. In general, it

appeared that retail apple prices were too high this year, "and there is little doubt that the amount used would be increased greatly if grocers would buy in large quantities and sell at a price sufficiently low to attract public attention."

In a middle western market there is a chain of retail stores which handle apples in a very original manner. They sell for cash, make no deliveries and have no telephone in their stores. Their plan is to sell a peck of apples proportionate as cheap as they could sell a barrel. The concern publishes a weekly newspaper which in one week has a circulation of 26,000 copies. In the paper they advertised the commodities on which they would make special prices. On November 4, 1914, they quoted "Excellent cooking apples," which cost them about 15 cents, at 15 cents per peck. The company moved a large quantity of fruit through their various stores at low prices, made a profit of about 50 to 60 cents a barrel, and enabled the consumer to buy far below the usual retail prices.

HOLT.

A Scheme That Pulled.

Cultivating the trade of the farmer by encouraging them to cultivate corn is the novel advertising and trade getting plan inaugurated by a variety store in Ohio.

The store sent out circulars announcing that it wanted to obtain specimens of the finest corn raised in Ohio; also to become better acquainted with the farmers in that section. To realize both of these things the store offered prizes as follows:—

One prize of \$15 in merchandise for the largest, finest and best ears of corn received.

One prize of \$10 in merchandise for the second largest and best ears.

One prize of \$5 in merchandise for the third largest and best ears.

Five prizes of \$2 each in merchandise for the next five largest and best ears.

Ten prizes of \$1 each in merchandise for the next ten largest and best ears.

It was explained that there was a string attached to the proposition. The purchase of merchandise was necessary to admit a farmer to the contest. All he had to do was merely to bring his corn, properly labeled, and enter it with the rest. The plan was a great success.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

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Keystone, Race 746

The Grand Prize On Cereals

At the Panama-Pacific Exposition Goes to The Quaker Oats Company

At San Francisco there is now being held probably the greatest world's fair in history.

Competition among manufacturers has been tremendously keen to secure the Honors of Merit.

In each class of products there were six grades of awards, one Grand Prize and five lesser awards as follows:

GRAND PRIZE . FIRST AND HIGHEST HONOR	
Medal of Honor	Second grade award
Gold Medal	Third grade award
Silver Medal	Fourth grade award
Bronze Medal	Fifth grade award
Honorable Mention	Sixth grade award

In each kind of goods only one Grand Prize was given.

In the Cereal List it went to The Quaker Oats Company

In addition to the Grand Prize for merit on Quaker Oats, the Grand Prize was also given on machinery covering some of the processes of the manufacture and packing of this product.

The Quaker Oats Company

Read This to See if You Figure Profits Correctly

Note Particularly What Success Has Come to Merchants Who Have Known the Business They Were Doing, What it Cost Them to Do It, and What Profit They Were Making. What a Ten Dollar Girl Can Do.

There has been a mass—I might almost say a mess—of material written on the subject of figuring profits. One can get twisted into a thousand mental knots trying to read some of it. It surely is a knotty problem, but some of the attempted solutions only seem to tie more knots in it. Let us see if we can do some simple straight thinking on the subject.

To start right let's settle on what profit is. One man says profit is the difference between cost and selling price. If an article costs \$8 and sells for \$12, the profit is \$4. True, says another man, but that \$4 is only the gross profit; out of it have to come the expenses, and if there is anything left that is net profit.

So then we have two kinds of profit—gross profit and net profit. And since these terms are apt to be confusing I am going to use the term "mark-up" to mean the whole difference between cost and selling price and the term "profit" to mean only what is left of mark-up after expense of doing business has been deducted.

Thus if a merchant sells goods for \$50,000 that have cost him \$30,000, his mark-up is \$20,000. If his expenses are \$10,000 he has left a profit of \$10,000.

Now just a word about these figures as expressed in percentage. They can be stated in either one of two ways, both of which are correct. If we use the cost of goods, \$30,000, as the basis, our mark-up of \$20,000 is $66\frac{2}{3}$ per cent., our expense of \$10,000 is $33\frac{1}{3}$ per cent. and our profit of \$10,000 is also $33\frac{1}{3}$ per cent. If we use total sale of goods, \$50,000 as the basis, our mark-up of \$20,000 is 40 per cent., our expense of \$10,000 is 20 per cent. and our profit of \$10,000 is 20 per cent.

While either of these sets of percentage is correct, it would be

wrong to mix the two. For, if a merchant should figure on a basis of his past year's sales that his cost of doing business was 20 per cent. and his profit was 20 per cent., making 40 per cent. mark-up, and should then invest \$30,000 in new goods and mark them up only 40 per cent. of \$30,000, which is \$12,000, he would find at the end of the year that after paying expenses of \$10,000 he would have only \$2,000 profit instead of the expected \$10,000. Forty per cent. mark-up based on selling price equals $66\frac{2}{3}$ per cent. based on cost.

Undoubtedly some retailers have erred in marking up goods because of a confusion of the two bases on which percentage may be figured. Your problem as I see it is not how much you should mark up your goods, but how to squeeze out a respectable profit between the cost which is fixed by the maker or the jobber and the selling price which is fixed by competition. And that we must admit is some sizable problem in these days of sharp competition and rising costs.

The first great essential is to know, not guess, what your mark-up, expense and profit are. It is a good thing to know at the end of the year what it has been, but is better by far to know at least each month, and better still, if possible, each week. I make the positive assertion that there is not a merchant whose business is too small to afford a \$10 a week girl if she does nothing else except keep you posted week by week on just what you are doing in the way of making profits. The \$500 you would spend during the year would give you the facts and figures that would enable you to make several times that \$500 in extra profits.

The most expensive thing you can do is to guess. The most profitable thing you can do is to know—and to know all the time as you go along.

What is the most costly thing you handle in your store?

Don't think of the highest priced goods, for that answer is wrong. (The most costly thing you have anything to do with is time—minutes, hours, days, weeks and months. Let me prove this:—

Suppose my average expense is 20 per cent. of the sale. Suppose I buy a flying machine for \$5,000 to sell for \$10,000. Will I make a profit over my 20 per cent. expense?

If I sell it within a year, yes. I'll take off \$2,000 for expense and have \$3,000 left for profit.

But suppose it is five years before I sell it?

My expenses are 20 per cent. for each one of the five years, or 100 per cent. for the period. I have used up the whole \$10,000 I got for it and am out the \$5,000 I paid for the machine.

All because of the time it took to turn my investment into money again.

Suppose I had bought instead of a flying machine, \$5,000 worth of chewing gum, candy, soda water or anything else that would sell rapidly—in short time—for only \$7,000. If my expenses were still 20 per cent., or \$1,400, the profit would be only \$600. But if I sold this amount ten times over in a year, I'd get \$6,000 profit out of it.

Do you see how speeding up time increases the real profit though the margin is much smaller?

Therein, to my mind, appears the only way to work out a profit where cost of goods and selling prices are pretty firmly fixed by causes beyond our control.

We have assumed that 20 per cent. of the sale was the expense of doing business. That figure was obtained by dividing the expense for an entire year, \$10,000, by the sales for the year, \$50,000. I believe that this is a wrong way of figuring the percentage cost of doing business. I believe that it is wrong to use a percentage so obtained to guide the merchant in the conduct of his business. We haven't yet taken into consideration the capital invested. We bought \$30,000 worth of goods during the year but we may not have had \$30,000 invested in goods at any one time.

Suppose we had an average investment in goods of \$15,000. This means that on the average we turned our goods over twice during the year. Some of them we turned over only once, others twice, others four times, some ten times.

I have shown that we can afford to operate on a smaller mark-

(Continued on page 14.)

Kellogg Co.'s Fixed Price Plan Seems Be Smashed by Court Decree

Company Consents to Entering of Decree Against It Forbidding It from Fixing Resale Prices and Attempting to Carry Them Out. Seems on Surface to Conflict with Other Decisions.

During the week the news has been telegraphed over the country from Detroit, Mich., that the United States Government suit against the Kellogg Toasted Corn Flakes Co. had been ended by the Kellogg Co. consenting to the entering of a decree against it. The consenting to the decree surprised the trade very much, because the Kellogg Co. had been very insistent upon its "square deal" policy, and the trade rather expected that it would fight the case through and fight it hard.

While exact news of the decree and what it contained is not yet forthcoming, it appears from the dispatches that the company is enjoined from pursuing its former plan of maintaining fixed prices on

Kellogg Toasted Corn Flakes. The plan in brief was this: The Kellogg Co. sometime ago, in order to get itself in a position where it could claim the extra monopoly given by the patent laws, patented something on its carton and thereafter claimed to be selling a patented article. The theory was that being the owner of a patented article, it could absolutely fix the price at which it should be sold, and if anybody violated it, it could claim its patent rights were being infringed. To carry this view out the company pasted stickers on its packages fixing both wholesale and retail prices.

In spite of this the Government began its suit against the Kellogg

NOTE.—A portion of an address delivered before the Pennsylvania Retail Merchants' Association at its convention in Connaught Park a few days ago.

, claiming that its plan was in restraint of trade. The following is an extract from a statement said to be given out by the United States Attorney-General in Washington, and presumed to be correct:—

The decree assesses the costs against the company, finds the company's plan of selling its product to be in restraint of trade and enjoins from affixing notice of "tying contracts" against cut prices to the packages of corn flakes.

The injunction also requires the company to desist from requiring bidders to enter into agreement or understanding to resell toasted corn flakes at a price fixed by the defendant and from suggesting to the bidders, in writing or otherwise, that if they fail or refuse to observe the fixed price, they will be cut off from a further supply of said product.

The company also is ordered to desist from exacting from detailers any agreement or understanding that they shall sell the product at a price fixed by the defendant, and from suggesting to retailers that if they fail or refuse to observe the fixed price, they will be cut off from further supply.

At first glance and without further information, it appears that the decree conflicts with some other decisions, notably the Cream of Wheat decision and the decision in the phonograph case, discussed in last week's Legal Department. However, it will be discussed further as soon as a verbatim copy is received. Of course, a decree entered by agreement has not the force of a decree entered by the court as a disposition of a contested case.

Eliminating the Middleman in Washington, D. C.

John H. Sherman, Superintendent of Weights, Measures and Markets Department of the District of Columbia, plans to have a plan by which consumers can eliminate the middleman. He operates it through club or community league buying. The largest league has 600 members, another 200 members, while others flourish on a membership of three or four families. Sherman lays down the following rules for wholesale purchasing by clubs or families in his lectures:—

1. Organize groups of from three to ten families.
2. Make them business groups and not friendship groups.
3. Confine membership to one area of two or less blocks.
4. Select one member to do all the purchasing.
5. Buy wholesale.
6. Require deposits from members before purchases are made, and then pay cash.
7. Order carefully and then stand by your orders.
8. Buy early.
9. Buy only products that are in their natural season.
10. Purchase only after examining samples of several dealers.
11. Distribute shares to members the day of delivery from wholesale market.
12. Don't expect a plan like this to work out without inconveniences and sacrifices; it is the elimination of these that you pay for in retail stores.

For BAKING as well as DRINKING



The Big Selling Cocoa of Pennsylvania

WILBUR'S

Made in Philadelphia

leads all others in sales to consumers and profits to dealers. Because WILBUR'S is a FOOD as well as a BEVERAGE—it makes the most delicious Desserts, Cakes, Candies, Puddings, Sauces, etc. Our booklet, "Cook's Tours Through Wilburland," shows fifty-nine different ways to use WILBUR'S COCOA, each one so delicious that the woman who tries one will try them all.

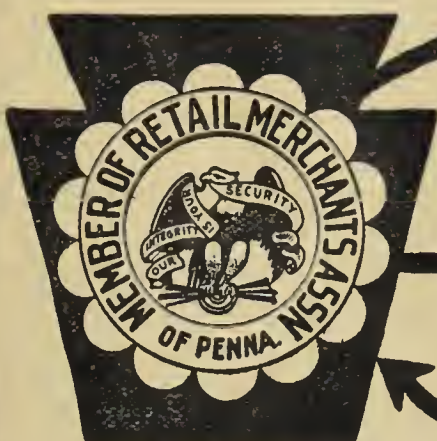
When you get your customers using WILBUR'S for baking, candy making, etc., they will use it as a staple food just as they do sugar and flour. Then you'll sell the big pound cans of WILBUR'S with

THE BIG PROFIT

instead of the small quarter pounds of other cocoas at the small profit.

We will gladly supply you with recipe books and other helps to increase sales

H. O. WILBUR & SONS, INC.
PHILADELPHIA



SAY TO CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone with chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

A certain salesman up to last year was traveling a territory in Eastern

Putting Pep in
Salesmen.

Pennsylvania for a well known house, whose manager, while unimpeachable in every way, was unbending in his conservatism and believed that many modern methods descended to cheapness and even illegitimacy.

For example, the manager of this house did not believe in writing pushing letters to salesmen. If it had any effect at all, it inspired them, he argued, with false enthusiasm. If their own work did not give them the enthusiasm, nothing would.

The salesman referred to made a fair record with that house. It compared very favorably with the record of any other salesman and without doubt he could have remained there indefinitely.

He was offered another position by another house, to travel precisely the same territory, and sell almost precisely the same class of goods. The head of this house did believe in modern methods, among them writing letters to salesmen, and a good strong typewritten push got to every man in the first mail on Monday morning. The result was that from the start the salesman in question did *twenty per cent. more business* than he had done under almost the same conditions for his other house. He said it was the letters more than anything else—the feeling that the house was after him, watching him, sympathizing with him, in touch with him.

What salesman, for instance, could fail to be appealed to by the following, which is part of a letter sent out to its salesmen during the week by a well known wholesale tea house:—

Conceding that we have the stock, the next thing is its profitable distribution. This is up to our representatives. They are all interested in the business equally as we are, and we expect them to use the same intelligence in selling the goods as if the ownership was theirs entirely, and miss nothing without first getting a bid. This is where salesmanship comes in.

Now this month we want to make a supreme effort all along the line, miss nothing, wire in best bids, give us all the information, ask for anything you think you can sell that is

not listed, and we will roll up such a big October business that it will eclipse all past records.

Work hard on every buyer on your territory, miss none. So often when a salesman can't sell a buyer he writes in that this particular buyer's business is drying up, etc., but as a rule the "wish is father to the thought," and there is nothing in it. If business don't come easy, work that much harder to get it, but get it. Consumption is going on all the time, tea is being used and it is being purchased, and you want to get out of your beaten tracks and secure more business.

The National
Association of
Credit Men sends
the following:—
Right.

The attorney without conscience may be likened to the typhus germ, uncontrollable, seeking as its prey a debilitated constitution. One of these conscienceless practitioners received into his office a few weeks since a merchant who had borne a good reputation, but troubles had of late come upon him and he was harassed and unable to tell which way to turn. Though he felt disaster coming, it never occurred to him to treat creditors in any but a fair spirit. But it all seemed so easy when the attorney, after a few leading questions, had sized up the situation. The thing to do was to determine upon a settlement, figures which the creditors would nibble at; make them hungry by telling them it was far more than they would get if bankruptcy entered to waste the estate; never minding if it were only about one-third of what the estate could comfortably pay if the creditors received their full entitlement. The debilitated constitution succumbed. The conspiracy was hatched, communications misrepresenting the debtor's condition were mailed and settlement was effected. Now this is no fanciful story. It is the way the case in mind went, and it is the way hundreds of others are going—why? Because creditors are so prone to accept a settlement offer because it costs to fight. In scourge and epidemic we must fight the individual cases in order to break the disease, and these settlement offers at 15 and 30 per cent. are approaching epidemic proportions. The cure is in our hands, and as credit men we must expose the lying conspiracies which the clan of attorneys cited above is responsible for. Briefly, do not accept offers of settlement unless an investigation has been made by a Creditors' Committee in which you have the utmost confidence.

I am in a position to say without qualification that this happens every day. There never was a time when fraudulent bankruptcy settlements appeared easier to put across than they are to-day. It is the *rule*, not the exception, that the average creditor, when offered a 25 per cent. settlement by a debtor whom the creditor practically knows

could pay twice that, will take it rather than fight. He argues that a fight will be expensive, prolonged, worrisome and unprofitable. Even if he gets his 50 per cent. in the end, he would be no better off if he had spent half of it in fighting. He finds other creditors unresponsive to any invitation to join him, and in the end he helps the debtor consummate his fraud.

Business men should look at these things as matters of principle. Of course they are largely matters of money too, but cases arise where the right deserves to be defended.

The world is full of squealers and welchers, it seems—business men who act on their own judgment, and when that judgment is proven wrong, attempt to crawl out. It is cheap and despicable. Everybody feels refreshed when he meets a man who sees the thing through, whatever it is he has given his word for.

Apropos of the above, the sugar market has been considerably uncertain recently, and the wise buyer bought only what he needed and if possible, bought it from day to day. On Thursday of last week the price of granulated dropped 10 points. Before that day a local jobbing house sold, among others, four retail buyers, of course at the price existing at that time. One bought on Tuesday, another on Thursday and the other two on Wednesday—all *before* the advance. Every one, when the market, late on Thursday, declined, claimed that the jobber should rebate him. I don't criticize that. It does no harm to ask for anything, and if you can get it, it is so much found. But to contend that there was a real right to a rebate, under the above conditions, is something else. Such a contention would be ridiculous, always provided that the salesman, in taking these orders, did not represent to the buyers that he had special reason to believe the market would remain stationary. If he did that, and the business was placed because of it, of course the firm would be morally bound to rebate.

Sauce for the goose is sauce for the gander. If a retailer is entitled to a rebate because the market declined, he should by the same token be willing to pay an advance if the market went up. How many would be willing to do that?

I commend the following to the attention of the wholesale grocers who are just now attempting to find some way of meeting the competition of retailers' co-operative buying organizations, and of helping their customers to meet the competition of Economy Stores. It comes to this paper from the Bureau of Business Research of Harvard University:—

The Chicago Association of Credit Men, through its Credit Co-operation Committee, has undertaken an active campaign for the improvement of accounting methods in retail stores in the city of Chicago. The retail grocers are the first to be approached, later other retailers will be given assistance. After careful consideration the committee has decided to use the Harvard System of Accounts for Retail Grocers as the basis upon which to work. The committee will give personal assistance to any retailers who may have difficulties in starting the system.

With no disposition to reflect the least upon the local jobbers, it is true that they are doing not one thing to-day to aid the retailer in any basic way, to make him a better business man—even to make him a better customer for themselves. They offer him merchandise, sell him as cheap as they can carry him, if he needs it, to the limit of their ability, and that is the extent of their relations with him. As the great field of *service*, so profitably tilled by merchants in other lines, as in the above case in Chicago, is totally neglected.

Pennsylvania News Items.

Mrs. Marie A. Eckert, of Conshohocken, has brought suit against the Bell Grocery Co., of Philadelphia, to recover \$5,000 for injuries sustained through a fall on the floor of their store in Conshohocken, and the husband asks \$2,500 damages for medical expenses and the loss of the services of his wife.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Ill-Known Grocers Puncture Fool Newspaper Statement.

Philadelphia, Pa., Sept. 23, 1915.
The Editor.

Dear Sir:—We agree with you entirely that it is a shame that a large daily should write so thoughtlessly about the loss incurred through bad debts by grocers.

For many years our losses in this way have not averaged one-tenth of one per cent., which looks very small compared with the estimate of the "Ledger," saying 15 to 20 per cent.

Such things are a reflection on the honesty of the public. Our experience is that there are few people who are not honest, especially in paying for the goods that come on their tables.

We resent any such statements as a reflection on the public.

Yours truly,

HANSCOM BROS.

The above refers to a statement recently published in the "Public Ledger" that the bad debts of fancy grocers ran from 15 to 20 per cent. The statement was reproduced and merely criticised in a recent issue of this paper. Hanscom Bros. are local large central grocers, about which the "Ledger" writer was talking, and they say that their losses don't average one-tenth of one per cent.

Who Knows Anything About This Scheme?

York, Pa., Sept. 28, 1915.
The Editor.

Dear Sir:—What can you tell us about "Our Supply Stores, Inc.," which gives its address as "Executive offices, Real Estate Trust Building, Philadelphia." They are represented by "O. S. Betts."

Respectfully, E. R. S.

We have gotten but little information about this concern. It is not in any of the directories and mercantile rating books, and nobody seems to have heard about it. We sent a representative to the Real Estate Trust Building to look it up. The name is not in the directory of that building, but a porter thought he could find the desk room in No. 742. It

did, but its name was not on the door. Nobody was in charge, and the whole scheme appears to be Mr. Betts. No literature seems to be obtainable, and the scheme seems to be quite small and trifling.

Does Anyone Know Such a System.

Oneonta, N. Y., Sept. 29, 1915.

To the Editor.

Dear Sir:—A little advice is what I want. I am doing a credit and cash business, and every clerk goes to the cash register and rings up his cash and every clerk goes to the accounting system and makes his charges. Now, I want to get a system where one man will see to all credit and cash sales. What system do you recommend?

Yours truly,

L. PALMER.

We have never heard of such a system. Has any subscriber? Of course it could be done by having a bookkeeper and cashier and having all the clerks go to him or her instead of to the cash register or the accounting system.

A Flour Agent on the Job.

Columbia, Pa., Sept. 27, 1915.

To the Editor.

Dear Sir:—Will you kindly give us the name and address of the firm from whom we can buy Ceresota flour at \$6.65, the price quoted in to-day's issue of the "Modern Merchant and Grocery World."

The Columbia Milling Co., the local agent here, are charging us \$8 per barrel to-day.

Thanking you in advance for a prompt reply, we are,

Sincerely,

J. J. & W. A. FORD.

The price of \$6.65 was given to the manager of our price columns just before the last issue went to press, by Wilson & Richards, wholesale grocers, Girard avenue and Howard street, Philadelphia. As these words are being written, the price has declined to \$6.25.

Sweet potatoes are cheap this year when compared to last. The present price is 35 cents a basket, as against 60 cents a year ago.

New Grade ATMORE'S MINCE MEAT in Bulk

At the request of our trade friends we now pack "Extra Family" (Blue Label) brand in kits and barrels, as well as glass jars.

This will enable you to serve bulk mince meat of the very highest grade to your finest customers, and make more on it.

20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842

Philadelphia



Wildey Continues His Talks About Fighting Mail Order Competition

Says the Local Merchant Can Render Service Which the Mail Order House Cannot.

(Continued.)

I think the retail dealer is in somewhat the same position as the lemon growers of California, with this difference: they had their lemon taken away from them, while we were being handed one. They had 50 cents a box duty taken off by the Government, and immediately the railroads added 50 cents a box for transportation. The service rendered by the retailer is not something that will permit the manufacturer to step in and demand a higher price for his product. The mail-order houses recognize the fact that the hardest thing they have to overcome is the superior service of the retailer. They know it is impossible for them to attempt to compete in service.

Here is the situation: If a farmer wants to buy a wagon, and the retail price is \$100, and the mail order price is \$90, with \$10 for freight and superior service, then the mail-order house has a small chance of selling that wagon; but if the local price is \$100 and the mail-order price \$70, then there is \$20 to be accounted for. And the situation today is that the mail-order houses are demanding a price which will enable them to more than offset the superior service of the local dealer, and the mail-order house centers the idea on the price, and not on the service.

It is therefore up to you to begin now to fight this price discrimination, and to emphasize the fact that you are rendering a service which is reasonably worth something to your trade; and to the manufacturer. This little service advertising is beginning to bear fruit now, and the consumer is beginning to realize that this service is of value to them, and that by dealing with the local dealer they get the service thrown in for good measure. We are drifting to that point where the consumer refuses to do otherwise than compare the mail-order cash price in Chicago with your credit price on the shelves, and to figure the difference as an overcharge on the part of the local merchant.

If you want to know the value which the mail-order house places on service, read their catalogue. They quote nails for instance at \$2 per hundred pounds, and five pounds for 15 cents, the difference in the price for the service. Screw eyes are 12 cents per gross, but if you want less than a gross the price is doubled for the extra cost of the service. Take a certain size of screws that are 60 cents per gross, and in smaller quantities 8 cents per dozen.

Now don't draw the wrong conclusion from this recitation of the mail-order house prices for service. I am not suggesting that you add 50 per cent. to cover service. But the mail-order house emphasizes price, and puts the soft pedal on service. If you are rendering a superior service to that rendered by the mail-order house, you are justified in emphasizing that fact to your customers.

Let us go to this question of price discrimination. I am impressed with the lack of backbone on the part of manufacturers and most retailers. The manufacturers claim that they cannot keep their products out of the hands of the catalogue houses. They tell me that it is impossible for them to keep their products out of the hands of the catalogue houses. I presume there is no product more widely distributed than Arm & Hammer soda, and yet the mail-order houses do not list it, and the reason they give is that the manufacturers refuse to supply them. They guessed at the reason for this, and their guess was that they were selling at 5 cents a package, while the retailer was selling it at 8 to 10 cents. It seems clear to me that if it is possible to keep Arm & Hammer soda out of the hands of the catalogue houses, it is possible to keep other products out of their hands. I contend that if the catalogue houses pay the same price for traps and Ingersoll watches that I pay for them, they cannot sell them and make the same profit that I make on them. The catalogue houses make a price of \$1.70 on a dozen traps and an In-

gersoll watch. If you make that price you lose, while the catalogue house has made 13 per cent.

Every manufacturer who grants a catalogue house an inside price to induce them to maintain the retail price is doing all he can to compel every other manufacturer to do the same thing. Gentlemen, it is up to you to write to the manufacturers and insist upon a square deal. If there is any one thing that the manufacturer doesn't seem to understand, it is that the retail dealer needs less of protection and more of equal opportunity. But when ten millions of dollars of net profits are taken by one mail-order house in twelve months is not sufficient to arouse you, it would be but an idle waste of time for me to attempt to induce you to take any action. If we had even one man in each community who would go into this fight within two years we could have the mail-order houses on the run. Imagine every dealer writing to the manufacturer and demanding that

he give him a price that would enable him to meet the catalogue house prices! How long would continue? Don't you see how the life of the catalogue houses must depend upon their ability to secure inside prices? Tell me then how is that 999 out of every 1,000 retail dealers are asleep? When is the jobber going to awake and help with this fight?

E. LESLIE WILDEY.

Groeltinger, Iowa,

September 30, 1915.

(To be continued.)

Dry Goods Business Booming.

Marshall Field & Co., in their weekly review of the dry goods trade, say

Current wholesale distribution of goods has been more satisfactory than for some time past.

Orders received daily have shown material increase consistent with more seasonable weather.

The total number of buyers in the market this week was considerably more than a year ago.

Collections have been good, and shipments of merchandise considerably ahead.

As of September 25, 1915.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Try a Friday Night Celery Window.—An empty barrel is a good thing to tie the bunches around. Top of that a half barrel or a Fels soap box makes a striking show when your glass is clean and your window is lit up. And it's a dandy background for your outside show Saturday—where an outside display is allowed by the city. The reason this kind of a window is good is because it is odd. The odder the window the more lookers you get.

A man that loves to do things different filled six clean butter tubs full of sour pickles and put them in the window; one was marked so much a piece, one so much for three, one so much for six, one so much for twelve, one so much for fifteen and one so much for twenty. He sold pickles. It would have taken twice as much time and labor to have placed six different kinds of grocery goods there just as neat as a pin, but the crowd would have passed the window by uncommenting and unimpressed.

To me the average window lacks originality. Cut out conglomeration. Cereals, canned goods, teas and coffees in one window is out-dated and outrageous.

Selling Tokays.—There's a little handleless splint that can be bought that

holds about two pounds of grapes. you'll line about 20 or 25 of these with white paper and fill them with Tokay or California Malagas, marking them, say, 50 per cent. over the bill cost and working up all the loose ones wrapping up the basket and all when the sale is made, you will sell more grapes and make more money than the old-fashioned way of selling by the pound, letting the customer select nice bunches and leaving on the bottom of your original square basket the and unsightly ones to go at any price.

Cloudy Vision Is Bad.—There's saying that so and so "can't see further than his nose." In other words, good things come and good things go, and he goes on forever unmoved.

This cloudy vision is self-imposed, an awfully expensive imposition to put on yourself. It may come from a grudge. It may be because you're discouraged. But knock the props from under the "cause" and look out—look out and above and beyond yourself until you see the blessed golden sun, the of faith and hope and success. Throw cobwebs. Brush them aside and get a big, strong, clear outlook on things. No power on earth can keep you back but you.

The New York Letter

Discussion Over the Kellogg Fixed Price Decision. Friends of Stevens Bill Will Hold Second Conference. Canned Goods to Be Advertised. Market Summary.

Correspondence of "Modern Merchant and Grocery World."

New York, October 1, 1915.

Considerable interest is manifested here in the decision against Kellogg Toasted Corn Flakes in this city which the Government brought against it for attempt to limit resale prices, and much surprise is expressed that this was a recent decree, which indicated that Kellogg Co. laid down in its contract and permitted the Government to set the decree against it by its consent. The Kellogg people misled the trade here to believe it was in this fight to death that it would allow no obstacles to interfere with its desire of what it has always called "square deal" policy.

The trade here are not yet thoroughly posted as to the substance of the decree and as to exactly what it covers. They do know, however, that the Kellogg Co. is prohibited by the Government from limiting the prices, both wholesale and retail, through the notice which it has recently placed upon its cartons. Kellogg Co. placed the notice upon the theory that its cartons were patented, and therefore anybody who bought was an infringer if he sold in violation of the terms of the notice.

Friends of the Stevens bill, which would give manufacturers the right to fix the retail selling price on proprietary products, will hold another meeting in the interest of the measure in this city some time in November. Preliminary to this meeting a conference of a number of retailers was held at the Hotel Astor Thursday evening. This was participated in by the following:—

Chairman, Dr. W. C. Anderson, Kings County Pharmaceutical Society; first vice-chairman, John G. Emmer, Talking Machine Men.; second vice-chairman, John M. Hlmeier, Hardware Dealers' Association; secretary, Carl E. Ackman, Photographic Dealers' Association of New York; treasurer, John Steeneck, New York Retail Grocers' Association. Executive committee, B. Wieting, New York Retail Grocers' Association; J. P. Andrine, Hudson County Retail Hardware Association; Henry Link, Stationers' Association; T. France, Kings County Pharma-

ceutical Association; E. A. Boetzel, Metropolitan Association Retail Druggists; Louis Berger, New York Pharmaceutical Association; George E. Huetner, Bronx County Pharmaceutical Association; Henry Mielke, Talking Machine Men., Inc.; J. Shuloff, Williamsburg Retail Druggists' Society; H. Douglass, Hardware Dealers' Association; S. B. V. Swann, German Apothecary Society; B. Colle, New York County Pharmaceutical Society; Charles Recht, Yorkville Merchants' Association; J. W. Allison, Photographic Dealers' Association, and Nicholas Ehrlich, Brooklyn Retail Cigar Dealers' Association.

It appears now as if the plan to do heavy advertising to consumers on canned goods was about to materialize. Information reached this city during the week that A. P. Williams, of R. C. Williams & Co. had introduced at the recent executive meeting of the National Wholesale Grocers' Association the following resolution, which was adopted:—

It is the sense of this meeting that a committee on publicity campaign advertising canned foods be appointed and undertake to raise the funds and carry on this work immediately, that the subject be submitted to the National Brokers' Association for their consideration, and that one member of the National Wholesale Grocers' Association be appointed to confer with the brokers and canners' associations' committees.

Mr. Williams was at the same time appointed a committee to confer with the representatives of the brokerage and canning interests for the purpose of laying foundation for the campaign.

There has been a rather decided war during the week here between the various salmon interests, on future pink Alaska salmon. All packers a week or two ago named 75 cents in a large way, f. o. b. Coast on this grade of salmon, 1915 pack. Shortly after this, cutting began, and before it was over prices were down to 65 cents. Packers say they were driven to it by the fact that brokers had been making all sorts of secret discounts on salmon which they sold to Eastern buyers, and that the concerns which forbade their brokers doing this lost business by it constantly. The decline is unparalleled and brings pink salmon, which is a very fair grade of table salmon, down to about the



Backing Up What We Say

When you sell an advertised article, and the article proves the truth of all that's said in the advertising, it helps you.

National Biscuit Company products make for good trade and good will, because they back up, in every particular, all that is said of their high quality and goodness. These famous crackers and cookies, wafers and snaps, are national favorites, in constant demand. Hence, they are the most profitable line a grocer can sell.

If you do not know this is so, prove it by stocking with a good assortment of In-er-seal Trade Mark packages.



OYSTERETTES—The Oyster Cracker.
Improves the flavor of oysters, soups, salads
and chowder. A big seller. Retail at 5 cents.

NATIONAL BISCUIT COMPANY

level of chums, which opened at 65 cents.

There is a lively controversy on between the wholesale fruit dealers of this city and the New York State Department of Foods and Markets. As has been reported in this correspondence, the State Department is organizing fruit auctions for the purpose of eliminating the middle man to a certain extent, and reducing the cost of apples. The jobbers, who are the principal handlers of apples, have boycotted the sales and at recent sales, at which 80,000 barrels of apples were advertised to be sold, there was not a single bid. The growers went but the jobbers did not.

SUMMARIZED MARKET CON- DITIONS.

Tea somewhat steadier with an advance reported in London in low

grade India-Ceylons. Japans are also somewhat firmer. The general line steady to firm.—Coffee about unchanged on last week's basis. The general feeling is somewhat easier for actual coffees.—Sugar down to 4.95 for granulated. Domestic beet granulated 4.65 to 4.70. Raws heavy and weak.—New seeded raisin prices were made of 7 cents for fancy in cartons, outside packers quoting a fraction less.—Dried fruits generally quiet. Currants strong.—Pink salmon cut and demoralized. Other salmon unchanged. Market quiet.—Canned tomatoes firm at 85 to 87½ cents in a large way, f. o. b. for Maryland 3s. Other canned vegetables quiet and unchanged.—Wheat still somewhat excited, with a fair demand. No important change for the week. Flour has settled down to a fairly low level with a good demand.

We Can't Bluff You

¶ When we try to interest you in our plan of selling **Teas and Coffees** by mail, it's utterly impossible for us to bluff you in any way. We've got to do as we say in order to get you and hold you.

¶ We've got to match the sample that you send us, and quote a lower price than you've been paying, or we'll get nowhere.

¶ Where, therefore, is the risk of trying our plan out? Meanwhile don't forget that goods sold direct can always be sold for less than goods sold through salesmen.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

One of the Best Sellers

¶ From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

¶ It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

¶ Fleischmann's Yeast is one of America's "Best Sellers."

ACKERMANN'S

COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY

712-14 Washington Street

NEW YORK

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson St., New York

READ THIS TO SEE IF YOU FIGURE PROFITS CORRECTLY

(Continued from page 8.)

where we turn the goods more often. I think we should also charge up a smaller percentage of expense on goods turned more often. Consider this:—

The expense for rent, salaries, light, etc., is a daily expense. It should really go on the goods on hand every day. The goods that stay longest on the shelves should stand the greatest charge for rent. That's what we rent our building for—to hold goods. They should stand the greatest charge for other expenses because it costs more to hold goods and to sell the kind of goods that don't move rapidly.

The ideal way, if it didn't take too much bookkeeping, would be to tax each article so much a day for every day it remains unsold. Then we would get after the goods that were eating themselves up in taxes and if we couldn't move them faster we would have a sale and replace them with goods that did sell rapidly. We ought to figure our yearly expenses down to a certain per cent. not of the sale price, but of the average inventory and divided by 365 days; then let each article carry that percentage multiplied by the number of days it remained in stock.

To do this with every single article would require altogether too much accounting. It wouldn't pay to get the figures. But we should keep the principle in mind at all times that the small mark-up repeated many times a year exceed the larger mark-up turned only once a year, when it comes to the profit that we are in business to get.

And we can get near enough figures along this idea that will guide us better than lumped together yearly figures if we divide the goods we carry into a few general lines; keep a perpetual inventory of cost and selling price (which in many businesses is simple and practical), figure separate expenses of each line, rent, for instance, being proportioned on the display value of the actual space used, and then charge those expenses, say, monthly, or even weekly, as a percentage of the cost value of the stock on hand.

Such a perpetual inventory with the accompanying data on the quantity of each article sold, makes a wonderfully valuable guide to

proper buying. Merchants who use this plan know to a nicety what the demand will be at any season of the year. Their records of preceding years show then just what quantities to contract for and on what dates to specify delivery.

The plan enables a merchant to hold down his investment in any one line to the minimum and to turn his dollars over many times a year. With the lowered investment in present lines he has capital to expand in other lines that help carry his expense load, therefore lower it proportionally and that add to his profits.

A haberdasher in Chicago built his business to the point where he averaged a thousand sales a day in a little store forty feet square—a gross business of more than \$200,000 a year.

In this little store he kept a wider variety of goods, and made more real net profit than most stores with five times his space and ten to fifteen times his capital and expense.

The secret of his success was in the small amount of stock which he carried and the frequency with which he turned his capital.

He planned to keep just one day's supply of stock on the shelves and in the show cases. Every night his stock was replenished just enough to replace the goods removed by the day's sales.

Accurate records for several years enabled this merchant to know almost exactly how much he would sell of every line each day and to make arrangements in advance for this sale.

He kept a two weeks' supply of each line in his stock room on the fourth floor, where rent cost him very much less than he paid on the first floor.

Each night he sent down to the store just enough of each kind of stock for one day's business.

By knowing almost exactly how much goods he would be able to sell of each line, he was able to make quantity contracts with his jobbers on many lines, at quantity prices, with semi-monthly deliveries and monthly bills. He paid after he sold.

If his records showed for instance that he would need 1,000 shirts of a certain size, his order to the jobber or manufacturer would be for 1,000 shirts to be delivered in quantities of three dozen every other week.

Every month he got a bill from the manufacturer or jobber for six dozen shirts. But he had probably sold five dozen of them before the bill came, so he could take the discount with money he had already received from the sale of the goods.

He invested \$10 a week in salary for a young woman who gave him whole time to tabulating sales and expense figures.

The report this young woman gave him every day showed not only the number of sales for the day of every line of goods carried but it also showed a comparison with the preceding day, the same day of the preceding week and the same day of the preceding year.

If you asked him, "How's business?" he could tell you, for his policy was to know. He didn't guess at his figures.

It cost him \$10 a week, a sum which would scare some retailer but it enabled him to do a gross business of \$4,500 a week on a capital that was less than some retailers use to do a business of \$100,000 a week.

Richard Brune, who has made an unusual record in the grocery business, came to the United States at the age of twelve, unable to read or write English, and with \$3 his total capital. After seven years of hardships, the young man went into the grocery business in New Haven, Conn. There he learned through necessity several valuable lessons in retailing.

With stock worth \$200 the young merchant started in business. His working capital was limited to \$100. The owner of the building loaned him the fixtures. All about him were the price-cutting competitors who had driven his predecessor out of business. Brune realized that he was within the narrow limits of meager capital and restricted margins. His only way to progress was through small purchases and quick sales. He dared not buy more than he knew he could sell.

Thus the novice in retailing learned in one concrete lesson at least two of the profoundest secrets of modern retailing. He learned to make a few dollars do the work of many by performing simple tasks in merchandising over and over again in the shortest time. He learned that only by selling on narrow margins could he compete at all.

These were the two phases of reeling he became acquainted with st. He was introduced to them his friend in disguise, "limited capital." So he was able to compete; to stay in business; and to prosper. Writing of his earlier experience a short time ago, Brune said:—

"I found that by this plan I could go further ahead in one year than merchants doing business in the old way could in five."

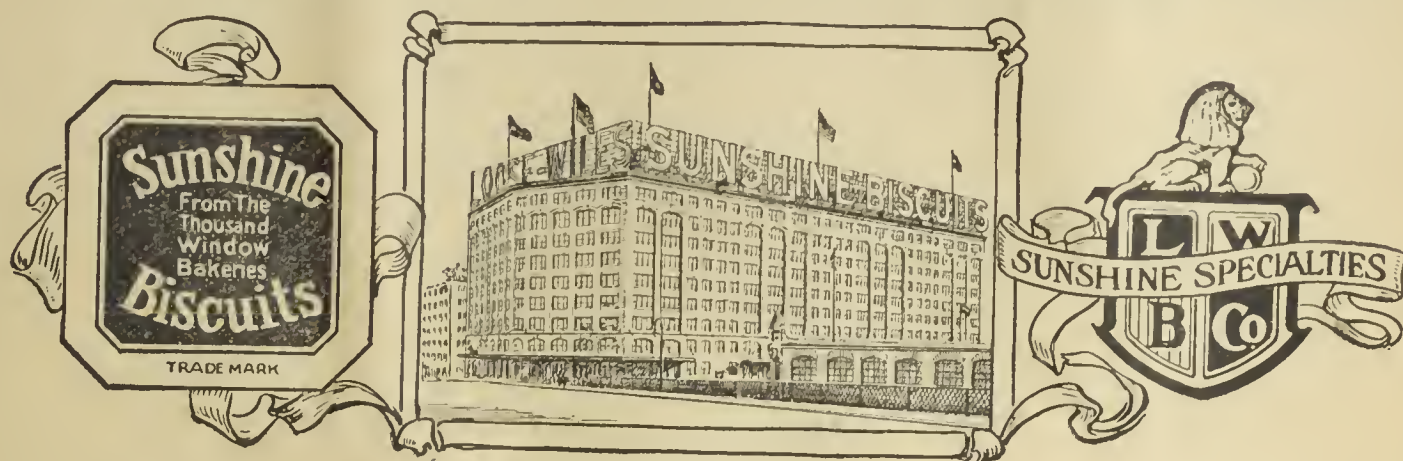
In less than two years after he had started in business Brune sold out, worth \$5,000 in cash, and started out to find a larger field. He bought another store in Saw-ree, Cal., a suburb of Los Angeles, where, in four years more—at the age of 25—he owns two stores and is doing an annual business of \$10,000.

All through his experience Brune stuck to the principles he had laid out in his little store. Behind this achievement by a twelve-year-old boy without education; unable to read or write English—and a possessor of \$3 in "coin of the realm."

David Pender went to school only a few years. At thirteen he started work in a grocery to help support his widowed mother. For five years he plodded on. At twenty-five he possessed not a dollar. To pay his railroad fare from home in Tarboro, N. C., to Norfolk he borrowed \$10. In Norfolk he found a job. Two years later he managed to get hold of a small amount, which he bought without a cent of his own capital.

His business flourished. From this the story reads like a page of fiction. In a little more than two years he owned the business free and clear. Then the store was moved into a double store room which offered four times the space. At the rising merchant moved to the down town shopping district. He took a double store room, then the room next door, then a third, then a fifth. Needing more space, he added a store room that extended in another direction, but ended at the rear. Then he utilized every foot of the second story of the buildings. Later he estab-

The Largest Cracker Palace in the World



NEW YORK BISCUIT WORKS OF
LOOSE-WILES BISCUIT COMPANY

Is now ready to serve the merchants of Pennsylvania. From bakeries flooded with air and sunshine, where raw materials are selected and prepared with utmost care; from white tiled ovens on the top floor, there come, each day, tons of biscuit goodness—

The Famous Sunshine Biscuits

Over 100 high-powered automobiles and auto-trucks are required to handle the day's output from this *one* factory; thousands of trained employees are on the pay rolls; food experts are continually at work creating new ideas in tasty, wholesome biscuits—all in order that every local merchant in our New York territory can supply his customers each day with bakery products of every conceivable kind in all

their first freshness and crispness.

The sunshine, the cleanliness, the *goodness* of this big plant is contagious. No one can see the bewildering assortment of attractive packages filled with the most appetizing products of the baking art, without wanting to taste—no one who ever tasted a SUNSHINE Biscuit would ever be without them. Their Quality is the highest—the price within reach of all.

The most attractive way to display SUNSHINE Biscuits is in the all-steel **Sunshine Biscuit Rack**. In fact this Rack is always the sign of a Quality store. Ask our man or write us about it.

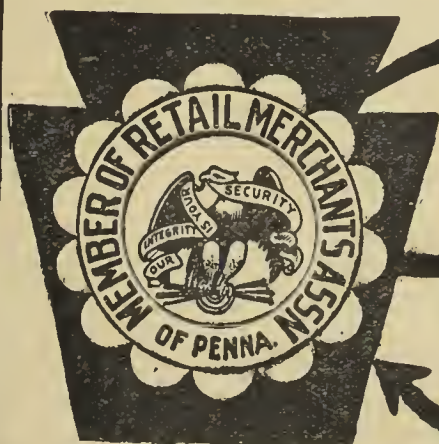
LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

N. Y.



TELL YOUR CUSTOMERS

"Why bother with baking cakes or cookies? There's a SUNSHINE biscuit for every taste and any occasion."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Pennsylvania Merchants

through the most active and effective organization of its kind in the country, are working unitedly for promotion, progress and betterment—for better homes, better communities, better business methods and consequently better business for all.

☐ Directly in line with this aim of the merchants, the DIAMOND MATCH COMPANY have perfected the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

☐ The linking of the Safe Home Match with the Pennsylvania Plan is of special importance to every dealer and housewife in Pennsylvania because it means *safer* homes, freer use of matches and consequently bigger sales and greater profits to every merchant. SAFE HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are better, safer and more satisfactory in every way to the consumer. You will *want* to sell more of them than any other kind because you safeguard your community by selling the best match made and at the same time make good profits for yourself.

Safe Home Matches burn evenly and are non-poisonous. The heads don't fly off, they never light till you want them to and they are packed in big, safe boxes 10

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY : : NEW YORK



SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that does not spark, sputter or break and you can strike it ANYWHERE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

lished a department of his business in a four-story building across street from his five-front store. He did this in the face of the severe competition; the target of numerous price-cutting competitors, all bigger than himself.

But Pender applied the business principles he had discovered when he was the smallest grocer in Norfolk. He had 250 competitors then—the largest enjoying a gross annual business of \$300,000. Pender steered for the open, one by one, as the autumn leaf fall, his competitors gave up the race. When the last of them withdrawn Pender stood supreme. His gross business mounted up in his sixth year of business, receipts reached \$385,000. The next year they mounted to \$400,000; then up, up they soared to the million dollar mark.

Pender has 250 competitors but he is now bigger than all of them combined. He does half the grocery business in Norfolk, they, the other 250, divide the other half.

Pender has been in business himself sixteen years and is now 41 years old. He owns every dollar's worth of the business personally—has never taken outside capital.

So much for the history of Pender's success. That is the superficial part of the story. Underneath lie the well-grounded principles that must underlie every success in business. Pender presses the cardinal principle of them all in the three word motto: "Know the truth."

Amplly backing the Pender story of business success is an accounting system that is a marvel of simplicity, though simple in form. It has grown from a small system then devised in his first little store. There he had been face to face with competition that demanded narrow margins of profit and rapid turnover. He faced that competition with practically no working capital.

As the business grew its various phases were grouped in classifications best handled independently. To-day separate rentals are charged against each department equivalent to what the space would be worth if it were leased to an outsider. Figures showing the sales, costs and profits are boiled down into comprehensive reports that tell to the satisfaction of a percentage what each

each department is contributing to the success of the business.

Through comparisons made possible by this boiled down information, exact conditions are known at times. And there is no such thing as "guess" in the Pender vocabulary.

It is a matter of fact there are hundreds of little details in which Pender has departed from the accepted practices of retailing and fitted his procedure to modern conditions. His business is a remarkable example of the consistent development of practical ideas in merchandising. It reflects the keen business insight of the man who has built what he has built is the largest home-trade grocery business in the United States.

There is just one big secret behind the success of these and other men in the retail field who have gone far ahead of the average merchant. They have substituted the certainty of facts for the uncertainty of guess work in the conduct of their business. They know the cost of handling each line of goods. They know whether to push a line or to drop it and take another. They know what to invest in a line and at what season.

They guide their growing business with the charts of experience, boiled down to comparative tables of costs, selling prices, expenses and profits. Their investment in getting these facts they regard as the most essential investment they make.

They have proved that a comprehensive, yet simple and workable, plan for figuring profits as one goes along is the only hope of making profits anywhere near as large as they ought to be.

EDWIN A. WALTON,
Detroit, Mich.,
September 28, 1915.

and The Advertising World
view and practical advertising ideas in various
of trade. Its dictionary of headlines and
saves time for the busy grocer.
SCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE
ADVERTISING WORLD, Columbus, Ohio

ATENTS
and Trade-marks procured promptly
—and properly in all countries—
s & Davis, Washington, D. C.



"Take This Back! I Want Kingsford's Corn Starch"

There's only one genuine KINGSFORD'S CORN STARCH and no imitation or substitute will satisfy your customers. In addition to the flavor, quality and absolute purity which have made KINGSFORD'S popular for over sixty years, its sale is increasing rapidly because of our extensive advertising campaign reaching directly into the homes of the consumers.

THE CORN PRODUCTS COOK BOOK

gives many recipes for the use of KINGSFORD'S CORN STARCH as well as KARO. It thus increases the sale of these products and adds to your profits. We have sent out millions of copies of the CORN PRODUCTS COOK BOOK in response to requests from housewives everywhere.

We'll Help You to Secure Sales of Kingsford's Corn Starch

We'll supply you liberally with cut outs, window trims, display cards and hangers. Write to us for these FREE store helps and put them where your customers will see them. This will connect your store with our advertising and sales are sure to follow.

The National Starch Company
NEW YORK



WHAT TO TELL CUSTOMERS

"You can make dozens of dainty dishes and appetizing desserts with KINGSFORD'S CORN STARCH that will give variety to the home table."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

DEALERS' NOTICE:

Wm Wrigley & Co.

announces a

New Trade-Gripper**FULL OF PEP!**Delicious double-strength Peppermint chewing gum
with the added attraction of a**United PROFIT-SHARING Coupon**

in each 5c package.

It is being extensively advertised
throughout the country:Double wrapped and
sealed. And every box has a
5-coupon certificate free to you!**Get in on this "Peppy" Campaign!****WRIGLEY'S
SPEARMINT**is a strong seller, too, and now has United Profit-Sharing Coupons. *Keep up your profits* on the "Wrigley Twin Mints," the biggest nickel's worth of pleasure and profit possible to buy!**Order from your Jobber to-day****TELL CUSTOMERS***"The Wrigley chewing gums are a big 5 cents' worth. United Profit-Sharing Coupons with them now—good toward valuable presents."*

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

**ASSOCIATION NEWS.****National Wholesale Grocers' Association.**

The National Wholesale Grocers' Association has issued the following criticism and suggestion regarding the present method of selling future California lima beans:

A great deal has been said about the California Lima Bean Contract and in the opinion of your Contract Committee, the present future clause contained therein affords every advantage to the seller without fair protection to the buyer.

For instance—"in case a crop is rain damaged, under the present future contract, the buyer is forced to take them, provided they are re-cleaned."

Another point in the same clause is that in case of destruction of half or over of the crop, the seller shall be released from the sale.

In the opinion of your Contract Committee, where a seller starts out to sell something that he does not own, he is taking a risk, and unless he is willing to make a future delivery, he should not make the sale, as the buyer, in case of an excess crop, must take all he buys without any concession in price.

In the opinion of your Contract Committee, where a future sale is made, the contract would just read somewhat like this:—

".....Seller, sold Buyer, bags of Lima Beans, to be Choice Recleaned stock at per bag."

This is a clean-cut transaction, and the buyer and the seller both know what it means.

We feel sure buyers will not have any trouble in finding bean dealers who will sell on an equitable basis. Purchases so made would seem more fair and reasonable than buying under the present future clause, which reads as follows:—

"Future Sales.—Seller and Buyer agree that as they are buying and selling a crop, the maturity at harvest of which depends entirely upon the weather of California, that in case of destruction by the elements of one-half or over, the crop, that Seller shall be released and this contract null and void; and in case of rain damaging the crop that it shall be the Seller's privilege to furnish rain-damaged beans, but to be re-cleaned, a sample of quality of such rain-damaged beans be furnished for approval, with Buyer's option to accept or reject such beans before shipment, such rejection to constitute delivery."

This does not seem just to the buyer, nor does it afford him the protection to which he is entitled.

Quaker Oats Co. Gets Grand Prize on Cereals.

The Quaker Oats Co. was only one of several manufacturers of cereals and breakfast foods who exhibited at the Panama Exposition in San Francisco, yet it captured the Grand Prize, which means the first and highest honor awarded in the cereal class. Not only did the award cover the merit of Quaker Oats, but it covered some of the machinery used to make it.

A few tomatoes are coming in, but the crop has been hard hit by the inconsistent weather. Good tomatoes command 75 cents.

The Grocery Markets

Tea.

The only change which has occurred in tea during the week is an advance about a cent a pound in low-grade teas. This advance has taken place in England and has not yet strongly affected our markets. The cause appears to be that the recent decline, amounting to about 3 cents per pound, was too great under the conditions. In the English duty has advanced some of the Ceylon tea plantations have been destroyed, and altogether the situation is much firmer. Other grades of tea are unchanged and in fair demand. Prices steady to firm.

Coffee.

Coffee shows no change for the week. Perhaps the feeling is a little firmer in Java and Santos, but certainly there is no advance. The demand is fair under the circumstances, but the undercurrent in these coffees is by no means strong. The situation will probably remain stagnant unless some important change happens in the way of crop reduction or valorization or removal of embargo in Europe. Mild coffees are unchanged and quiet on a low basis. Java and Mocha unchanged and firm.

Sugar.

Sugar continues to attract the attention of the trade, and all refiners are on a basis of 4.90 cents for granulated. Domestic beet granulated is being delivered in the extreme East at 5 cents. Raws are averaging around 4 cents, which still makes a fair margin for the refiner. Sugar has been in light consumptive demand. There is nothing actually in sight to justify a prediction of any substantial change in the near future.

Syrup and Molasses.

Glucose declined another 10 points during the week. Compound syrup has attracted but little attention to these fluctuations of glucose during the last few months. If it had advanced with any one, it would be up about 2 cents a gallon and would now have been at where it was to start with, as the others have about equaled the advance. The demand for compound syrup is dull. Sugar syrup is steady to firm but quiet. Molasses dull at ruling prices.

Fish.

Norway mackerel are scarce and very high although the market is no higher than last week. It seems to be more difficult to buy at old prices, however. The market has transpired in the market for new fall-caught Norways. The ruling prices which, as reported, were extremely high, are being maintained, and it looks as if very little Norway mackerel would come to this country this season. Irish mackerel are not figured; neither are shrimps at the present

time. Mackerel is in very light demand. Cod, hake and haddock, on account of the cooler weather, have come into some demand at unchanged prices. Salmon shows no particular change, except pink, which have been cut by practically all sellers. The opening price in a large way was 75 cents a dozen, but it was later cut by various packers to 65 cents. Old salmon shows no particular change. Tuna fish bids fair to be scarce this year and probably higher. Domestic sardines are very dull and unchanged in prices. Imported sardines quiet and unchanged.

Canned Goods.

Tomatoes are firmly maintained on the basis quoted last week. Quite a number of holders have withdrawn from the market and will stay out until prices get to at least 90 cents per dozen for Maryland 3s. That means 5 cents advance. The pack will probably be not over 8,000,000 cases, and there is reason to believe there was at least 2,000,000 carry-over. This would make a total supply of 10,000,000, which is just about the consumption. It would make a firm but not a famine situation. The demand for tomatoes is quite light at present. Corn and peas are both unchanged, corn being steady to firm and peas being heavy. Apples quiet at ruling quotations. California canned goods show no change and practically no business from first hands, as futures are now coming in. The consumptive demand is dull. Small Eastern staple canned goods unchanged and quiet.

Dried Fruits.

The prune market in California is unchanged, but in the East the spot supply is so small that prunes that are on their way forward are being sold at least a cent profit. Of course, this situation will cure itself as shipments increase. Peaches, apricots and currants are all dull and unchanged in price. The California raisin combination has named during the week a price of 7 cents in a large way on new fancy seeded raisins in cartons. This is 1/2 cent above the price at which freshly cleaned old seeded were offered up to September 20th and 1/2 cent above last year's opening price. The combination has named the price of 6 cents for bulk seeded raisins, this being an effort, it is believed, to interest large consumers of raisins, like bakers.

Beans and Peas.

Pea beans are unchanged on last week's basis. Marrows are firm on a basis of 5 cents in a large way to come forward. The demand is very light. California limas are a shade lower to come forward, mainly because the price was too high before. Green and Scotch peas are unchanged, although the situation is firm, because the new crop is



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is the newest, most intimate and interesting National Monthly published, for the woman-who-buys. It talks in no uncertain terms to the housewife and is daily making countless friends for every wide-awake dealer who uses the **Sperry** Service.

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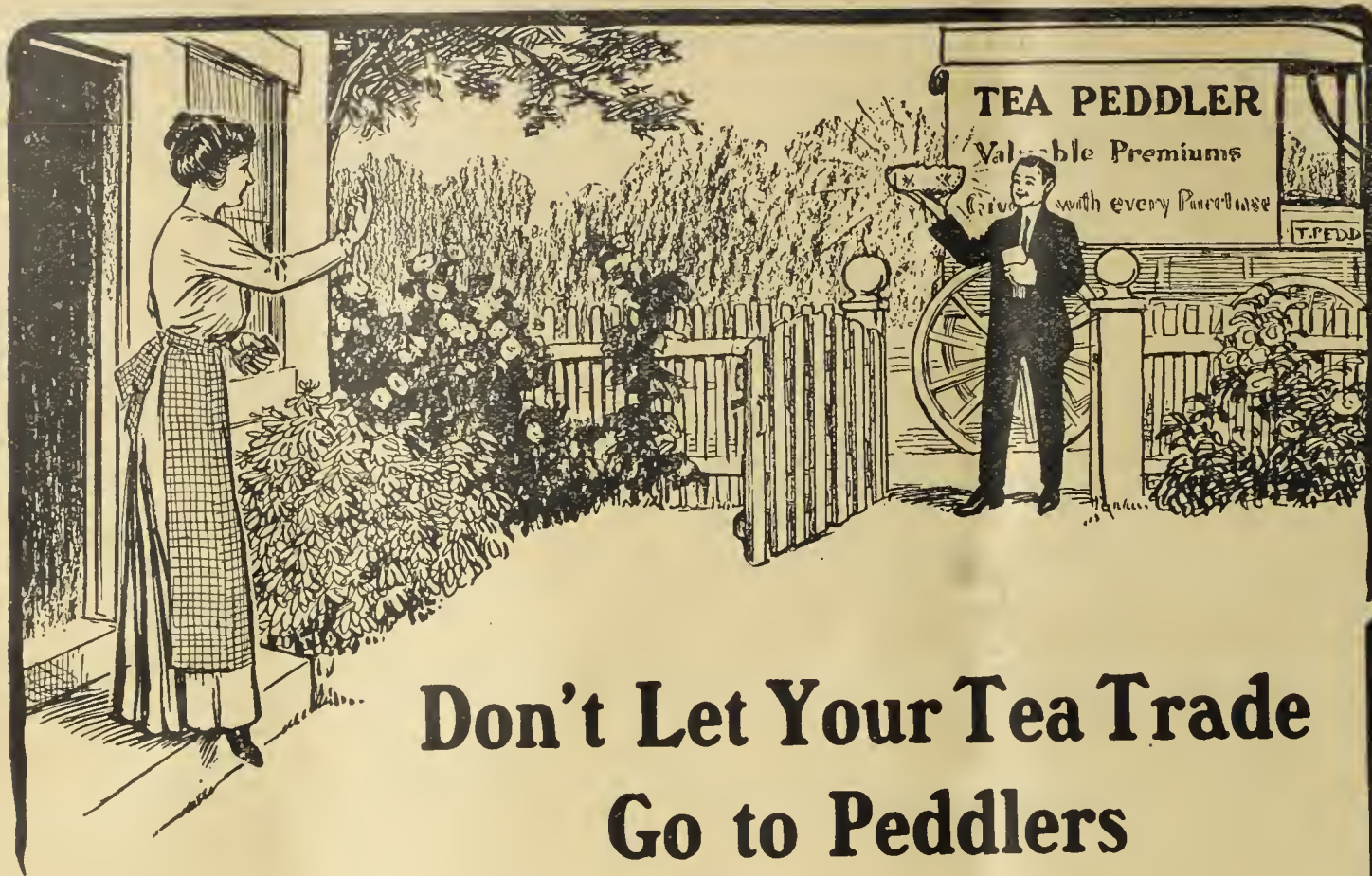
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Don't Let Your Tea Trade Go to Peddlers

The taste for tea is acquired—not natural. Once acquired, it stays.

Every live dealer can, by little effort, educate his trade to a particular quality or flavor of tea and, by selling TETLEY'S TEA, he is sure of uniform quality and flavor the year around. This will insure the return of customers again and again for that particular tea, and keep his business steadily progressive.

No premiums, no china, nothing but the finest selection of India and Ceylon tea, carefully blended to a permanently uniform quality and packed in attractive air-tight tins—

THAT'S TETLEY'S

A high grade package tea that will bring to your store ALL the tea trade of ALL your customers.

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street

::

NEW YORK CITY



TELL YOUR CUSTOMERS

"When TETLEY'S, the best tea, costs less than half a cent a cup, why not have it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

not coming in as was expected, owing to heavy rains.

Butter.

The butter market is firm at an advance of 1 cent per pound. There is good consumptive demand for grades and receipts are falling off considerably. The quality is running average good for the season, and the entire situation is satisfactorily healthy on the present basis. No further advance any moment seems in sight.

Eggs.

The receipts of fancy new-laid eggs are very light and the market is firm at an advance of 2 cents per dozen. At the advance the market is healthy. All of the late receipts of fresh eggs are absorbed on arrival and the outlook is firm.

Cheese.

The cheese market is firm and unchanged, with a normal consumptive demand. Stocks of cheese are about usual for the season and the average quality is very fancy.

Provisions.

A good demand is reported for cuts of smoked meats. Prices are steady at an advance of 1/4 cent on cuts. Both pure and compound lard also show an advance of 1/2 cent. Cuts are firm, with a good consumptive demand. Dried beef, barreled pork and canned meats are steady and in demand.

INDIVIDUAL MARKET REPORT

Imported Fish Specialties.

Business during the last week shown a decided improvement. Buyers in spite of advancing prices, seem to have more confidence in the situation and are buying more readily and in larger quantities than of late. This better feeling, judging from reports of our agents, seems to prevail in all parts of the United States and it is rather gratifying to see the South seems to have finally awakened from its lethargy and started to do business with confidence. We would therefore call business very satisfactory, if we only had the means of supplying all that our trade wants. Unfortunately, we are short of lots of goods, which we cannot get, owing to the present war conditions.

Herrings of all kinds continue scarce as ever. Practically no shipments are arriving from Holland, because prices there are so extremely high that it is doubtful if any money can be made on importations of Holland herrings at the present moment, because barrels of herrings which ordinarily would sell at \$7 to \$9 would have to be sold to-day, surely not less than about \$22 per barrel, that is for first quality herrings. Some shipments of Scotch herrings are arriving, those that are of fine quality are being ready sale.

Only a few shipments of general large, fat Norway herrings have arrived. They show excellent quality in fact, better than we have seen them many years past, but the price is a great deal higher than we have seen it for a great many years. There is certainly need not be any fear of our market being overstocked with herring as Germany is taking practically all that can get hold of at fancy prices. In fact, much higher figures than we are possibly afford to pay.

The sardine situation is unchanged only the holders of the small stock

are beginning to realize their folly throwing away their goods at cost below cost, and are holding firmly somewhat higher prices, although the higher prices now asked for goods are not at all in harmony with to-days cost of the goods in the European market. The catch in Portland is only very moderate, and no shipments can be expected from there for the present. In Norway the catch has been rather poor during the few weeks, but we are rather hopeful of the situation, as the season is still very young, and basing our judgment on past performances, we look forward to some good fishing. Stocks here are really very much depleted, and we need goods very badly, we shall simply have to pay the dealers what they can sell the goods to European markets or go without them. Our only salvation is a good catch of fish in the near future, and all will be well.

We do not seem to be able to get information in regard to the Norwegian mackerel catch. It is getting very late and we are getting impatient, but our agents in answering our inquiries simply answer that we will have to wait, sit still and be patient and await developments. In the meantime, the stock of last season's Norway mackerel is gradually clearing here and prices are stiffening.

Shipments of Norwegian stockfish, round and split, have arrived, and of very fine quality, but at the same time they show prices which have been unheard of for some years past.

We anticipate that the demand, on account of the enormously high prices, will be rather curtailed, but nevertheless the trade seems to take the goods at these prices.

STROHMEYER & ARPE Co.
New York.

Standard Canned Goods.

Relief came this week from the extremely hot weather that prevailed during the early part of the month. The temperature fell from 95 degrees to below 50 degrees almost overnight. Reserves of raw tomatoes at the wholesale market fell off almost to the disappearing point, so far as the canners were concerned. Never before have so many canneries closed down in the month of September, many of them running, say, three to four weeks less this season than in ordinary times. The reduced yield per bushel of filled tomatoes has added much to the cost of canning because of the irregular ripening of the fruit, outside the big advance in the price of the material. The developments in the conditions during the next two weeks will be of great interest to the buyers and jobbers and probably will govern the course of the market prices of tomatoes during the fall and winter months.

R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

GOLDEN SUN COFFEE

The Bright Side of Your Store

is the sunshine counter where GOLDEN SUN Steel-cut COFFEES constantly move from your shelves into the hands and homes of delighted customers. There are

FIVE DISTINCT BLENDS
of GOLDEN SUN—one for every taste

Karex, Navarre, Briardale, Vienna, Mocha and Java

with a repeating sale record greater than any other coffees—which means a greater profit-producing record for the dealer. GOLDEN SUN is *Better* coffee made *Best* by careful selection, expert blending and perfect roasting. Then it is *steel-cut* instead of ground—the final touch that brings out the rare flavor and delicious aroma which grips and holds the trade of coffee drinkers.

BE A SUNSHINE MERCHANT

The five GOLDEN SUN blends make your coffee line complete and larger sales and increasing profits will make things bright for both you and your customers.

GOLDEN SUN Coffees are packed in handsome, air-tight, all-metal cans, three convenient sizes—dust and germ proof.

The Woolson Spice Company
TOLEDO, OHIO

Oldest and largest house of coffee experts in the world



SAY TO CUSTOMERS

"You'll take pride and delight in serving GOLDEN SUN Coffee because of its fresh, rich flavor and distinctive aroma."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

This was a busy week in the tomato market here and in all other canning centers, and the outlook is for further activity in the coming week. The buying orders increased in size as well as in number, and they came from the same widely scattered markets that have been buying steadily in car lots during the summer. It is not easy to find sellers of tomatoes in large blocks even at higher prices than the daily quotations for single carloads, which is a very unusual situation in that staple article. Nearly every broker has a list of offers for tomatoes so close to the present quotations that a large percentage of them may become buying orders at any time and cause a further advance in prices without much notice. Each buyer is of course the better judge whether to buy now or await further developments, but all the same, he should be within striking distance if it becomes advisable to buy quickly.

The activity in the tomato market during the week dwarfed the doings in the other lines of vegetables. There was no increase in the size of the orders, but there was an increase in the number of them, and they covered possibly a larger assortment of goods. The bulk of the orders were for corn, the different grades of string beans, from the cheapest to the highest priced goods, wax beans, sweet potatoes and the cheap grades of peas. There were no price-changes of special interest during the week.

There was an increase in the buying of pie peaches, and the prices show an inclination to advance. Seconds peaches were only fairly active in small lots and the higher grades were dull. The buying of pears and apples was light this week, but the prices continue firm. Small fruits, berries, cherries, as well as pineapples, were almost at a standstill, with no changes in the prices. The packers expect an active market for fruits during the fall months, before freezing weather sets in.

After the dull summer season, it is expected that the fall season for oysters will become active, especially if there is early freezing weather. The prices are so low now that it may be well to look after them.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

Demand for the week has been very satisfactory, both from a local and nearby standpoint. Arriving parcels

have found a ready sale, and as the reports from the South are of a sustaining character, prices continue steady to strong. Blue Rose is finding a ready market at high figures, and as receipts of rough are not expected in quantities before another ten days, prices are expected to hold steady. New crop Japans are now being shown and arrivals in this market are expected shortly. Receipts of Honduras continue moderate, but might be enlarged to good purpose, as spot stocks for immediate delivery are scanty.

Advices from the South along the Atlantic coast report active trading in about the same volume as last week, and with the steady advance in cotton, improving conditions are looked for. The first new crop Carolina was received a few days ago, but up to the present the clean rice has not appeared on the market.

At New Orleans the market is very strong, with prices up a full $\frac{1}{4}$ cent over last week and a premium is being paid for new crop Blue Rose and Japans. The river rough now arriving shows a decided deterioration in color, in consequence, strictly fancy heads are very scarce and in big demand.

In the Interior, Southwest Louisiana, Texas and Arkansas, the market is strong at current prices, which shows an advance over those ruling in some sections two weeks ago. There have been some sizable lots of Texas rough which were picked up promptly by the mills who were anxious to get their machinery in motion on new goods. The general movement, however, is slow, as the crop is late, and as yet there is very little accumulation of rough.

D. TALMAGE'S SONS Co.

New York and New Orleans.

Evaporated Apples, Etc.

The evaporated apple situation continues quiet here, with very little trading being done.

The evaporators are slow in opening up, owing to the fact that the demand is so light.

Prime quality in 50-pound boxes are quotable at $6\frac{1}{2}$ cents to $6\frac{3}{4}$ cents per pound in carload lots, choice $\frac{1}{2}$ cent per pound higher. Sellers want a premium for small quantities. It is difficult to tell whether prices will be above or below this. There is practically no demand whatever from Europe, and this may discourage drying. It has been the hardest season to size up con-

ditions that we have had in a good many years.

The raspberry market is quiet. The market is quotable at from 21 to $21\frac{1}{2}$ cents per pound, f. o. b. in barrels.

C. C. HALL.

Rochester, N. Y.

Spices.

The market is quite active, with a much firmer tone, and with upward tendency in many grades. Foreign markets continue generally steady and stocks here are unusually short.

Black Peppers.—Are some little higher in all markets, with good demand. Foreign markets are steady and indications really point to higher values.

Red Peppers.—There is a very steady demand for all grades. Prices are strongly maintained.

Cloves.—Quite steady, with a better trade demand.

Pimento (Allspice).—Firm and in fair demand. Present prices we consider safe.

Mace.—Very scarce at present and the demand has increased very much. Prices steady and firm.

Nutmegs.—While the demand continues good, prices are generally unchanged.

Cassias.—Saigon scarce and dull. China grades, rolls and broken, both firmer and higher. Ceylon cinnamon has also advanced.

Gingers.—Unsettled. Prices continuing upward. Demand is much better.

Green Ginger Root.—Selling now in a satisfactory way. Supplies up to the demand.

Tapiocas.—Very steady and in good demand. Prices firm.

Paprika.—In fair demand at generally unchanged prices. Hungarian grade out of stock.

Seeds, Herbs, Etc.—Mustard in good demand at rapidly advancing prices. Coriander some little firmer. Thyme and German marjoram have advanced. Cummin seed is in active demand and likely to be much higher.

McCORMICK & Co.

Baltimore, Md.

MARKET NOTES.

Heavy European demand for raisins of all kinds and the heavy demand for Muscatel raisins, due to the educational campaign now being carried on by the California Associated Raisin Co., has

so decreased the raisin supply upon the Pacific coast that it has necessitated the withdrawal of 1914 prices. This means that no shipments of Muscatel will be made from the coast until the 1915 crop is ready for shipment, and orders are now only taken subject prior sale. Picking reports show shrinkage of possibly 10,000 tons from first estimate. This means an increase of only about 10 per cent. over last year's crop, while an increase of from 20 to 25 per cent. was expected.

The cranberry crop in Jersey looks poor, on account of early frost. The Cape Cod outlook is normal. Cape Cod berries are averaging \$6.50 per barrel and Jerseys \$1.50 to \$1.75.

New York State grapes are just beginning to come in. Twenty-pound baskets of wine grapes rule at 45 cents and four-pound baskets of Concord at 40 cents.

The first Almeria grapes are due in New York this week. The crop will be about two-thirds of last year, but if the growers have to ship all the stock to the United States, prices will be lower.

This has been a poor year for catapoules. Very few have been grown even the Rocky Fords. The latter are still coming in at \$2 to \$2.50, but large proportion are poor.

Apples are ruling about on the same basis as a year ago—\$4.50 for the finest fancy apples to \$1. Two dollars to \$3 covers nearly everything.

Please find inclosed money order to pay for "Modern Merchant and Grocery World" for two years. You can't keep store without it. You collected enough bad accounts from me to pay for several years' subscription.—F. A. Crabtree, Centerville, Va.



KNOCKING AT YOUR DOOR



Another opportunity, and probably the last, to buy good Early June Canned Peas below the cost of packing. You know when markets are depressed below the primary costs it is only a question of time before normal conditions are restored

Marpa Brand Early June Peas

PACKED IN MARYLAND

5 to 10-case lots, - - - per doz., at $57\frac{1}{2}$ c.
25-case lots and upward, - - - per doz., at 55c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Do You Sell All the Rice You Could?



SOME people will always buy something new—it rests with the article whether they keep on buying it.

If you will show **Imperator** rice, which is different from the rice your customers may be used to, in that it is not coated with glucose and talc, a lot of them will buy it just because it is new to them. When they taste the difference between **Imperator** and ordinary rice they will keep on buying it.

It's a way to better rice sales.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.



We Sell You 25 Per Cent. More Shelf Room

Selling you 25 per cent. more shelf room for the price of a few **Baines' Brackets** is like offering you a gold dollar for a quarter.

Nevertheless, that's exactly what our proposition amounts to.

We guarantee that **Baines' Brackets** will increase your shelf room a full fourth, not by performing a miracle, but simply by giving you back the space that the old-fashioned shelf supports have used up. With these brackets, you have the clear shelf free.

PIQUA BRACKET COMPANY
PIQUA, OHIO

A GENEROUSLY PROFITABLE
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MICHIGAN & PERRY STS.
BUFFALO, N. Y.

Again in Season!

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



Here's a New One on Wives.

You fellows will remember that from time to time I've rose up in meeting and had something to say about wives. Good wives and bad wives, specially business men's wives. Wives that are worth their weight in diamonds, and wives that ought to be choked to death.

I heard a new one about 'em the other night.

I got landed in a certain town one night last week and had to stay over until the next day. There was a bunch of us road men at the hotel and after we'd got our mail out we hit it up in the smoking room and swapped tales. I didn't have as good a time as I might, because the other boys insisted on talking part of the time, and I didn't see any reason why they should. One good talker in a bunch like that is enough.

Several of the fellows called on the same trade, and they knew each other's customers. The talk turned on their wives and how one wife helped and the other hurt and so on.

We all agreed that in a case where the wife was first class, and really got into the business right, she was pretty apt to be the chief brains of the shebang.

Much obliged for the applause, ladies. You can kiss me if you'll promise not to muss my hair.

"Well, I had a funny one handed to me to-day," one of the boys said. "I've got a customer down here in ——— who is behind in his bills. He owes our house over \$400 and it's nearly a month overdue. Our credit man told me to cut him down on this trip and to get some money out of him without fail. I knew it was up to me—the credit man has the temper of the devil—and I put up a pretty stiff argument. He said he couldn't give me more than \$50, which wasn't enough. I kept at him and after a while he took me back to his office and told me he was going to tell me why he was short.

"I'm going to open up to you," he said, "and let you see the hole I'm in. I owe over \$100 to the department store here for my wife's bills, and she told me last week she was going to spend \$150 more on clothes she had to have this fall, and she had to have the money right now. She comes of rich people and she's always had plenty of money. She goes out a good deal and she has to dress up to it. I owe some other wholesale bills and I have to give them some, and altogether it's keeping me strapped."

"Well," said the salesman, "I don't see any reason why we should dress your wife, do you?" (Some raw, eh?) "She can't *make* you give her money, if you haven't got it, can she?"

"She can come pretty close to it."

"How can she? What do you mean by that?"

"She can raise hell, that's what she can do. Are you married?"

"Sure I am," said the salesman, "but I don't have anything like that going on, you can bet your life. What would she do?"

"Why she cries all day and all night," he said. "She goes home and tells her folks that I don't give her enough to cover her body. She cries at night so the neighbors can hear her. She knows how I hate anything like that, and she just plays on it. I always did need my sleep, and if I can't get it I'm no good for business or anything else. She knows that, and she works on that too. Oh, I tell you its hell on earth! Nobody can be nicer than she can when she gets what she wants."

We all sat still and listened for him to tell what he did in the end.

"How'd you chaps like to have a woman like that?" he said.

"But what did you do?" I said.

"I took his \$50 and refused to sell him anything. Told him if he didn't have a check for half the account

in the office by the time I got back I was coming down there the next day and start suit against him."

What d'ye know about that? You may not believe it, but I've always sort of wished I could have a wife like that for a little while, so's I could try my cure on her. I've got a cure for that color meanness and I've never had a chance to try it. Trouble is, my wife's plumb afraid of me and my slightest word is law around our house.

My cure would be just the thing for that female. It would cure her or kill her, and I wouldn't care a ding which. If it couldn't cure her I'd want it to kill her.

The first thing I'd do, when s started to cry for money in t night, is to get a rubber band abo a foot long and half an inch thi I'd put all the windows down nobody could butt in, and then turn the covers down, stretch o the rubber band as far as I cou pull it and let her have it till arm got sore.

Say a thousand times.

If she still cried for mon though I've got a hunch s wouldn't, I'd pour her mouth f of vinegar and tie a band over so's she couldn't spill it.

If she *still* cried for mon though I'm most sure now s wouldn't, I'd tickle the soles of feet till she dropped dead. Th ain't any misery on earth like th I had it done to me once whe was a kid and mother thinks th what ails me now.

If all this fell down, I'd st every dud she had and drive out of the house with a pair of pants and a derby hat on.

Now take it from me, broth and friends, when that cure v over there'd be no more crying the night for money. She'd t

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law, which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 2.

Messrs. Jones & Smith do a retail business, delivering their goods, \$18 per week; he was married had two children.

In this case, there being a wife and two children, Jones & Smith would have to pay to the widow per cent. of Brown's wages, or per week, for 300 weeks. The accident will cost them \$2,700, provided they are not insured, as, however, they will probably have to for the act requires insurance to be carried in such a case as this. Before the act passed, Jones & Smith would not have had to pay Brown anything, for it was his own negligence absolutely that caused his death.

I give her and she'd take it
a kiss.
I like to see myself getting
d up in business on account of
like that!

THE STROLLER.

ce, Too, Pays War Penalty by Higher Food Prices.

There has been a rapid rise in the
of foodstuffs in Greece since the
ing of the war. According to
ritative publications, the increase
price of cereals and flour has
50 per cent., legumes have in-
45 per cent., while the price
ats has remained practically sta-
y. This is perhaps explained by
ct that the average Greek is not
sumer of meat. The increase in
of flour is due to the closing of
ardanelles and the high freight
on this commodity from America.
ise in cost of the following arti-
the six months from January to
inclusive, is shown here by per-
es: Wheat, 2 per cent.; barley,
cent.; corn, 40 per cent.; semo-
5 per cent.; farina, 20 per cent.;
9 per cent.; beans, 18 per cent.;
peas, 40 per cent. Eliminating
mparatively trifling rise in wheat
arley—these having reached the
t point in their price curve be-
anuary—it will be seen that the
e increase during this period is
imately 24 per cent. The fol-
prices (per pound in United
currency, except for chickens
eese) prevailed in the Athens
markets on July 17th: Cereals—
\$, \$0.04; barley, \$0.025; corn,
best white bread, \$0.047. Le-
Beans, \$0.068; chick peas,
potatoes, white, \$0.027; toma-
0.027. Meats—Beef, \$0.15; veal,
chickens, each, \$0.57; geese,
\$0.95. Fish—Mullet, \$0.27; salt
0.10. Butter, \$0.38; olive oil,
eggs, \$0.03; cheese, sliced, \$0.135;
\$0.068; sugar, \$0.10; rice, \$0.09.

ice" the Keynote of the Mer- chants' Delivery Systems.

is just one thing that the pro-
of a Merchants' Delivery Sys-
s to offer in exchange for the
paid him by the merchants for
he delivers, and that is "service."
very important phase of "good
is the equipment. For instance,
ask him to deliver such fragile
as eggs with no more protection
mply a paper bag or package. It
hardly necessary to mention this
ecaution, and yet you may be
ed to know that there are de-
companies and grocers who are
to deliver in this old wasteful
ofitless way.
investigation invariably reveals
ts that those grocers who are
to have their goods delivered
way are suffering more in loss
breakage than they are gain-
ough profit. You will also find
e delivery company handling
this unprotected manner is not
rdened continually with number-
mplaints, but also suffers a sub-
loss each year. How much
economical it would be to the
nts' delivery to provide suitable
riers, designed for this one par-
purpose—"the safe delivery of
-Advt.



Putting Sugar in Bags is Factory Work

just as much as canning vegetables or bottling ketchup. You keep a **STORE** to **SELL** goods, not a **FACTORY** to **PACK** them. All your time should be spent in "doing things that pay" and it **DOESN'T** pay you to put up sugar.

FRANKLIN CARTON SUGAR is ready to sell when you get it. All you have to do is to take the **CARTONS** out of the **CONTAINER** in which they are packed and put them on your shelf. And **FRANKLIN CARTON SUGAR** is **ALWAYS** ready to sell, ready to hand out to customers, as convenient for you as canned or bottled goods. The **FRANKLIN CARTON** enables you to make a positive profit instead of a loss on sugar sales because you save bags, twine and labor, and there is no loss from overweight. You can make this profit on all your sugar sales, because we pack all fast selling grades in the **FRANKLIN CARTON**, including **FRANKLIN GRANULATED**, **FRANKLIN CUBE** (Dainty Lumps), **FRANKLIN DESSERT & TABLE**, **FRANKLIN POWDERED** and **FRANKLIN XXXX CONFECTIONERS'** sugars.

You can buy **FRANKLIN CARTON SUGARS** in the original **CONTAINERS** of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know **FRANKLIN CARTON SUGAR** is **CLEAN** sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined **CANE** sugar



WHAT TO TELL CUSTOMERS

"We are now selling the famous **FRANKLIN CARTON SUGAR**, known everywhere for its purity and quality. The carton keeps the sugar clean and dry and it won't burst in handling and let the sugar get mixed up with the rest of your order."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



331.—The Latest Chapter in Price-Fixing Litigation May Have a Far-Reaching Effect.

Another most interesting chapter has been added to the already copious legal literature on price-fixing, particularly as to the right of the manufacturer to tell the trade what they shall sell, his product for. It comes through the case of the American Graphophone Co. vs. the Boston Store of Chicago, a cut-price department store, which has just been decided. One of the counsel in the case has been kind enough to send me a copy of the decision, and I feel like discussing it briefly, for I want the readers of these articles to be up to date on this most important question.

The point of the case was whether a manufacturer, selling a patented article to a retailer direct, could legally contract with that retailer, before he sold him, to resell only at a fixed price, and, if the retailer broke the agreement, could the manufacturer enforce it by getting an injunction (the only really effective way) or must he sue for damages, or was the contract wholly unenforceable because in restraint of competition?

The American Graphophone Co. makes patented talking machines, or controls the patents on them, I don't know which and it matters not which. This company sold its graphophones to the Boston Store, a typical cut-price department store, but before it did so it made the Boston Store agree to resell only at certain prices which the American Company had fixed. The Boston Store signed the written agreement, got the goods, and then cut the life out of them. Application for injunction was promptly filed by the American Graphophone Co., on the legal theory that the American Company has a legal patented monopoly of its talking machines, and therefore had a right to sell dealers on its own terms. Where a dealer agreed to those terms and

got the goods on the strength of its agreement, it could not fairly be allowed to break its agreement and disorganize the manufacturer's business.

The Boston Store defended on the ground laid down (on different facts) in some of the United States Supreme Court decisions, viz., that the American Graphophone Co. when it sold its machines, parted with title to them, and with title went all power to control the price. Therefore the price-fixing agreement was illegal, and the Boston Store could make such an agreement, get merchandise on the strength of having made it, and then do as it liked.

If this doctrine should be upheld, the manufacturer would be at the absolute mercy of every cutter. The only thing he could do would be to refuse to sell at all.

But the United States Court for the Northern Illinois District did not uphold this doctrine. In fact it scotched it forever unless it is reversed on appeal. The court in this case decided that a manufacturer owning a patented (and by the same token a trade-marked or a copyrighted) article, can tie up the jobber or the retailer to whom he sells, to resell it at a fixed price, and if the dealer violates the agreement, he can be stopped by injunction. The price-fixing agreement, however, cannot be made by any notice, pasted on the package. It must be done by regular contract, signed and agreed to by both parties.

The court's final conclusion, which really contains the gist of the decision is

That an agent or vendee of a patentee (that is, any one who buys patented merchandise from the owner of the patent), may by direct covenant or agreement, be bound to the observance of price restriction, imposed as a condition on which exclusive right of sale by the patentee is being exercised.

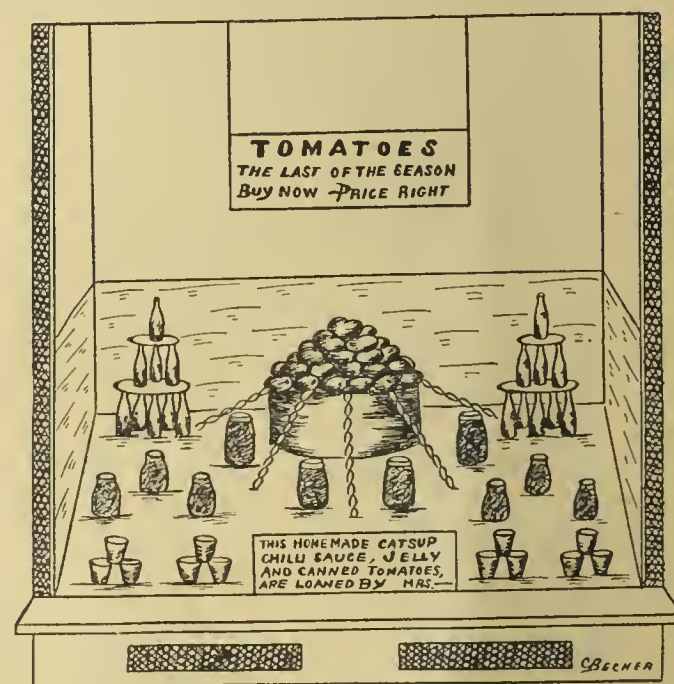
At first glance this seems in conflict with certain well known decisions of the United States Supreme Court, but the Illinois United States Court shows clearly that it is not. The United States Supreme Court decided in several recent cases, the most notable of which was *Bauer vs. O'Donnell* (the Sanatogen case), that owning a patent or trade-mark or copyright did not alone give the right to fix the resale price, and it said further that the resale price could not be controlled merely by the printing of a notice

on the package. The notice scheme was a favorite with manufacturers until the Supreme Court said it was worthless. There was nothing in any of the decisions referred to which even impliedly denied a manufacturer's right to tie up a buyer to resale at a certain figure, *provided it was done properly*. The court in the graphophone case says it is done properly and legally when the seller and the buyer make a formal contract to that effect, and further says that such a contract is legal and will be enforced.

The effect of this decision on the sale of articles which are not patented, though protected by trademarking the brand or by copyrighting, is exceedingly interesting. The court's theory is that the owner of a patented article has been given a monopoly, and he can sell all or part of it. If he sells a restricted right of sale under it, the restriction may be an agreement to resell at a certain price.

Now this, it seems to me, leaves any article to which the seller has a legal monopoly whether a

Weekly Window Display Suggestions



Tomato Display.

Some of you may not be able to use this display at this late day, but possible do so—undoubtedly it will take. Cover the bottom of the window with a bright shade of red crepe paper first and then cover some tin cans or lids with it, and use them at each side of the rear to make pyramids of the bottles of catsup. Cover a cheese box with the same shade of paper, place it in the center of the rear and pile some choice beefsteak tomatoes on it. Run a few twisted strips of the paper from the edge of the box to the bottom of the window. Arrange a few jars of canned tomatoes between and around these strips and put a neat sign card in the front of the window. Display also some glasses of tomato jelly and suspend a sign card from the top of the window.

ated monopoly or not. It lets in Kellogg's Toasted Corn Flakes, because the manufacturer has an absolute monopoly in Kellogg's Toasted Corn Flakes. It lets in any trade-marked or proprietary article, because the seller of it has an absolute monopoly in it, just as the New York Court recently said the Cream Wheat Co. had in Cream of Wheat—not in the article so much as in the brand. Therefore, if the seller of a patented article can legally bind his buyer to resell at a fixed price, as this United States Court says he can, I am unable to escape the conclusion that any seller who, for any reason, has a proper monopoly in his product, can do likewise.

(Copyright, October, 1915, by Elton J. Buckley.)

Question: J. F. E.—I wish to inquire whether under the law regulating the employment of women there is any provision or dispensation granted where the manager or head lady having charge of a department may return to her shop after close of business day? Supposing it to be head trimmer in millinery department who may wish to do some extra work.

Answer.—If the woman in question is an employee, she cannot be permitted to work more than the statutory number of hours. It makes no difference what position she holds if she is an employee. Of course if she was a partner in the business it would be different.

NOTE.—Requests for information in this department should tersely set out full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."



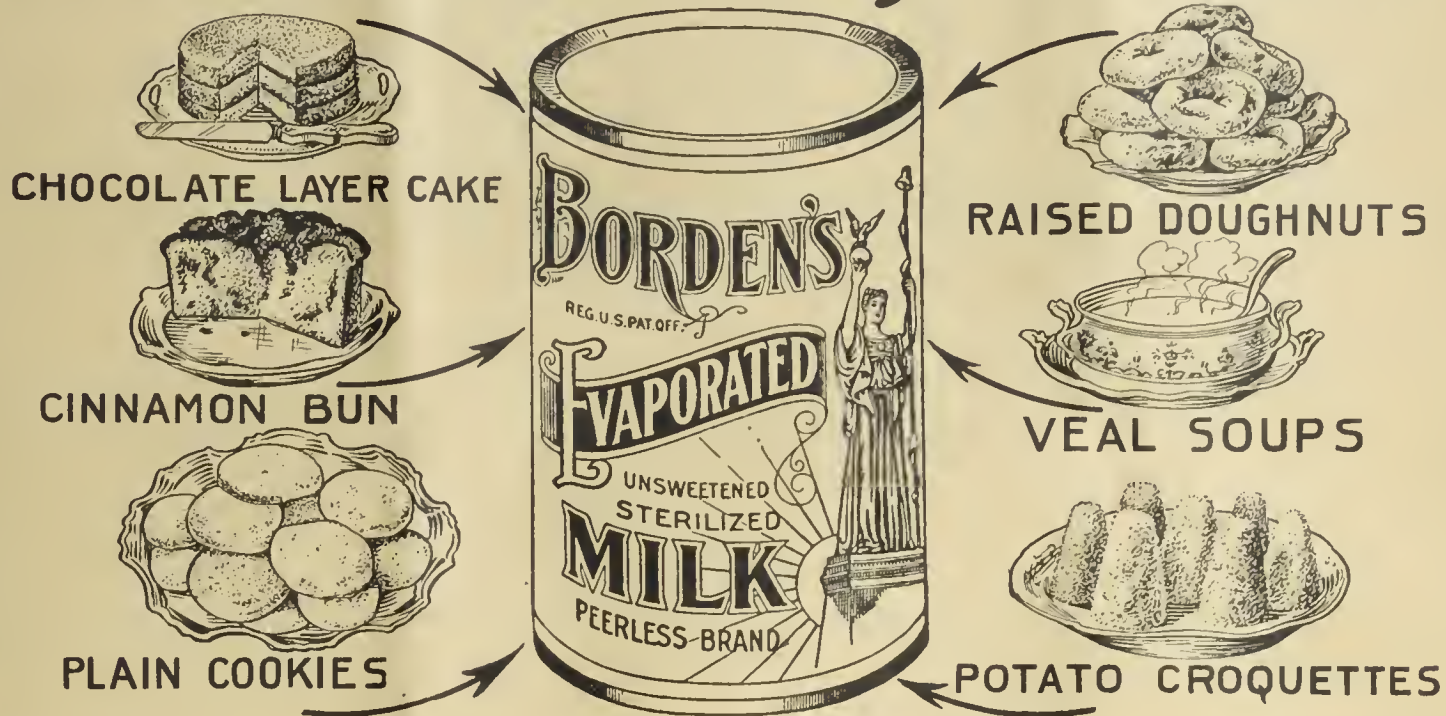
IT'S POPULAR
Those who use
MAPLEINE

like it—it fills a want.
How is your stock?

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Used in Dozens of Dishes



Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

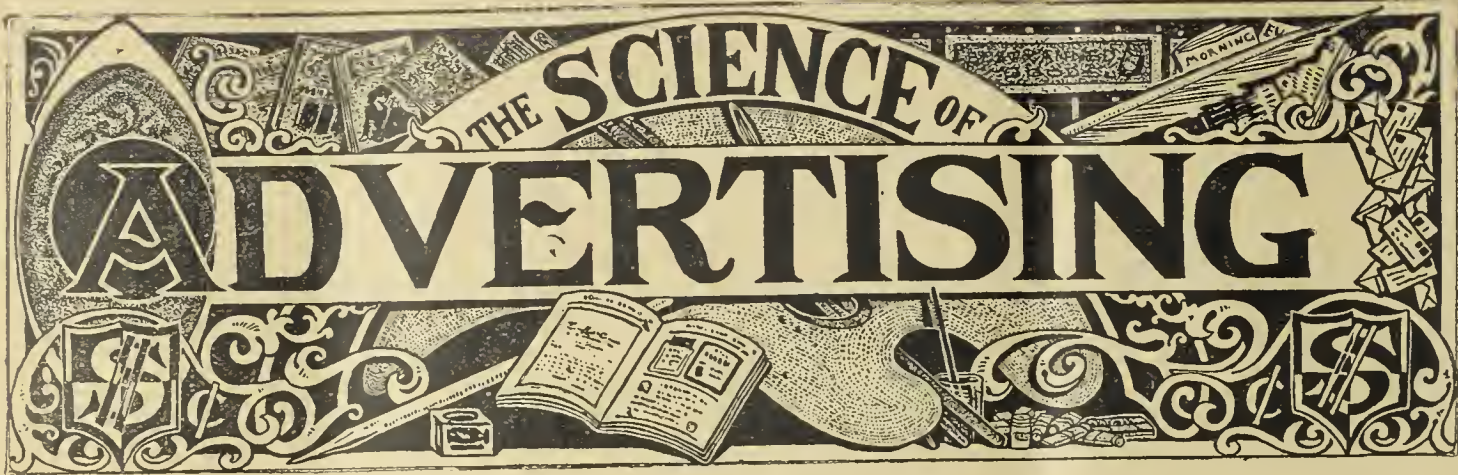
NEW YORK



WHAT TO TELL CUSTOMERS

"You can always depend on BORDEN'S EVAPORATED MILK because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Danielsville, Pa., Sept. 20, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed you will please find circular that we are using this week. Kindly tell us just what you think of it, and oblige,
Yours truly,
MARSH & HERMAN.

thing on it was probably seen. Still, it doesn't do to lose any tricks in the advertising game. It is uncertain enough even when you think every possible condition is right. I suggest that a heading something like

The text of this circular is all right. Good, breezy stuff, persuasively phrased—it ought to get business. I would make one suggestion—to even up the explanatory matter in these various paragraphs a little better. Under Dolly Varden flour there are several lines, while under starch there is practically nothing. Other paragraphs have only a line. Of course there is more to be said about some things than about others, I realize that. Still more could be said. Take coal oil. I should have given the regular price and said something about this being high grade oil of such and such degree. Under mackerel I would have given the size and the variety—Norway, Irish or shore. Under jar tops I would have said something about their being made of fresh new rubber, and so on.

The man who writes this advertisement is able to write pretty forceful stuff. He ought to keep it up, paying attention to cutting out unnecessary words and also to grammar.

Pennsylvania Organization Notes.

Organizer Smedley is planning to visit every local organization in the State. Our suggestion is to send him a prompt invitation to visit yours. His services are given without one cent of expense to you.

Associations should jump at the chance of securing his services; he is a man of experience in organization; a fluent and interesting speaker and knows how to revive the lagging interest of the members. A letter addressed to William Smedley, 802 Chestnut street, Philadelphia, will be promptly answered. His service is offered not

only to organized towns but to the towns who need organizing. So, Merchant, if you feel the need of association in your town, write Smedley.

Every town should have an organization of its business men. An association of the right sort means a better town, a better town means better business, better business means better profits.

Live wire business men are realizing that their real competitor is the man next door, but the large towns who are attracting trade from them. One of the fundamentals of good organization is how to preserve the small town and to make it grow. Organize.

If the bad paying customer bothers you, if credit is too cheap in your town, if merchants do not pull together, evils exist, the remedy is organization.

The modern business man competes along sane lines but he also knows that co-operation is better than competition. He believes in making his town attractive; this he can not do alone. Unitedly this can be accomplished. A small town will lose out unless business men work together. Mr. Bretson, of the "Dry Goods Man," St. Louis, states "that in the period from 1900 to 1910, 788 towns lost population in the State of Illinois, 63 in Indiana, 564 in Iowa, 677 in Michigan, 540 in Missouri, 1,136 in Ohio, 1,520 in Pennsylvania. If towns lose population they certainly lose business, they lose prestige and are going backward." Is it not time that the small town business man aroused himself "knowing the truth" and providing the remedy?

The evils of most towns are the catalogue houses, transient merchants, out-of-town buying, the credit evil, more highly developed methods of quick transportation. Inside the town is the narrow, selfish, business man seems to forget that his success depends upon the success of his neighbors. Organization is the first step in changed conditions. Organize.

Real towns are not made by business men who have no vision beyond their own store doors, but by those who look more beyond and who have the inclination to pull with their neighbors. Organize.

A real business association of business men is a business proposition. To get business out of these associations you must put business in them.

Organization is business. Organize.

If organizations accomplished more than teaching men to look each other better, it is worth the costs.

Mr. Business Man, it's up to you. Stop kicking about conditions. Organize and change them.

4 DAYS SPECIAL ON 4 DAYS Flour & Groceries

Beginning Wednesday Morning, Sept. 22d
Ending Saturday Evening, Sept. 25th

Car of Flour just arrived now in our Warehouse
Dolly Varden Flour Please note carefully
Special Low Price
Highest Patent Pie or Pastry and lots of it used for Bread
In hundred pound Bags . . . @ \$2.85
In fifty pound Bags . . . 1.45

Don't let no one keep you from buying Flour by telling you that same is too low in price to be good in quality. We guarantee and recommend this Flour to be as white as the driven snow, superior to any other in quality, put up in good, clean, attractive, standard size bags. In fact every thing about this Flour high but the price. We strongly urge you to buy a lot of the above Flour at this low money. Don't hesitate, tell your neighbors about this bargain and see that you all get in right at this time on Flour.

Received Solid Cat Gluten Feed
Buffalo Gluten Feed
Our price per hundred \$1.50
We guarantee this to be the very best grade Gluten Feed on the market and is highly recommended as a great milk producer. Give it a trial, test it out for yourself. We are confident it will please you.

FEED! FEED!! FEED!!!
We are selling bags and bags of the very BEST, PURE, SWEET and WHOLESOME FEED obtainable and meet with very good results. If you are not buying feed from us we would urge you to call and get acquainted with our method of handling Feed. It will pay you big to do so.

Toasted Corn Flakes
Honey Crisp Brand per pk. 6c
Well! Well!! A full size package of excellent quality Toasted Corn Flakes at 6c. We never thought it possible to offer anything in like quantity and quality at such a marvelous low price. But here we got it and all we can say to you is, BUY CORN FLAKES.

Cakes and Crackers
Square Soda Crackers, 3 lbs. for 23c
Ginger Snaps, 4 lbs. for 23c
Coffee Cakes, 3 lbs. for 23c
We have a fresh lot of these goods just in and many of our trade will take advantage of these squeezed prices.

Jar Rings
TULIPS, 3 dozen for 19c
Red, 3 dozen for 19c
Best quality guarantee, therefore buy 'em buy 'em!

Granulated Sugar
25 lb. lot for \$1.45
No more and no less to no one at this low money. But we advise you to buy 25 pounds.

Coal Oils
5 Gallon lots for 38c
As much as you wish at this low money.

Jar Tops
Per dozen 16c
Buy Jar Tops at such an extreme low price.

Salmon
3 Cans for 25c
Best Pink Salmon on the market. Remember they are no chums.

Lump Starch
5 lbs. for 25c
Another Bargain.

Mackerel
6 Fish for 25c
A good quality fish at a price that is matchless.

Uneda Biscuit
3 Boxes for 11c
Another good article at a very low price.

You will like to trade at M & H's. Try us out and see.

MARSH & HERMAN
On the Corner. Opposite the Bank
DANIELSVILLE, PENN'A.
STORE OPEN EVENINGS UNTIL 8 O'CLOCK

The circular was printed in black on excellent quality white paper and measured 12½ x 18½ inches. Above is the much reduced reproduction.

I don't like this heading. It could have been made much more attractive looking. Perhaps this didn't affect results, because the circular is so large and bold that any-

this would have attracted more attention:—

Four Days of Great Bargains

This is a special push we're making from Wednesday morning, September 22d, till Saturday, September 25th, in order to boom business. You'll agree you never saw such values and probably never will again.

Have You Made Your Lipton's Tea Display Yet?

The time is ripe, people are home, tea is being bought. Not only can you sell some tea through a **Lipton Tea** display now, but you may win a big slice of the \$175 prize money that is to be given away as prizes in our Display Contest on November 1st.

The contest is for the five best window displays of **Lipton's Tea**. The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 63.

We offer the following Southwark Scales, made in Camden, N. J.; all standard scales and comply with law:

No. 12 B.....\$3.50 each
No. 224 1.25 each
No. 2050 B 2.25 each
No. 12 H 3.50 each
No. 12 F 3.50 each

Will mail catalogue showing illustrations upon application.

WITMAN BROS.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel

steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multi-graphs, for producing imitation type-writing. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost \$300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for \$50 cash.

ADVERTISING NOVELTY MFG. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

I power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

I Sausage Stuffer, cost \$20, will sell for \$10.

I Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6; will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Tri Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holds 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shool Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent ticles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect. I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLDAY,
6135 Vine St., Philadelphia.

Offer No. 94.

1 Angledile Scale; cost \$125, will sell for \$55.

1 Heavy Spring Wagon, weight 1,000 pounds, for one or two horses; cost \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallons will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition. F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do this through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 cases of Dustbone, or Sweeping Compound, which I will sell for 10 cents a case, or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Offer No. 97.

We have on hand one barrel Wydott Cleanser, in five-pound packages. Please make offer.

Also No. 129 Enterprise Dried Beef Slicer; cost \$40, will sell for \$15.

One McIntire delivery auto, running gear and box in fine condition; new motor. Will sell for \$75, cost \$800.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store groceries on commission. H. F. Heacock, 122 Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent corner, has all conveniences, all cash, no teams, no delivery, doing better than \$1,000 monthly; will sell at once; stock about \$2,000. Owner wishes to continue, wishes to retire; business can be greatly increased by a partner; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third St., Reading Pa. 18

FOR SALE.—We have just equipped a messen and confectionery store in a new and are compelled to sell same at a sacrifice. Best location, in central business district. Excellent opportunity for a hustler. Address W. S. Ballinger, 127 Arch St., Philadelphia. 19

FOR SALE.—Corner grocery store, including three-story, nine-room dwelling, in good condition; will sell very reasonable; \$3,000 required. Address K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Old-established grocery, and provision business, doing a good business. Property can also be

bought. An excellent chance for a good party. Good reason for selling. Must be seen to be appreciated. Will give full particulars. In North Wildwood, N. J., right at the station. Address Fred. Zwirner, North Wildwood, N. J. 14

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established corner grocery and meat store, near Kensington Ave., above Cambria St. Will sell for a very low figure, \$650, if sold at once. Apply K. B. W., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

FIXTURES.

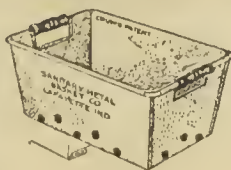
FOR SALE.—Store fixtures at 6241 Arch St., including Walker counter and scales; cost \$160, will sell for \$70. Apply 6135 Vine St., Philadelphia. 18

MISCELLANEOUS.

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good

as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are economical because they save space; durable, will outlast three of the old kind; modern, brings delivery system up to date; cleanly, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day Sanitary Metal Basket Co., Lafayette, Ind.



THE RACK WITH THE HOOK

Is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

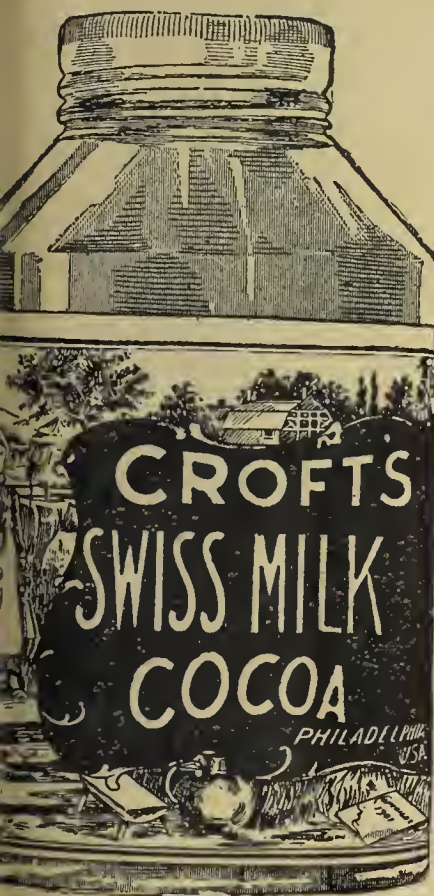
Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets



Where the Glass Jar Comes In

The glass jar in which **Croft's Swiss Milk Cocoa**—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, **Croft's Swiss Milk Cocoa** will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market

Croft & Allen Co.
PHILADELPHIA, PA.



What Vogt Quality Means

The consummation of an ideal Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple
AND AGAIN

SOMETHING ENTIRELY NEW Vogt's Baked Meatcake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated
30th and Race Streets, Philadelphia

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. OCTOBER 4, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma	
Axle Grease.....	2	Delikatessen.....	10	Laundry Soaps.....	25	lades.....	21
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Pure Olive Oil.....	19
Blacking—Shoe.....	2	Drugs.....	22	Live Poultry.....	21		
Bluing—Dry.....	3	Eggs.....	12	Lye and Potash.....	18	Raisins.....	17
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Refined Molasses and Syrups.....	27
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Mapleine.....	23	Rice.....	23
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	28	Roasted Coffee in Bulk.....	3
Butchers' Sundries.....	21			Matches.....	18	Rope, Tie Yarn, etc.....	27
Butter.....	4	Fancy Groceries.....	13	Mince Meat.....	13		
		Farinaceous Goods.....	14	Mint Tablets.....	23	Salad Dressing.....	23
Candles.....	4	Floor Polish.....	24	Mops.....	28	Sal Soda.....	24
Canned Goods.....	5	Flour.....	13	Mustard—Prepared.....	26	Salt.....	23
Canned Meats.....	6	Fresh Fish.....	16			Saratoga Chips.....	16
Catsup.....	4			Nuts.....	20	Sardines.....	6
Cereal Specialties.....	14	Gelatine and Prepared Desserts.....	15			Sauces.....	24
Cheese.....	12	Green Coffee.....	3	Oatmeal.....	14	Scouring Soaps.....	24
Chewing Gum.....	23			Oils.....	19	Scraple.....	20
Chocolate and Cocoa.....	8	Hominy.....	14	Olives.....	19	Seeds.....	16
Cider.....	23	Honey.....	27	Oysters.....	16	Shoe Dressing.....	2
Clams.....	16	Horseradish.....	17			Smoked Fish, Codfish and Mackerel..	15
Cleansers and Polishing Compounds..	24			Package Coffee.....	3	Smoking Tobacco.....	28
Cocoaanut.....	17	Ink.....	17	Paper.....	9	Soap Powder.....	25
Coffee Essence and Chicory.....	3	Jars and Jar Rubbers.....	4	Peas.....	14	Soda—Bi-Carb.....	24
Cornmeal.....	14			Peanut Butter.....	19	Soft Drinks.....	24
Cornstarch.....	26	Ketchup.....	4	Pickled Meats and Fish.....	11	Soups.....	7
Condensed Milk.....	10			Pickles.....	20	Spices.....	26
Cottolene.....	12	Lamp Goods.....	18	Plum Pudding.....	24	Stove Polish.....	26
Crackers and Cakes.....	10	Lard and Compounds.....	20	Popping Corn.....	15	Sugar.....	1
Cut Plug Tobacco.....	28					Sundries.....	27
						Syrup and Molasses.....	27

Table and Cooking Oil.....

Tapioca.....

Tea.....

Tobacco—Plug.....

Toilet Soaps.....

Vinegar.....

Wood and Willow Ware.....

Yeast Cakes.....

ADVANCES.

Butter.....

Eggs.....

Fresh Fish.....

Provisions.....

Lard and Compound.....

DECLINES.

Sugar.....

Flour.....

—I—
SUGAR.

	Barrels.
Cut Loaf.....	6.05
Eagle Tablets.....	6.55
Crystal Dominoes, 24 5-lb. pkgs.....	7.65
" 60 2-lb. pkgs.....	8.15
Patent Cubes.....	5.25
Confectioners' Lozenge.....	5.30
Powdered.....	5.25
Fruit Powdered.....	5.15
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.45
Granulated, fine or standard, McCahan.....	5.15
" Franklin.....	5.20
" extra fine, bbls.....	5.15
" " 2-lb. bags.....	5.45
" " 5-lb. bags.....	5.35
" " 10-lb. bags.....	5.30
" " 25-lb. bags.....	5.30
" " 100-lb. bags.....	5.15
" coarse.....	5.25
Confectioners' Crystal A.....	5.15
A Confectioners'.....	5.05
A No 1.....	4.90
A No. 2.....	4.85
Franklin B.....	4.60
Extra C.....	4.45
C.....	4.30

TEA.

	Per lb.		
Formosa—			
Extra choicest, $\frac{1}{2}$ and $\frac{1}{4}$ chests40	-.45	
Choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests35	-.38	
Finest, $\frac{1}{2}$ and $\frac{1}{4}$ chests27	-.30	
Fine, $\frac{1}{2}$ and $\frac{1}{4}$ chests23	-.25	
Oolong, black—			
Extra choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests30	-.35	
Choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests27	-.29	
Finest, $\frac{1}{2}$ and $\frac{1}{4}$ chests26	-.28	
Superior, $\frac{1}{2}$ and $\frac{1}{4}$ chests22	-.24	
English Breakfast, black—			
First picking, $\frac{1}{2}$ and $\frac{1}{4}$ chests30	-.35	
Choicest, $\frac{1}{2}$ and $\frac{1}{4}$ chests26	-.28	
Good to superior, $\frac{1}{2}$ chests22	
First crop, about 28-lb. original boxes..		.25	
Gunpowder, green—			
Extra firsts, $\frac{1}{4}$ chests35	-.40	
Firsts, $\frac{1}{2}$ chests28	-.30	
Extra seconds, $\frac{1}{4}$ chests25	-.27	
Seconds, new, $\frac{1}{4}$ chests24	
Imperial, green—			
Firsts, $\frac{1}{4}$ chests38	
Seconds, $\frac{1}{4}$ chests25	-.30	
Japan, green—			
May pickings, $\frac{1}{2}$ chests38	-.40	
First crop, $\frac{1}{2}$ and $\frac{1}{4}$ chests30	-.35	
Second crop, $\frac{1}{4}$ chests28	-.30	
Basket fire, uncolored, needle leaf, $\frac{1}{4}$ chests32	
Young Hyson, green—			
Firsts, $\frac{1}{4}$ chests35	-.40	
Hyson, green—			
Extra firsts, $\frac{1}{4}$ chests35	-.40	
Firsts, $\frac{1}{2}$ chests28	-.32	
Seconds, $\frac{1}{4}$ chests25	-.27	
Assam, black—			
Choice, $\frac{1}{2}$ chests26	
No. 1, extra quality, 20-lb. boxes28	
Tetley's India and Ceylon, 25-lb. cases—			
	1 lb.	$\frac{1}{2}$ lb.	$\frac{1}{4}$ lb.
Gold Label, I. and C.71	.72	.73
Buff Label, I. and C.56	.57	.58
Green Label, I. and C., Formosa Oolong or Mixed50	.51	.52
Orange Pekoe55	.56	.57
Red Label, I. and C. or Mixed44	.47	.48
Sunflower, I. and C., Formosa Oolong or Mixed60	.60	.60
Red Label, I. and C., roc. 2 $\frac{1}{2}$ -oz. tins, doz.90
Sunflower, I. and C., Formosa Oolong or Mixed, roc. 2-oz. tins		per doz.	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins		per tin	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins		per tin	2.55

Lipton's Tea, 50-lb. cases—

1 lbs.	$\frac{1}{2}$ lbs.	$\frac{1}{4}$ lbs.
Per lb.	Per lb.	Per lb.

Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
“ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ Cream.....	.45	.46
Ceylon Green, Purple.....52
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz.	.75
Mica, $\frac{1}{4}$ gross	per gross	8.50

BAKING POWDER.

	Per case
Rumford Yeast Powder—	
4 oz. glass, 2 doz.....	1.66
6 oz. " 2 doz.....	2.15
6 oz. " 4 doz.....	4.25
6 oz. " 6 doz.....	6.80
6 oz. " 12 doz.....	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.....per doz.	.45
10c. tins, 2 doz.....	.90
¼-lb. cans, 2 doz.....	1.35
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1.65
5 lb., ½ doz.....	7.20
Leslie's—	Per doz.
¼-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....per case	3.60
Sea Gull, 6-oz. tins, 4 doz.....per doz.	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
¼ lb., 4 doz.....	1.30
½ lb., 2 doz.....	2.40
1 lb., 1 doz.....	4.05

BLACKING—Shoe.

	Per gross
Mason's, No. 1, $\frac{1}{2}$ gross	2.70
" No. 2, $\frac{1}{2}$ gross	3.00
" No. 3, $\frac{1}{2}$ gross	3.30
" No. 4, $\frac{1}{2}$ gross	5.40
Blackola, roc. size	6.80
Shicola, 2 doz	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular75
White Dressing, medium75
Combination Black75
" Russet75

—3—

Black Shine, No. 2.....	45
“ No. 3.....	75
Tan Shine, No. 2.....	45
“ No. 3.....	75
Bixby's Royal Polish, 1 doz.....	85
“ Jet Oil Polish.....	85
Brown's Shoe Dressing, 1 doz.....	85
“ Army and Navy, 1 doz.....	85
Boyer's Triumph.....	45
“ Oil Polish.....	80
Easy Bright, Ladies.....	85
Admiral Russet Combination.....	70
“ Shoe Dressing.....	70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 ³ / ₄
Mocha, genuine, finest, $\frac{1}{2}$ and $\frac{1}{4}$ bales.....	.27 ¹ / ₂
Mocha Seed Santos, fancy, choice.....	.12 ³ / ₄
Carcacas fancy, washed.....	.15 ¹ / ₄
Maracaibo, strictly fancy, mild, choice.....	.12 ³ / ₄
Santos, Peaberry, extra fancy.....	.11 ¹ / ₄
Santos, fancy.....	.12 ³ / ₄
Rio, Golden, fancy.....	.10 ³ / ₄
Rio, prime.....	.09

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	27½
Java, fancy, 50-lb. lots.....	27¼
Mocha, finest.....	33½
Mocha Seed Santos.....	15¾
Caracas, extra fancy, washed.....	18½
Maracaibo, extra fancy.....	16¼
Santos, Peaberry, extra fancy.....	14½
Santos, extra fancy.....	15½
Rio, Golden, extra fancy.....	13¾
Rio, prime.....	10¾

• PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa	16.50	16 60
Seven Day (f. o. b. N. Y.)	12 50	12 60

**COFFEE ESSENCE AND
CHICORY.**

Pfeiffer & Diller's "Kosyr," 50 tins...per box
Tomson-Hummels, tin, 1/2 grossper gross
" " imp., 1/2 gross.... " "
Floto's, improved, 1/2 gross..... " "

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4.80
Reckitt's, 32 cc. pkgs., 16 doz. pkgs...per box	2.15

BLUING—Liquid.

		Per gross
z.	Boyer's Bengal 7½ oz., ¼ gross.....	4 25
	French Laundry, large, ½ gross bbl...per bbl.	2 10
	Admiral, 4 oz., 3 doz.....	4 00
	“ 8 oz., 3 doz.....	6 50
	“ 16 oz., 1 doz.....	9 50

BUTTER.

Tub Butter—		
Creamery specials		
“	extra, 60-lb. tubs.....	
“	first, “	
“	second, “	
“	third, “	
“	dairy, extra, bakers’	
	use, 30-60 lbs.....	2
“	5 and 10-lb rolls, 60	
	and 100-lb. boxes ..	.2

Print Butter—

Prize.....	
Gurnee, lbs. and $\frac{1}{2}$ lbs.	
Awlrtr.....	
Milhen Farm, lbs. and $\frac{1}{2}$ lbs.	
Honebe.....	
Star of S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ('400'), Elgin, 20-50 lb. boxes.....	
Sheaf.....	
White Rock	

CANDLES.

P. & G., 8s, 30 lbs.....
“ 16s, 30 lbs.....
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....
Searchlight, hotel, 16s, 30 lbs.....
Peerless, hotel, 16s, 30 lbs.....
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBER

Mason's—
 Half gallons.....
 Quarts.....
 Pints.....
 Jar Rubbers—
 Double lip, wide, 1 doz. cartons.....
 Single lip, wide, 1 doz. cartons.....
 Acme, wide, 1 doz. cartons, 5 gross boxes.
 " medium, 1 doz. cartons, 5 gross boxes.

Lightning, pure rubber, bulk.....
Reliable, white rubber, wide.....

Black rubber, medium
25-lb. lots 1 cent per lb. less.

Jar Tops—
1/2-gross boxes, no rubbers.....
Jelly glasses, fluted, bbls. 24 doz..... per doz.

CATSUP.

Snider's—
 16 oz., 2 doz.....
 8 oz., 2 doz.....
 Ritter's—
 Tomato, $\frac{1}{2}$ pint, 2 doz.....
 Tobasco, $\frac{1}{2}$ pint, 2 doz.....
 Beech-Nut—
 Pints.....
 $\frac{1}{2}$ pints.....

KETCHUP.

Curtrice's "Blue Label," Tomato—
 Small.....
 Medium.....
 Large.....

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

aked Beans—	
Ritter's.....	.95
B. & M., No. 2.....	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....	per case 1.90
Snider's, No. 2.....	1.40
Van Camp's, No. 2.....	1.40
Cruikshank's, No. 2.....	1.35
Heini's, No. 2.....	1.40
Dog's Head, No. 3.....	1.25
Victory, No. 1.....	.47½
tomatoes—	
Standard, New Jersey, No. 3.....	1.05
" Maryland, No. 2.....	.60
" No. 3.....	.80
ma Beans—	
Standard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
Fancy, small, No. 2.....	1.50
ing Beans—	
Standard, New York, No. 2.....	1.10
Extra fancy, New York, No. 2.....	2.00
Fancy, New York, No. 2.....	1.50
Standard, Maryland, No. 2.....	.60
d Kidney Beans—	
Standard, New York, No. 2.....	.95
" Maryland, No. 2.....	.80
" Illinois, No. 2.....	.90
Standard, New York, No. 2.....	.90
Fancy, New York, No. 2.....	1.00
Standard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.30
Fancy, Maine, No. 2.....	1.30
hoe Peg, No. 2.....	.85
Whole grain, No. 2.....	.75
Standard, New York, No. 2.....	1.25
ifted, New York, No. 2.....	1.50
Extra sifted, New York, No. 2.....	2.00
Standard, Southern, No. 2.....	.80
ifted, Southern, No. 2.....	1.00
Extra sifted, Southern, No. 2.....	1.40
Standard, Indiana, No. 2.....	.75
fted, Indiana, No. 2.....	1.00
Extra sifted, Indiana, No. 2.....	1.40
Standard, Wisconsin, No. 2.....	1.10
ifted Wisconsin, No. 2.....	1.40
Extra sifted, Wisconsin, No. 2.....	2.00
Standard, New York, No. 2.....	1.25
" No. 3.....	1.25
" New Jersey, No. 2.....	1.10
" No. 3.....	1.10
otash—	
Standard, New York, No. 2.....	1.00
Fancy, New York, No. 2.....	1.25
Standard, Maryland, No. 2.....	.95
Fancy, Michigan, No. 2.....	1.15
ragus—	
Standard, New York, No. 3.....	1.00
" New Jersey, No. 3.....	.85
ch—	
Standard, Maryland, No. 3.....	1.00
Krout—	
Standard, New York, No. 3.....	.85
" Maryland, No. 3.....	.80
California Canned Fruit.	
ots—	
ra, No. 3.....	2.75
ra, No. 2½.....	2.10
ra Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
ett Pears—	
ra, No. 3.....	2.50
ra, No. 2½.....	2.30
ard, No. 2½.....	2.15
Cherries—	
ra, No. 3.....	2.90
ra, No. 2½.....	2.50
ard, No. 2½.....	2.25
es, Lemon Cling, Sliced—	
ra, No. 3.....	2.95
ra, No. 2½.....	2.00
ra Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
es, Lemon Cling—	
ra, No. 3.....	2.95
ra, No. 2½.....	2.00
ra Standard, No. 2½.....	1.75
ard, No. 2½.....	1.45
es, Yellow Crawford—	
ra, No. 3.....	2.80
ra, No. 2½.....	2.00
ra Standard, No. 2½.....	1.70
ard, No. 2½.....	1.40
Eastern Canned Fruits.	
York State, No. 3.....	.90
" No. 10.....	3.00
rrles—	
rup, No. 2.....	1.35
ter, No. 2.....	1.35
Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
ra, No. 3.....	1.35
ra, No. 2.....	1.15
ra, No. 3.....	.85
tt, Extra Standard, No. 2½.....	2.00
tr, syrup, No. 3.....	1.35
tr, water, No. 3.....	1.35
y syrup, No. 2½.....	1.25
y syrup, No. 2½.....	1.00
ies, in water, No. 2.....	1.40
ries—	
repared, No. 2.....	1.80
ved, No. 2.....	1.60
ter, No. 2.....	1.20

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.50
" Standard No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.50
" No. 1, flat, 4 doz.....	4.50
" No. ½, flat, 4 doz.....	2.30
Star, No. ½, flat, 4 doz.....	1.40
" No. ½, flat, 4 doz.....	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, roos.....	15.00
" Soused, ½s, oval, roos.....	15.00
" " high oval, roos.....	18.00
" Fresh Mackerel, roos.....	19.00
dgl., Young Mackerel in Olive Oil, ½s, roos.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kipperd Herring—	
Maconache's, plain.....	11.00
Normanna, Tomato Sauce, roos.....	11.00
" Boneless, ½s, oval, roos.....	11.00
Roe—	
Normanna, Mackerel, red, oval, roos.....	15.00
" Cod, 1-lb. round tins, roos.....	23.00
" " high oval tins, roos.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.36
" No. 1, flat.....	2.35
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
" medium red, tall.....	1.30
" pink, No. 1, tall.....	.95
Shrimps, No. 1, wet.....	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.....	11.50
" ½s, Tomato Sauce, roos.....	11.50
" ½s, oval, Royans a la Bordelaise, roos.....	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, roos.....	24.00
Boneless and peeled, ½s.....	24.00
" D. & G., ½s.....	26.50
" Ispa, ½s.....	28.00
" Gondolier, ½s, 100.....	18.00
" Landell, ½s, 100.....	9.50
" Martell, ½s, 100.....	10.50
" ½s, 100.....	15.00
" Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" ½s, tomato sauce, 100.....	15.00
" ½s, olive oil, 50.....	13.25
" ½s, tomato sauce, 50.....	13.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
" Herringlets, olive oil, 50.....	7.50
Bouillon "Herringlets", 50.....	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s.....	2.90
No. 2, ½s, 100.....	2.50
½s, key, 100.....	2.75
Irma, ½s, 100.....	2.00
Pickert's, Rival brand, carton, ½s, 100.....	3.90
" ½s, 100.....	6.00
Mustard—	
Irma, ½s, 100.....	4.00
½s, 100.....	2.25
½s, 48.....	3.60
Continental, ½s, key, 48.....	3.15
Irma, fancy, ½s, 50.....	3.80
Gold Label, ½s, 50.....	4.50
" ½s, 100.....	7.00
Underwood's, ½s, 50.....	4.50
Pickert's, Crown brand, ½s, 48.....	4.00
" Columbias, ½s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.70
Hash, No. ½, 2 doz.....	1.00
" No. 1, 2 doz.....	2.25
" No. 2, 1 or 2 doz.....	3.50
" No. 6, ½ or 1 doz.....	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 1 doz.....	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.90
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	3.70

Sliced Beef.

Armour's—	
Glass, small.....	1.60
" large.....	2.50
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Holly brand.....	
Eric brand.....	

Loaf Goods.

Armour's—	
Beef, No. ½.....	1.40
Chicken, No. ½.....	2.25
Ham, No. ½.....	1.40
Veal, No. ½.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.50
No. 2, 2 doz.....	4.70
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.65
Kingman's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	8.35
" No. 2, 1 doz.....	9.15
" No. 2½, 1 doz.....	11.95
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.....	2.50
Chicken Liver, 4 oz., 2 doz.....	2.50
Armour's—	
No. ½, 4 doz.....	.45
No. ½, 2 doz.....	.90
Ham, No. ½, 2 doz.....	1.40
Tongue, No. ½, 2 doz.....	1.40
Libby's—	
No. ½, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ½ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ½ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ½, 2 doz.....	1.95
Libby's—	
No. ½, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & K., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ½, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	
" No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½.....	3.45
" No. 1.....	6.10
Turkey, No. ½.....	3.45
" No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" No. 2½.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—

Chicken, Chicken Con-	Quarts.	Pints.	½-Pints.
somme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—

All kinds, No. 1, 4 oz.....	Per doz.
Campbell's, No. 15, 10½ oz., 4 doz.....	Per case
All kinds.....	3.60

No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.

SPECIAL ASSORTMENTS.	3.25
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Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	per case 3.60
Curtice Brothers' Blue Label—	

Green Turtle.....	Quarts.	Pints.	½-Pints.
" clear.....	6.50	3.50	2.00

Terrapin.....	7.25	3.75	2.25
All others.....	7.25	3.75	2.25
Ritter's, Tomato.....	3.15	1.75	1.25

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
roc. tins, 6-lb. boxes.....	.35
½-lb. tins, 6-lb. boxes.....	.32
½-lb. tins, 6-lb. boxes.....	.31
1-lb. tins, 6-lb. boxes.....	.30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
½ lb., 6 and 12-lb. boxes.....	.31
½ lb., 6 and 12-lb. boxes.....	.30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....	.19
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.....	.29
" ½ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes.....	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ½-lb. cans, 12 lbs.....	.34
" ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size.....	.33½
" ½-lb. size.....	.33½
Premium Chocolate, ½s, 12 lbs.....	.29
" ½s, 12 lbs.....	.29
Best Sweet Chocolate, ½s, 6 lbs.....	.20
" ½s, 6 lbs.....	.20
Vanilla Chocolate, ½s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars.....	.40
Cocoa, ½-lb. tins.....	.29

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
Meda Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	
2-oz. oval cans, 4 doz. in box.....		.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....		.18 1/2 2.20
1/2-lb. round cans.....		.29 3.48
1-lb. round cans.....		.57 6.84
60 lbs. in case.....	Per can. Per lb.	
5-lb. round cans.....		2.50 .50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	.28
Sweet Vanilla, 4 cakes to lb.....		.28
" 8 cakes to lb.....		.45
Milk Chocolate, 6 cakes to lb.....		.45
" 12 cakes to lb.....		.50
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....		.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....		.56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	Per lb.	.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....		.50
1 lb. boxes, 30 boxes in case.....		.55
1/2 lb. boxes, 60 boxes in case.....		.55
1/3 lb. boxes, 90 boxes in case.....		.56
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....		.36
" 6-lb. boxes, 1/2-lb. tins.....		.18
Stollwerck's Gold Brand Cooking Chocolate—		
No. 300, unsweetened, 1/2-lb. packages.....	Per lb.	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....		.38
Stollwerck's Gold Brand Plain Eating Chocolate—		
No. 1, 25 cent size, 6 tablets in box.....	Per box	1.10
No. 3, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....		1.10
No. 54, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Cocoa—		
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb.	.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39

PAPER.

Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic (White) S. O. S.		
1/4 lb.....	1/4 lb.....	.26	
1/2 lb.....	1/2 lb.....	.31 1/2	
1 lb.....	1 lb.....	.42	
2 lb.....	2 lb.....	.55	
3 lb.....	3 lb.....	.65 1/2	
4 lb.....	4 lb.....	.81 1/2	
5 lb.....	5 lb.....	.94 1/2	
6 lb.....	6 lb.....	1.15 1/2	
8 lb.....	8 lb.....	1.34	
10 lb.....	10 lb.....	1.52	
12 lb.....	12 lb.....	1.78 1/2	
14 lb.....	14 lb.....	2.25 1/2	
16 lb.....	16 lb.....	2.41 1/2	
20 lb.....	20 lb.....	2.70 1/2	
25 lb.....	25 lb.....	2.99	
Manilla—			
All No. 1 Manilla paper, full count, 480 sheets to the ream.....			
15x20, 5 reams in bundle.....	Per ream	.48	
20x30, ".....		.90	
24x36, ".....		1.20	
Butter, Parchment—			
8x11, 1000 sheets.....	Per pkg.	.60	
9x12, ".....		.70	
18x24, 50-lb. bundles of about 1200 sheets, per lb.....		.10	
Toilet—			
Extra quality, 100 rolls.....			
Good " 200 ".....	Per case	5.75	
Butter, Wax—			
9x12, about 480 sheets.....	Per pkg.	.14 1/2	
White Tea—			
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60	
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70	
Bags, price per M—			
Sizes	Original	Ex. Heavy	Wolf
	Contain	Yellow	Drab
1/4 lb.....	15M	.33	.25
1/2 lb.....	10M	.41	.29
1 lb.....	8M	.53	.39
2 lb.....	6M	.71	.52
3 lb.....	5M	.84	.61
4 lb.....	4M	1.08	.78
5 lb.....	3M	1.24	.90
6 lb.....	3M	1.54	1.12
8 lb.....	2M	1.78	1.26
10 lb.....	2M	1.95	1.43
12 lb.....	2M	2.30	1.73
14 lb.....	1M	2.85	2.20
16 lb.....	1M	3.15	2.35
20 lb.....	1M	3.45	2.62
25 lb.....	1M	3.95	2.71
Flour Sacks, satchel bottom—			
Majestic			
Ex. Heavy			
12 1/2 lbs., 1 bbl.....	Plain	.42	
24 1/2 lbs., 1/2 bbl.....	per 100	.70	
49 lbs., 1/4 bbl.....		1.40	
No. 2, Manilla light weight—			
12 in. rolls.....	Per lb.	.02 3/4	
15 ".....		.02 3/4	
18 ".....		.02 3/4	
20 ".....		.02 3/4	
24 ".....		.02 3/4	

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Silk Fibre, No. 1—		
9 in. rolls.....	Per case	.02 3/4
12 ".....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
30 ".....		.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	1.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	Per case	3.25
" " small, 6 doz.....		2.25
" family size.....		2.55
" hotel size.....		3.25
" confectioners' size.....		3.50
Silver Cow, small, 6 doz.....		2.25
St. Charles, small, 4 doz.....		1.65
" tall.....		3.25
" hotel size.....		3.25
" confectioners' size.....		3.50
Pearl, tall.....		3.25
" small, 4 doz.....		1.65

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Salines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Sweethearts.....	.12	
Water Crackers.....	.08	
7-lb. tin pails.....	.16	
Arrowroot Biscuit.....	.17	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.16	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.20	
Lady Creams.....	.16	
Lemon Sundae.....	.15	
Sweet Marie.....	.15	
Package goods—	Per doz.	.45
Animals.....	.90	
Cracker Meal, large.....	.45	
" small.....	.90	
Gingerettes.....	.45	
Gold Medal Soda, small.....	.90	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbbs.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbbs. and upwards.		

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz.....	per doz.	1.15
" " with horseradish.....		1.15
" large, 1 doz.....		1.75
" " with horseradish.....		1.75
Wein Senf, bbbs.....	per gal.	.75
" 1-gal. stone jars.....	per jar	.75
" 5-gal. kegs.....	per keg	2.50

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Prepared Mustard, bbbs.....	per gal.	.90
" 15-gal. kegs.....		.90
" 10-gal. kegs.....		.90
" 5-gal. kegs.....		.25-.40
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....		.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sifting top, 2 doz.....		.46
" with horseradish, 2 doz.....		.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....		
" " loaf.....		
Sap Sago, 3 to lb.....	per lb.	1.75
" less than cask.....		
Roquefort.....	per doz.	2.50
" less than case.....		
Parmesan, about 30 lbs.....	per doz.	2.50
" less than loaf.....		
Edam, 12 in case.....	per case	2.50
" single.....		
" in tin.....	per lb.	.20
" 1-lb. tins.....	per case	2.50
Camembert, domestic, wood boxes.....	per doz.	2.50
" Autocrat brand, large.....		
" medium.....		
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	2.50
Parmesan, grated, ready for use, small bottles.....	per doz.	2.50
Olmutter Hand, 100 in box.....		
Edelweiss, Romatour and Bier-Kase.....	per doz.	2.50
American Swiss, No. 1.....	per lb.	.22
" less than loaf.....		
" square loaves, No. 1, about 25 lbs. each.....	per lb.	.21
Limburger, No. 1.....	per box and 1/2 box	.18
" less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	.22
Brick, No. 1.....		18-.20
English Dairy.....		.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....		2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" No. 1 size.....		2.40
" Roquefort, large size.....		2.95
" small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....		
Imported Cervelat Sausage, Rolff's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (C. W.).....		.27
" (H.).....		.26
" Peutonic.....		.24
" Gothaer.....		.32
Salami (C. W.).....		.27
" (H.).....		.26
" (G. A. P.).....		.26
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" per doz.....		2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.37
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	.22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		.75
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	.85
Milkers, Y. M.....	per keg	.95
Mixed, standard, bbbs.....		6.50
" 1/2 bbbs.....		7.50
Scotland—		
Mixed, large, fulls, bbbs.....		16.50
" " 1/2 bbbs.....		8.75
Milkers, " " 1/2 bbbs.....		
" " 1/2 bbbs.....		
Marinerte Herring, imported, about 40 in pail.....		1.25
Roll Herring, imported, about 25 in pail.....		1.00

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Spiced Herring, imported, about 40 in pail.....		
Norway Stockfish, dry.....	per lb.	
Matjes Herring.....	per piece	

Bismarck Herring.

Round tins, with key, pint.....		
" " quart.....		
" " 2 quarts.....		
" " 4 quarts.....		
Roll Mops, 4-quart tin.....		
" 2-quart tin.....		
" quart tin.....		</

—15—

—16—

Draway.....	per lb.	.12 3/4	-.13
Clery.....	"	.40	-.42
Apple.....	"	.17	-.18
Nary, bags.....			-.08
Pe, bags.....			.13
ump, bags.....			-.04 1/2
illet, 50 lbs.....	per bush.	.50	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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DRIED FRUITS.

Domestic.

	Per lb
Apples, Evaporated—	
Choice, 50 lbs.	.08½
" 25 lbs.	.08½
" 48 pkgs.	.08½
Apricots—	
Knighthood, 10-lb. boxes.	.17
Dos Palmos, choice.	.09½
" crown slabs.	.08½
" standard.	.09½
Cherries—	
California, pitted, 25 lbs.	.16½
Eastern, pitted, 25 lbs.	.16½
Peaches—	
Jumbo, Yellow, 25 lbs.	.09½
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06½
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums, pitted—	
Fancy Red, 25 lbs.	.11½
Nectarines—	
Extra choice, 25 lbs.	.11½

Foreign.

Citron, 10 lbs.	.16½
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10½
Crystal, fancy, 40 pkgs.	.08½
Admiral, 25 lbs., loose.	.08½
Dates—	
Dromedary, 36 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 10c. pkgs.	.06½
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11
" 6 crown, 14 lbs.	.11
California, 12 pkgs.	per box

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.11½
50-60	.11½
60-70	.11½
California—	
40-50, 25-lb. boxes	.12½
50-60, "	.10½
60-70, "	.09½
90-100, "	.08½

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Extra Desserts, 20 pkgs.	3.30
Connoisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.09½
Sultana, fancy, 50 lbs.	.09½
California, Loose—	
Muscatsels, 4 crown, 50 lbs.	.08½
" 3 crown, 50 lbs.	.08½
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.08
Fancy Ondara Layers, 28 lbs.	.08
Seeded—	
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.07½
Crystal, 40 pkgs.	.08
Seedless—	
Not-a-Seed, 36 pkgs.	.09½
Valca, Thompson, 40 is	.09½

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.	3.25
24 ½-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 ¾-lb. pkgs.	1.80
24 1½-lb. pkgs.	1.75
12 2-lb. pkgs.	1.65
Dunham's—	Per lb.
¼-lb. pkgs., 15-lb. case	.29
½ and ¾-lb. pkgs., 15-lb. case	.28½
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	.87½
Milleman's, No. 8 bottles, 2 doz.	.82½
Schramm's, large tumbler, 2 doz.	.77½
Sherbett glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle .50
Continental, red, 1 doz.	.32½
" black, 3 doz.	per box .67½
" Writing Fluid	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	per doz. .40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Macbeth, Pearl Top	4.20	4.50	5.10	
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2	per doz. .75			
" slim	.75			
Rochester, " 12 inch	.75			
Success, No. 1, 10 inch	.90			
" 12 inch	1.25			
No. 0, Tubular Lantern Globes	5 doz. 2.75			
Cold Blast	5 doz. 3.25			
Jumbo Chimneys, plain	per doz. .75			
" dec., 207	.90			
Banner Burners	.40	.50	.70	
No charge for packages				
Oil Cans—	Per doz.			
1 gal., glass	2.25			
1 gal., galvanized, Pearl	1.75			
5 gal., Lennox, spout	5.50			
5 gal., " splgot	6.00			
5 gal., Columbia	7.00			
5 gal., Banner	8.00			
5 gal., Climax, pump	10.00			
5 gal., Home Rule, pump	12.00			
Lanterns—				
No. 0, Standard	4.00			
No. 0, Dash	7.50			
Cold Blast	7.50			
Nu Style Lanterns	8.50			

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz	3.50
" 2 doz	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	4 25
Blue Ribbon No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	3 90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 00
All above brands subject to a free case deal of 1 case free with 10 cases, ½ case free with 5½ cases, ¼ case free with 2¾ cases.	

MINCE MEAT.

	Per case
None Such—	
¼ gross	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09½
Barrels and halves, 400 and 250 lbs.	.09½
Wooden pails, 20, 40 and 68 lbs.	.09½
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08½
Condensed, cartons	3 doz. to case 2.70
" 6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1½-lb. pails, 2 doz	2.40
3-lb. pails, 1 doz	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" ½ doz.	3.00
Canakins, 10 lbs.	Per lb. .13½
" 20 lbs.	.13
" 40 lbs.	.12½
Homemade Style, Moist—	
Kits, 10 lbs.	.11½
" 25 lbs.	.10½
" 50 lbs.	.10½
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08½

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	Per lb.
National—	
18-lb. canakins	.07½
30-lb. pails	.07½
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	
Packages not returnable.	

LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.05½
" Banner, sifting, 25 is	.06½

OILS.

	Per gal.
Stove Gasoline	
Headlight, 150 test	

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails, 2-gal. pails, 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
¾-gal. tins, 5 gal.	15.25
½-gal. tins, 10 gal.	27.00
¼-gal. tins, 20 gal.	25.50
1-gal. tins, 10 gal.	24.50
Sublime Lucca Olive Oil—	
¾-gal. tins, 5 gal.	14.20
½-gal. tins, 10 gal.	25.00
¼-gal. tins, 20 gal.	23.50
1-gal. tins, 10 gal.	22.50
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 ½-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz.	14.00
" 24-oz.	10.50
" 16-oz.	7.75
" 8-oz.	4.25
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half-gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
½ " 2 tins.	2.90
¼ " 4 tins.	3.00
⅛ " 8 tins.	3.10
1/16 " 16 tins.	3.20

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 5½-oz. bottles	.90
48 5½-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallou cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87½
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 8	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.55
" small, 2 doz.	.45

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14½-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6½-oz. jars, 2 doz.	1.35
" 4½-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92½

DATENUT BUTTER.

	per doz.
Large, 1 doz.	2.30
Medium, 2 doz.	1.40
Small, 3 doz.	.90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	
Almonds, Ne Plus Ultra, bags, about 75 lbs.	
Walnuts, No. 1, soft shell, bags, about 110 lbs.	
Filberts, bales, about 220 lbs.	
Brazils, large, bags, about 180 lbs.	
Pecans, large, bags, about 160 lbs.	
" medium	
Mixed Table Nuts, 25 lbs.	
Peanuts, Green—	
Jumbo	
Fancy, hand picked	
Virginia, choice	
Peanuts, Roasted—	Per lb.
Jumbo	1.
Fancy, hand picked	1.
Virginia, choice	1.
Big Nickel	100 cartons 3.

PICKLES.

Sweets—	
16 gals., 1800	14.
32 gals., 3600	27.
48 gals., 5400	40.
16 gals., 2400	16.
32 gals., 4800	31.
48 gals., 7200	46.
16 gals., 5000	20.
32 gals., 10000	39.
16 gals., 7500	22.
Sweet Mixed—	
16 gals.	18.
10 gals.	8.
5 gals.	4.
Sour and Dill—	Sour.
16 gals., 600	6.00
32 gals., 1200	11.00
48 gals., 1800	16.00
16 gals., 800	6.50
32 gals., 1600	12.00
48 gals., 2400	17.50
16 gals., 1200	7.00
32 gals., 2400	13.00
48 gals., 3600	19.00
Cbow-Chow—	
16 gals.	9.
10 gals.	6.
5 gals.	3.
Cuban Relish—	
16 gals.	11.
10 gals.	7.
5 gals.	4.

VINEGAR.

Pure Elder, 45 grain	
" 40 grain	
Distilled, 45 grain	
" 40 grain	
Fermented, 45 grain	
" 40 grain	
Beech-Nut, quarts	per doz.
" pints	"
" ½-pints	"
Cruikshank, distilled white	per gal.

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	
" " 10-12 lbs.	
" " 14-16 lbs.	
" Skinned Hams	
" Cooked Hams	
" Bacon	
" Dried Beef Insides	
" Beef, knuckles	
Empire Brand Hams, 10-12 lbs.	
" Skinned Hams, 18-20 lbs.	
" Picnic Shoulders	
Hams, skinback, 18-20 lbs.	
" 14-16 lbs.	
" 8-12 lbs.	
Picnics, 6-8 lbs.	
Dried Beef, sets, city smoked.	
" tenders and knucks.	
" air dried, sets.	
" tenders and knucks	
Brisket Pork	
Jersey Pork, butt.	per bbl.
" family.	
Breakfast Bacon, rib in.	
" boneless.	
S. P. Belles, 14 lbs. average.	
Bologna, 25-lb. boxes	
Boiled Boneless Ham	
Boiled Tongues, smoked, 5-6 lbs.	per lb.
Cooked Compressed Ham, 25-lb. boxes.	
Covered Hams, ¼ cent extra.	
Covered Sbo	
Picnics and Bacon, ¼ cent extra.	
Vogt's Baked Meatcake, 2 doz. 3½-oz. cans ..	

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
"	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
"	100 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 1dry.	5.20
"	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
"	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Olefin, Oxide, P. & G.	72 60	3.05
" Eavenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Ozone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	8c	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castle, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castle Conti, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gross	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes	2.00
Hand Sapolio, 1/4 gross	9.50
Lava	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s.	1.45
Sweetheart, 50 cakes	1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s.	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 1s.	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s.	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c.	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerline, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleaners, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10	2.20
25	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
--------------------	----------------

MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	Per doz 1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Flischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	50 lb. 6, 10, 25 lb. Per lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
"	.18 1/2
" Col. Chinnabar	.21
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 3/4
" Cochin	.14 3/4
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.16
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
" less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.81
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, isinglass front, 10c., 2 doz.	.70
" 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .04
" 48 1s.	" .03 3/4
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 3/4
" 24 1-lb. pkgs.	" .05 3/4
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03 3/4
Niagara, Laundry, 50 lbs., bulk	.03 3/4
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 3/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross 4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07 1/2
Weikel's, 24 pkgs	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.10
12 oz., "	.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blue	.10
No. 11, "	per gross .85
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons
Fly Ribbon, Tanglefoot, 2 doz.	.40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools, 1/4 inch	per lb. .10 1/4
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.18
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 3.00

HONEY.

Selzer's, small bottles, 2 doz.	Per doz. .95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	Per case 1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassica, 24 2 lb.	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.80
10c. size, 4 doz.	.87 1/2
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	
" medium, 2 doz.	
Golden Tree, large, 1 doz.	
" medium, 2 doz.	

WOOD AND WILLOW WARE.

Brooms.

No.	
6, R. P., fancy	
7, " "	
7, Household	
7, " "	
6, Monogram	
7, " "	
Daisy	

Washboards.

Single Zinc—	
No. 100, Northern Queen, Protector	
No. 101, Tidal Wave	
No. 123, Seal Globe	
No. 126, Ruby	
Double Zinc—	
No. 56, Red Cross Swing, Protector	
No. 80, Double Seal Globe, Protector	
No. 85, Double Stag, Wide Head	
No. 687, Double Leader Swing, Protector	

Buckets.

Painted, 2 hoops, flat	
" 3 hoops, flat	
Galvanized, 10 qt.	
" 12 qt.	
Indurated Fibre	

Butter Dishes.

Wire ends, 1 lb.	per 1000
" 2 lb.	per 1000

Clothes Pins.

5 gross	
---------	--

Mops.

O-Cedar—	
Polish Mop, large size	
" smaller size	
Triangle Mop, large size	
" small size	
Dusting Mop, black, large size	
" small size	
Discount to dealer 33 1/2 per cent.	

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, October 11, 1915.

No. 15.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Exchange.

Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
Asia 4.50
Copies10

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Wants to Close All the Stores in His Town But One

Discussing Whether There Are Too Many Stores in Business, a General Storekeeper Who is One of Seven in a Small Town Shows How Everybody Would be Benefited by Consolidating Them.

The retail grocers of Canada, like those of the United States, are discussing the question whether the main evils of the business at present are not the result of too many stores. A well known Newfoundland merchant doing business in a small town, in which there are seven stores, makes a statement in which he advocates closing them all but one. Some interesting extracts from his argument follow:—

From my way of looking at difficulties like this, I consider David Lloyd George's remark regarding the liquor question in England in the early part of the war that "drink is a greater enemy to this country than Germany," applies equally to us as retailers; only it's not drink—it's ourselves. We are our own greatest enemies and we use up far more gray matter trying to beat our next door competitor than we do in fighting the mail order houses or trying to apply remedies to stop the club orders, going to the city stores.

Take our own town here as an example. We have seven stores, and three of us have a delivery team each. Now my contention is this: Close up all those stores but one—if the town is small like ours and, say, two if larger—each party taking stock equal to his present holdings. We would then be able to carry everything from a tooth pick to a flying machine, which we cannot do at present.

To further illustrate my meaning: If one wants to purchase flour at any kind of price he has to buy it in carload lots of 200 barrels. For myself I have according to the season of the year anywhere from \$1,200 to \$2,500 tied up in flour, and supposing my competitors have the same, what a lot of unnecessary capital is being tied up in this one article.

Boots and shoes, like flour, is another heavy article. One must have the variety and keep sizes up or he will lose sales. Supposing I have, say, \$2,000 worth of boots and shoes in stock. A woman comes in for a pair of shoes and she wants, say, a 4½ in a certain kind on display. Well, you haven't a 4½ in that particular kind, but you have in other kinds. But she wants this particular shoe and will take no other. You consequently lose a sale.

Now, what I contend is that if we close all the stores but one we could carry much less stocks of certain kinds and yet carry a much larger variety and still have less capital tied up.

It would also cut out competition, reduce our selling expenses and at least cut out one horse and driver—considerable saving alone. It would be, too, in my way of thinking, the ideal way to solve the high selling costs. Leaving out of consideration

all the worry attached to watching drafts and overdue bills, you would have all the people coming to the one store, all getting treated alike and if, like ourselves and some of our competitors giving fortnightly credits, there would be an absolute stop to running accounts at every store and paying me a few dollars, some one else a few more every fortnight, etc. Every once in a while, too, some one of us is getting stuck. Again we would also save hundreds of dollars on freight

charges. Now each and all of us have a few packages of many different articles coming along every week or oftener. By my way of figuring with the one store principal, we could have all our freight in carload lots, saving more than half the freight charges. And what would be easier than doing the same as the mail order houses do—pay your cash and get the goods.

Government's Suit Against American Can Co. to be Disposed of Soon.

The United States Government suit against the American Can Co. will be heard before the United States District Court at Baltimore very shortly. Attorney-General Gregory contends that three can companies control the trade in tin cans of every description. The Government also claims that the American Can Company, after taking in over 100 independent plants, dismantled and shut them down within a period of two years.

Wildey Says Mail Order Houses Make Their Cut Prices Out of Buying, Not Out of Selling

Outlines a Campaign Which He Thinks Would Prevent the Mail Order Concerns From Underbuying the Regular Trade.

(Continued.)

A few weeks ago I made the statement that the catalogue house doesn't make its cut price out of its selling, but out of its buying, and I want you to take that thought home to you. I don't ask any manufacturer to stop selling to catalogue houses. I ask but one thing of them, and that is that they treat all of us alike. If the manufacturer wants to give the catalogue house 99½ per cent. off list, that suits me all right, provided he will give me the same per cent. off the same list. The Ingersoll watch has occupied the place it does because the manufacturer has made a good article and advertised it. No one of these three elements—manufacturing, advertising and distribution—is independent of the other, and the fact that the retail dealers have contributed to so large a degree to the success of an article entitles them to a square deal.

The sales manager of one of the largest cereal concerns in the United States wrote to me that they had not been fortunate enough to secure a Sears contract for one of their products, although they had quoted them a price that they would not quote to me. They were

quoting them a price that would help them put me out of business, and then asked me to push their products.

The United States is conducting an investigation into the question of price-making, and I had a talk with Mr. Levinge, and I told him that certain goods on my shelves were quoted at a cut price, and that that price stood just as long as they were quoted at that by the mail-order houses, or until lack of profit had driven them from the shelves of my competitors, and then they would go out of my store. I made no apologies for my position then, and I make none now. You can call it price-cutting if you want to, or if you have some other endearing term to apply to it, don't hesitate on my account. The only way I know of to meet the mail-order house price is to meet it, and if two or three thousand retail dealers started out to meet it to-morrow morning, there would be an upheaval in thirty days.

The minute some two or three hundred thousand retailers begin to distribute some forty or fifty nationally advertised articles at the nationally advertised price of cost or less, they are going to bring a

pressure to bear upon the manufacturers that will do away with price discrimination.

If you were to meet the mail order house price, your lack of profit would demand a price as favorable as theirs, and until you do that, I don't believe that any force on earth can induce them to stop the abuse. The trade people have tried it. Association officials have thrown up their hands in despair at the same proposition. I have yet to meet a speaker who has been able to accomplish anything and yet within twelve months the retail dealer could drive them off the earth.

It would be a drastic remedy but when the manufacturer tells you that he is protecting you, you tell him that you are protecting him when you maintain the price in face of his double crossing, and that you are entitled to as good a price as there is going. If the mail-order house is entitled to a profit of a hundred per cent., then surely the retail dealer is entitled to a profit for distribution of ninety per cent.

I want to take up the point of getting and studying the catalogues. If you are called to counter their arguments, you must know what arguments they are using, if you make it a point to get the catalogues, you will find they are talking about you and your price. Follow it up by asking their price. If you are paying 20 cents for an article that the catalogue house is selling at 18 cents, find out from somebody what is the margin. Your customers don't hesitate to keep you on needles and pins when your price is above that of the catalogue houses. Why should you be so considerate of the jobber's manufacturer?

There are many little things that go to make up price that the customer does not at once grasp. It may be a 12-ounce package and the price may be made in Chicago, Sioux Falls, or Southern Louisiana, and there will be delays in receiving goods. I have had customers tell me that they had waited weeks for their goods. The goods may be shipped "kn"

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone, Race 746

Grocers Everywhere



are now getting ready for their big yearly bid for coffee business—for turning their stores into coffee-selling power stations by participating in this event.

COFFEE WEEK

OCT 18-23 1915

NATIONAL COFFEE ROASTERS ASSOCIATION
ENLIGHTENMENT

Good Coffee
— a —
morning necessity

THIS great annual campaign for enlightening the public on the true facts and merits of coffee was inaugurated just a year ago, with results whose momentum has carried right straight through the year.

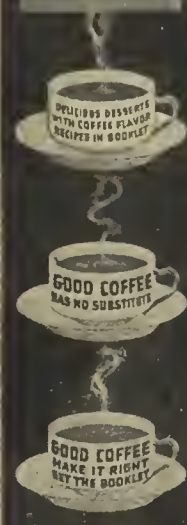

For this year's Week, October 18 to 23, the window displays, store pennants, slogan cards, poster stamps, and above all the coffee book for free distribution by the grocer to his customers, have even greater attractiveness and educational and selling value than before.

Your coffee wholesaler or roaster will furnish you with all the display material and do everything to help you trim your store to best advantage, to get your coffee stock in best possible shape, and to advise you how to make the most of your coffee week opportunity in every way and for permanent results.

This design represents only the window trim, and of course the striking color scheme cannot be shown here, but must be imagined.

Your hearty co-operation in this movement is urged upon you, with every assurance of invaluable results by the

Good Coffee
— an —
evening pleasure

NATIONAL COFFEE ROASTERS' ASSOCIATION

56 Front Street



NEW YORK

down" and require considerable time to put them together. You should study these points and let your customers know and understand them. You will find, too, by a close study of the catalogues that there are many inconsistencies in them. You will find a shoe quoted at \$3, with a usual retail value of \$4. You will find them quoting an article at \$2.50, and stating that the "usual retail value is \$4.50," and claiming a saving of \$2. Just how this is to be effected you will find by figuring it out for yourself, and should explain that to your customers. By buying mail-order house goods you will get a line on some things that are not down in the catalogue. You will be able to go before your customers with a definite statement and not have to draw on your imagination. The best way to compete with mail-order house merchandise is to know all about the merchandise.

On the 12th of February a year ago it was my privilege to address the Merchants' Short Course at the University of Minnesota. I secured from one of the catalogue houses a house dress which they advertised was of a "usual retail value of \$1.60. Our price 80 cents." Through the "Dry Goods Reporter" of Chicago I had been able to match the dresses at \$7 a dozen. I had also secured a petticoat, which I tried to match. I found that most of the department stores had never heard of the kind of material. They advertised it as a "usual \$2 value. Our price \$1." I had considerable difficulty in matching this up at all at any price, as the style was quite late, in fact about two years late. I found that when it had been in style it had sold at \$8.50 a dozen. These garments and the house dress, together with the statement in the catalogue, were sent to the post office department, with a request for a fraud order. Since that time in all the literature I have seen sent out by that house, and I think I have seen it all, I have seen but one small article with "the usual retail price, and our price."

In a recent issue of one of the mail-order house catalogues, a shoe was advertised worth \$4.50. "Our price \$2.90." I invested \$2.90 in that shoe, and I invested a little more than that later, and I have had two letters from that house offering to return the investment.

I had one of those shoes taken to pieces and I sent the pieces to the post office department and requested that a fraud order be issued. The mail order house was able to convince them that there had been a mistake.

I take this position and am working along this line, that when a catalogue house advertises a piece of goods as a usual retail value of \$1, and their price 52 cents, if you send in and get a 52-cent value, that house has been guilty of defrauding you, and I haven't done anything

but what every one of you could have done. You should write to the Senators and Representatives from your districts regarding the matter, and insist that such tricks should be considered as fraudulent. I consider that selling you mining stock at "52 cents worth \$1," is no worse. If one is fraudulent, so is the other. The difference is only in degree.

E. LESLIE WILDEY.

Groeltinger, Iowa,

October 7, 1915.

(To be continued.)

The New York Letter

Health Department Finds Dyed Cod Selling as Salmon. Mammoth Meeting of Retailers Within Fifty Mile Radius to be Called to Push Various Trade Movements. Big Plans to Exploit California Lemons. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 8, 1915.

The announcement by the Health Department during the week that it had found 300 pounds of codfish in a warehouse which had been dyed red and was packed as Alaska salmon, recalls the interesting times of Dr. H. W. Wiley in Washington as Chief Government Chemist, particularly the incident in which he claimed to have found artificial lamb chops on sale in that city. The Health Department claims that the manipulators of the codfish had taken a common grade and had injected red dye causing it to present the appearance of salmon when not examined carefully. All of it was seized and condemned.

The Health Department announced at the same time that it had discovered that certain concerns were using a new food preservative as a substitute for benzoate of soda. The war pushed the price of benzoate so high that it became necessary to find something else, and according to the Health Department the something else is a combination of borax and boric acid. The use of this will be stopped, as there is no law which gives authority to use it. Benzoate of soda before the war was 35 cents a pound, but to-day it is \$3.50.

The retail and wholesale grocery house of Park & Tilford, with about eleven stores in New York City and one in Long Branch, will celebrate its seventy-fifth anniversary

in business next Tuesday, October 12th.

The National Poultry Bureau and Egg Association held its annual convention at the Hotel McAlpin in this city on Tuesday and Wednesday. There were members present from all over the country. Chicago and Philadelphia had the largest delegations. The by-laws were amended to admit shippers and dealers of cheese as members. They have not been eligible heretofore. A resolution was adopted calling on the Government to issue monthly statements as to the amount of produce in warehouses together with conditions in the industry so that buying as well as selling could be done more intelligently.

W. H. Whitcomb, of Chicago, was elected president; F. Durham, of New York, first vice-president; J. J. Naive, Nashville, Tenn., second vice-president; R. R. Lehman, Philadelphia, Pa., third vice-president; P. F. Combiths, Chicago, secretary; and F. A. Kelly, Chicago, treasurer.

The conference of retail merchants of the Metropolitan district was duly held at the Hotel Astor on Friday of last week. As was announced in this correspondence, it was decided to call a general meeting of retailers from all points within a radius of fifty miles of New York City. All the associations in various retail lines within

the city radius will be asked to send representatives. The date is October 27th next. The conference adopted a platform for itself as follows: First—The passage of the Stevens bill. Second—The elimination of coupons as a trade factor. Third—The prevention of fraudulent advertising. The promoters of the enterprise say they expect to have 25,000 retailers represented on October 27th.

Mr. G. Harold Powell, manager of the California Fruit Canning Exchange, spent some time in New York last week and while here said some interesting things about the middlemen in connection with the business of his organization. Powell thinks that both jobbers and retailers are indispensable middlemen in the fruit business.

Mr. Powell thinks there is a great future for the California lemon. Some reference was made to this in a recent issue. He said that when the 20,000 acres of lemon trees, which are about to begin to bear, begin to get into work in the shipments of California lemons will be double what are to-day, and the State will be producing more lemons than the United States and Canada are consuming at the present time. The total consumption in the United States is now about 13,000. Last year without anything the 20,000 acres referred to at California harvested 6,658 carloads of lemons. The Exchange expects to advertise California lemons as an enormous business.

The large packers of canned goods have been for some time complaining that certain wholesale grocers were getting secret information as to the stocks of canned goods in packers' hands. Of course they will use this in business. Secretary George W. Drake, of the Western Canning Association, has been investigating to find where the leak was and he claims that it is in the offices of the Western Union Telegraph Co.

Secretary Drake complained that the Western Union Co. that its confidential reports on crop conditions, future sales, spot holdings, packing prospects which had been issued by the Western Association to its members had leaked out to brokers and jobbers. He mentioned a case in which a representative of the Western Union Co. had

seminated this information for the benefit of brokers and jobbers. The telegraph company replied that it was its custom to gather the information wherever it could and place it in the hands of its patrons. The matter is not yet settled.

SUMMARIZED MARKET CONDITIONS.

Tea in light demand without change in any line.—Coffee slightly firmer and a fractional advance is noted for Rio, Santos and Milds. There is no indication of any radical change in coffee. Java and Mocha unchanged and quiet.—Sugar unchanged from a week ago on a basis of 4.90 for granulated. Beans have sold as low as 4.69, but are the week somewhat firmer.—Dried prunes are firmer and active on account of scarcity, shipments from the coast having been delayed by Panama accident. Currants also firm on account of short crop prospects. Apricots firm and fairly active. Other dried fruits quiet.—Rum unchanged from a week ago, many packers of pink having withdrawn.—Tomatoes firm and unchanged. Maine corn pack fixed at 50 to 55 per cent. Other canned goods quiet.—Wheat somewhat firmer on Government report of enormous crop, though the market is still higher than a week ago.—Flour is also higher on account of advance in wheat.

Report of Business Failures in the First Nine Months of 1915.

Shows About Forty Per Cent. More Disasters Than in Same Period of 1914, as the 1914 Report Only Included Two War Months. Twelve States Had Fewer Failures Than in 1914.

Most interesting is the official report of business failures for the first seven months of 1915. The first nine months of 1914 only included two months of the war, which means that only a few of the many American failures caused by the war figured in the report. Naturally the report would look much worse on that account.

During the first nine months of 1915 every State in the Union showed more failures than in the corresponding months of 1914, except the following: New Hampshire, Delaware, District of Columbia, South Carolina, Montana, Idaho, Wyoming, Arizona, Utah,

Nevada and Oregon. The total number of failures in the whole United States in the above period of 1915 was 17,288; in 1914, 12,841.

The full report is as follows:—

States.	Total 1915 No. Liabilities.	Total 1914 No. Liabilities.
NEW ENGLAND.		
Maine.....	196 \$1,73,667	185 \$1,519,218
New Hampshire.....	29 212,005	88 371,814
Vermont.....	44 469,745	34 194,084
Massachusetts.....	791 9,892,382	628 10,097,017
Connecticut.....	280 2,124,227	258 2,737,470
Rhode Island.....	146 1,594,872	113 471,638
MIDDLE ATLANTIC.		
New York.....	2,860 \$57,419,644	2,224 \$99,471,220
New Jersey.....	336 6,371,823	271 7,223,683
Pennsylvania.....	1,118 17,282,558	878 34,373,391
So. ATLANTIC.		
Maryland.....	227 \$2,470,538	166 \$1,297,056
Delaware.....	17 118,627	18 445,704
Dist. Columbia.....	46 799,513	65 347,262
Virginia.....	377 2,487,945	231 1,989,133
West Virginia.....	171 1,427,619	131 1,880,743
North Carolina.....	240 1,854,700	111 914,828
South Carolina.....	235 2,691,336	108 1,111,085
Georgia.....	514 5,764,746	295 3,033,940
Florida.....	416 8,622,292	295 7,099,135
So. CENTRAL.		
Kentucky.....	294 \$2,657,356	182 \$3,379,815
Tennessee.....	430 3,145,179	275 2,497,734
Alabama.....	360 4,019,961	129 2,775,646
Mississippi.....	227 1,711,730	121 1,579,984
Arkansas.....	330 3,352,514	169 1,909,759
Oklahoma.....	360 2,908,732	240 1,751,940
Louisiana.....	220 2,586,692	123 5,657,172
Texas.....	725 8,233,749	430 5,803,860
CENTRAL EAST.		
Ohio.....	622 \$7,680,659	522 \$8,528,840
Indiana.....	410 23,331,498	166 3,380,329
Illinois.....	1,168 15,241,790	954 18,503,003
Michigan.....	321 4,907,822	208 3,536,602
Wisconsin.....	257 3,445,618	158 2,172,360
CENTRAL WEST.		
Minnesota.....	254 \$3,136,895	198 \$3,299,413
Iowa.....	226 1,773,110	179 2,485,163
Missouri.....	542 6,702,345	463 4,735,894
North Dakota.....	56 549,568	47 669,557
South Dakota.....	40 331,558	32 353,438
Nebraska.....	129 1,468,849	80 826,139
Kansas.....	163 968,262	156 3,386,714
WESTERN.		
Montana.....	52 \$1,199,306	62 \$673,896
Idaho.....	50 300,802	52 353,371
Wyoming.....	14 117,460	14 153,366
Colorado.....	101 1,278,779	88 945,366
New Mexico.....	24 187,285	20 106,357
Arizona.....	24 157,050	27 485,260
Utah.....	59 262,976	61 315,678
Nevada.....	15 44,295	23 107,656
PACIFIC.		
Washington.....	414 \$6,551,007	362 \$4,517,479
Oregon.....	300 2,932,519	371 6,138,054
California.....	1,005 7,407,455	881 6,310,755
UNITED STATES.		
Total.....	17,288 \$241,464,060	12,841 \$271,918,021
First Quarter.....	7,216 105,703,335	4,826 83,221,826
Second Quarter.....	5,524 82,884,200	3,717 101,177,904
Third Quarter.....	4,548 52,876,525	4,298 86,818,291

Are You Ready for Coffee Week?

The National Coffee Roasters' Association calls the attention of the trade in this issue to Coffee Week, which will be celebrated all over the United States from October 18th to 23d. The effort is to sell more coffee—to get more people started to drinking coffee by showing them its many advantages—in a word, to concentrate public attention for one week on coffee as a beverage. This has to be done very largely through retail grocers, as they are distributors, and, incidentally, will be the chief beneficiaries. Every retailer should have a hand in this.



IT'S POPULAR

Those who use

MAPLEINE

like it—it fills a want.
How is your stock?

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.



PROFIT!

YOU have long since convinced yourself that it is good business to carry nationally advertised goods.

The same sound reasoning will show you why *N. Green Stamps* and *Hamilton Coupons* will bring you the kind of trade you are looking for.

Thousands of wide-awake dealers in the United States will tell you that *N. Stamps* have increased their business to the extent, in some instances, of 30% with, of course, a proportionate increase in their net profits.

Hamilton Coupons, carried in the package, are the most effective method employed by progressive manufacturers to induce a preference for their products, meaning easy sales for you.

Our service puts behind your business the most popular and nationally known sales inducement in existence—you cannot fail to profit.

"The Sperry Magazine"

is the newest, most intimate and interesting National Monthly published, for the woman-who-buys. It talks in no uncertain terms to the housewife and is daily making countless friends for every wide-awake dealer who uses the *Sperry* Service.

Cut and mail us the coupon

The Sperry & Hutchinson Co. The Hamilton Corporation

GEO. B. CALDWELL, President

2 West 45th Street
New York City

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

Dept. H—
Service

The Sperry
& Hutchinson Co.
2 West 45th Street
New York City

Please send a copy of "The Business Builder" and "The System that Sells Your Goods" outlining your National Service in detail.

Name.....

Business.....

Address.....

WITH THE EDITOR

In a recent article I pointed out what I considered a decided danger

Regarding the
Stevens Bill.

to the retail trade
in the pending
Stevens bill,
which seeks to

give manufacturers the right to fix the retail price of their products. The danger was that retailers would be prevented from reducing prices on odds and ends of stock which they wished to clean up. Unless these were physically damaged or deteriorated, the price could never be reduced without the manufacturer's consent, which consent would probably always be withheld. The American Fair Trade League had been making a clumsy effort to convince retailers that this danger did not exist, and that such goods would be "deteriorated" within the terms of the act, and so could be cut at the retailer's will after giving the manufacturer a chance to buy them back at cost. This effort was either ignorant or intentionally deceitful.

Mr. E. A. Whittier, the hard-working secretary of the American Fair Trade League, has sent to trade papers all over the country a supposed answer to any criticism. No stronger proof of the truth of the criticism is needed than the answer to it. Here is the gist of it:—

It is entirely beside the point—and mere dust throwing—to proceed to argue, as this Stevens Bill critic does, that the word "deteriorated" does not cover "seasonable" goods—goods which by reason of change of fashion or season has depreciated in selling value.

In the first place, the League has never presumed to predict the legal interpretation of the word "deteriorated." The two statements which comprise the League's comment, quoted above, are entirely separable and only their brevity makes it possible for raising a question of the League's meaning. In other words, the first statement is that "maintained prices as legalized in the Stevens Bill will not prevent important seasonable reductions in prices, upon which most housewives depend." This is literally true, because it is not anticipated that the Stevens Bill will ever be used in connection with goods of transient fashion or vogue.

No intelligent and sincere person has ever imagined—and only the price cutters' spokesmen have ever suggested—that any manufacturers would attempt to market, under the Stevens Bill, articles subject to quick depreciation without providing for disposal sales at appropriate times by filing new schedules

of prices under the terms of the act, nor has it, so far as I know, ever been imagined or suggested before that, if any manufacturers attempted to do so, intelligent retailers could be persuaded to take the chance of buying goods of changing fashion under the restriction of a standard price system.

What Mr. Whittier thinks the manufacturer might do after the Stevens bill is passed is interesting, but not so interesting as what the manufacturer *might* do under the bill as now framed. If the Fair Trade League is really acting in good faith toward the trade, it will end the whole controversy on this point by amending the bill so odds and ends of stock and unsalable goods can be cleaned up without the manufacturer's consent.

Useless
Controversies.

The following
is an extract from
an article in the
"National Food
Magazine":—

When is a container not a container? I believe it is not when it is a piece of waxed paper wrapped around a loaf of our daily bread to keep it sweet, clean and wholesome for our table. This is an entirely opposite view of containers from that held by State Food Commissioner W. Scott Matthews, of Illinois. He held that the wrapping on bread is a container within the meaning of the Illinois statute, which is practically identical with the Federal law.

He continues in a newspaper letter:—

"I think it is possible that we may in the near future rule that all bread should be wrapped, and if so, that will carry with it that it must all be stamped with the weight."

A similar controversy is waging in California and particularly in New York, as well as in some other States, over whether the casing on hams and bacon makes them package goods under the law. The point is that if it does, they must bear the net weight on the label, which is troublesome, as meats dry out and their weight varies.

Why cannot Legislatures say what they mean? Half of all the constitutional questions that reach the courts are squabbles over whether a law means this or that. Some laws are so carelessly worded they could mean anything. Quite often one party to a case argues that the law means one thing, the opposing party that it means another, and the court finds that it

means something that neither of the parties had thought of.

More careful scrutiny of bills by the business interests which are to be subject to a given act, *before*, not after it is passed, would help the situation very much.

That is a very peculiar controversy which is waging between the Western Canners' Association and the Western Union Telegraph

Co. The association claims that certain confidential information which it has been giving its members regarding spot stocks, crop prospects, etc., has leaked to jobbers, to whom of course it was quite useful in buying. Here is its complaint to the telegraph company:—

It is our custom in the Western Association to issue, to our members only, confidential reports on crop conditions, future sales, spot holdings and prospects of pack. We have been annoyed by the fact that the brokers and jobbers seem to know about as much regarding these matters as ourselves. A careful canvass of the situation develops the fact that our reports were not leaking, and yet the information that the jobber had seemed to be very close to facts. I quote three paragraphs from my informant's letter, which indicates that your employees at the different points where canning factories are located make an effort to obtain this information and pass it back to some one, who in turn gives it to the jobber.

Suppose your company, who so generously endeavor to get information for the jobbers, would face about and inquire of these gentlemen how many cases of corn, or tomatoes, or peas they had on hand, what additional requirements they would need, and give to the packers of the country this information, so that we, as manufacturers, by the use of your wires, could solicit the jobbers in selling any stocks that we might have to offer.

I am satisfied that if your agents would once try this, they would be forced to acknowledge, when inquiry was made by us for the same, that the jobbers absolutely refused to give any information. Such being the case, can you imagine why we should want to unbosom ourselves to the jobbers of the country; or, in other words, place them in possession of what little knowledge we had of our own business, while they maintained a stolid silence as to their requirements and stocks on hand? I trust you will see the logic of my arguments without further explanation.

It seems a great mistake for the canners not to feel that they can

deal with their customers in absolute candor. Their argument practically amounts to this: that the confidential information that they talk about, if it reaches the jobbers, will hurt the canners' business. How will it hurt the canners' business unless the canners expected to take advantage of the jobbers' ignorance? Certainly the canners don't want to appear unable to run a successful business unless they take advantage of their buyers' ignorance. This cannot be believed for an instant, yet their attitude might easily be so construed.

Note too that "confidential information on crop reports" are among the data which the canners think jobbers are not entitled to have. In Heaven's name, why? If it is because the packers paid for gathering it, and therefore want to keep it for themselves, all right. But it is because they think the jobbers have no right to such information on general principles, then I respectfully suggest that such a statement is wholly preposterous.

That is an interesting argument from a Canadian retailer in

Interesting.

issue. He believes that most of the present evils of the trade come

from an excessive number of stores and he tells how, in his own town, where there are seven stores, the situation could be overcome.

He would consolidate the seven stores into one large one, and he makes out a pretty strong case. Each of the seven men would turn in his stock, taking a share in the consolidated business corresponding to his holdings. He would then presumably work for the consolidated store on salary. The saving would be in bookkeeping, clerk hire, rent, delivery—everywhere. But the benefit would come from the fact that profits would no longer be endangered by reckless competition among the seven.

This would be a most effective way of curing trade difficulties, in a way which would benefit consumers as well as the merchants, for a consolidated store, run on this

, would be a far better store any of the seven individual es, and what is more, it could ably afford to sell cheaper. ther such a thing could be , either in this country or Can- under the anti-trust laws, is ource another question.

ne Kellogg decision, repro- d and discussed from a legal standpoint in an- other column, has been published in all the newspapers n epoch-marking decision, but arks no epoch and has practi- no effect on the general price- g situation. It simply decides the Kellogg Co. may not tie ers up by an actual agreement to cut the price. It may not o all the jobbers in Philadel- for example, and make them a contract to sell Kellogg's for less than \$2.80. The court s that that would be in re- nt of trade, as it would prevent obbers from competing among selves on Kellogg's Corn es. So that from now on—in the Kellogg Co. stopped the ement business quite a while

ago—the Kellogg Co. will not make its jobbing customers agree to resell at \$2.80. But all the same, if they don't resell at \$2.80, they will be cut off the list, and if any other jobber sells them, *he* will be cut off the list. The agreement never was necessary, as a matter of fact—the Kellogg Co. had complete protection right in its own hands without it.

Nor was it ever necessary to intimidate retailers as to cutting, or to fasten a patent notice on them. The Kellogg Co. without that could always have found out what jobber supplied the cutter and stopped selling him. It can still do that just as freely.

P. R. R. Will Now Strike at Middlemen.

In furtherance of the direct market- ing system, it is reported that the Penn- sylvania Railroad is about to issue a new edition of its "Directory of Fruit, Vegetable and Produce Growers and Shippers," containing the names of more than 10,000 farmers, truckmen and orchardists in New York, New Jersey, Pennsylvania, Delaware, Maryland and Virginia, traversed by the lines of the Pennsylvania Railroad. The purpose is to induce consumers to deal direct and cut out retailers.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT

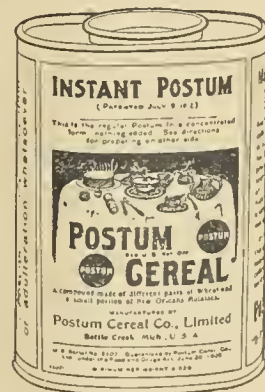
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

One of the "Best Sellers"

There are few grocery specialties that move as quickly and steadily off the grocers' shelves as

Postum

Supported by a constant, heavy volume of advertising and a growing demand, **Postum** always shows the grocer a quick "turn-over" and a generous profit.



And like all Postum Cereal Co. products, the sale of every package is guaranteed.

"There's a Reason" for Postum

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

October.

Collier's Weekly.

Van Camp's Pork and Beans, half page.
Grape-Nuts, quarter page.
Pettijohn's, five inches.
Butter-Kist Pop Corn, eighth page.

Woman's Home Companion.

Bon Ami, one page.
Crisco, one page.
Grape-Nuts, quarter page.
Eagle Brand Condensed Milk, quarter page.
Wool Soap, quarter page.
Goblin Soap, quarter page.
Corn Puffs, quarter page.
Quaker Oats, half page.
Campbell's Soup, half page.
Van Camp's Pork and Beans, half page.
Royal Baking Powder, half page.
Three-in-One Oil, four inches.
Swift's Silver Leaf Lard, quarter page.
Wear Ever Aluminum, eighth page.
Blue Label Ketchup, eighth page.
Pompeian Olive Oil, one inch.
Liquid Veneer, eight inches.
Burnham & Morrill Fish Flakes, quarter page.
Burnett's Vanilla, eighth page.
Sani Flush, eighth page.
Pettijohn's Bran, six inches.
Puffed Wheat and Rice, half page.

McClure's.

Royal Baking Powder, one page.
Baker's Cocoa, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Grape-Nuts, quarter page.
Whitman's Chocolate, half page.
Lucky Strike Tobacco, quarter page.
Fairy Soap.
Crystal Domino Sugar, four inches.
Pompeian Olive Oil, one inch.
Beech-Nut Tomato Catsup, half page.
Cream of Wheat, one page.

Ladies' World.

Cream of Wheat, one page.
Campbell's Soup, half page.
Grape-Nuts, quarter page.
Swift's Wool Soap, quarter page.
Old Dutch Cleanser, one page.
Quaker Oats, half page.
Liquid Veneer, eight inches.
Pettijohn's Bran, six inches.
Lowney's Cocoa, quarter page.
Fairy Soap, quarter page.
Puffed Wheat and Rice, half page.
Corn Puffs, quarter page.
Burnham & Morrill Fish Flakes, quarter page.

Carnation Milk, quarter page.
Swansdown Cake Flour, three inches.
Rumford Baking Powder, eighth page.
Knox Gelatine, eighth page.
Eagle Brand Condensed Milk, quarter page.
Sani Flush, six inches.
Van Camp's Pork and Beans, half page.
Cox Gelatine, one inch.
Pompeian Olive Oil, one inch.
Atmore's Plum Pudding, one inch.

McCall's Magazine.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Corn Puffs, third page.
Grape-Nuts.
Shredded Wheat, third page.
Fels Naphtha Soap, third page.
Van Camp's Pork and Beans, third page.
Quaker Oats, two-thirds page.
Arbuckle's Coffee, one page.
Puffed Wheat and Rice, two-thirds page.
Three-in-One Oil, two inches.
Crisco, half page.
Pettijohn's, five inches.
Kornlet, three inches.
Gold Dust, six inches.
Liquid Veneer, eight inches.
Sani Flush, six inches.
Burnham & Morrill Fish Flakes, five inches.
Swansdown Cake Flour, two inches.
Diamond Dyes, one page.

Everybody's Magazine.

Ivory Soap, one page.
Grape-Nuts, one page.
Velvet Tobacco, one page.
Crystal Domino Sugar, four inches.
Fairy Soap, one page.
Lucky Strike Tobacco, one page.
Three-in-One Oil, one page.
Pears' Soap, one page.

Harper's Monthly.

Shredded Wheat, one page.
Grape-Nuts, one page.
Crystal Domino Sugar, quarter page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Instant Postum, quarter page.

Scribner's Magazine.

Whitman's Chocolates, half page.
Beech-Nut Tomato Catsup, one page.
Crystal Domino Sugar, quarter page.

Pompeian Olive Oil, one inch.
Ivory Soap, one page.
Libby's Products, one page.
Baker's Cocoa, one page.
Maillard's Chocolate, quarter page.

The Century Magazine.

Fairy Soap, one page.
Baker's Cocoa, one page.
Shredded Wheat.
Campbell's Soups, one page.
Whitman's Chocolates, half page.
White House Coffee, half page.
Crystal Domino Sugar, quarter page.
Ivory Soap, one page.

Delineator.

Old Dutch Cleanser, one page.
P. and G. White Naphtha Soap, quarter page.
Swift's Wool Soap, quarter page.
Grape-Nuts, quarter page.
Eagle Brand Condensed Milk, quarter page.
Wear-Ever Aluminum, eighth page.
Minute Tapioca, eighth page.
Van Camp's Pork and Beans, quarter page.
Pompeian Olive Oil, one inch.
Corn Puffs, quarter page.
Quaker Oats, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Parrot Polish, eighth page.

Pettijohn's Bran, six inches.
Blue Label Ketchup, eighth page.
Fairy Soap, quarter page.
Three-in-One Oil, four inches.
Knox Gelatine, quarter page.
Burnham & Morrill Fish Flakes, quarter page.
Liquid Veneer, one page.

The Youth's Companion.

Van Camp's Pork and Beans, quarter page.
Baker's Cocoa, four inches.
Old Dutch Cleanser, quarter page.
White House Coffee, eight inches.
Three-in-One Oil, four inches.
Libby, McNeill & Libby, one page.
Postum, one page.
Pettijohn's Bran, five inches.
Quaker Oats, half page.
Crisco, quarter page.

The Woman's Magazine.

Old Dutch Cleanser, one page.
Crisco.
Van Camp's Pork and Beans, quarter page.
P. & G. White Naphtha Soap, quarter page.
Wear-Ever Aluminum, eighth page.
Minute Tapioca, eighth page.
Liquid Veneer, one page.
Grape-Nuts, quarter page.
Corn Puffs, quarter page.
Blue Label Ketchup, eighth page.

Something Interesting to the Housewife!

DEAR MADAM:

Judging by the comments in the local papers and the talk of the street, there seems to be a misunderstanding of the objects and aims of the Essex County Retail Grocers' and Butchers' Association.

The grocers of this vicinity have no desire to prevent the consumers obtaining their household supplies as reasonable as possible, but they seek a method whereby unfair and dishonest competition may be eliminated. The retail grocer knows that he can compete successfully with the "chain store" if the buying public understands the situation correctly.

All things considered, the "chain stores" sell no cheaper than the regular grocer. They appear to, because goods of known value are often priced lower than cost, and the impression created is that all goods they sell are similarly low priced. Dependence, however, is placed on the unknown or doubtful article to pull up the average percentage of profit. They are not philanthropists and profits are essential to their success.

The magazine, "System," in an investigation of costs, found that the cost of doing business by the average grocer ranged from 12 to 18 per cent. Louis D. Brandies states that the "chain store" cost averages close to 25 per cent. This difference can not be overcome, as is claimed, by their superior buying power and the elimination of the jobber. They have to buy, assemble and distribute to their units, and this entails at least as great expense as the jobbers. There are few, if any, "chains" that have the purchasing power possessed by our local wholesale houses.

This leaves the saving on "service" to be considered. The "chain store" gets cash for its goods; the regular grocer extends credit when the wage-earner is sick or out of work. The "chain store" compels its patrons to carry their purchases home; the regular grocer takes the order at your door, or over the phone and rushes even a cake of yeast "special delivery." This service is worth paying for, and it is decidedly unfair to give the "chain store" the cash trade and use the regular grocer as a convenience in time of need.

There is another viewpoint that needs to be emphasized. The prosperity of our towns and cities is dependent on the large number of small dealers who go to make up its citizenship; what injures one, injures all. If the dollar that is made in our home town is all sent away, all suffer. The corner grocer gives trade to those who trade with him and each profits thereby. The "chain store" collector calls two or three times a week and takes the cash away to Jersey City or New York to make them richer and our community poorer.

Alfred D. Woodruff, food supply expert of the New York Association for Improving the Condition of the Poor, stated that he found over 10 per cent. of goods handled by these stores unfit for use. Miss Laura A. Cauble, Special Investigator, Bureau of Food Supply, Department of Social Welfare, New York, stated that there was 10.8 per cent. short weight and 16 per cent. of the foods sold by them were deteriorated or of low grade.

The legitimate grocer is always ready to give the best possible for the money and he asks for the same square deal from his fellow citizens that he is prepared to give.

The above is a reduced copy of a circular issued by the Essex County (N. J.) Grocers' and Butchers' Association. Mr. Henry Steinhart, Newark, N. J., a subscriber, sends it in with the statement that it is being distributed by all the members to customers who buy from the chain stores.

This is a good strong presentation of the case. Grocers everywhere could profit greatly by getting in touch with the public by discussion of trade questions like this.

Eagle Brand Condensed Milk, quarter page.
 Swift's Wool Soap, quarter page.
 Puffed Wheat and Rice, half page.
 Royal Baking Powder, half page.
 Quaker Oats, half page.
 Pettijohn's Bran, five inches.
 Fairy Soap, quarter page.
 Three-in-One Oil, four inches.
 Burnham & Morrill Fish Flakes, quarter page.

Designer.

Old Dutch Cleanser, one page.
 Crisco, one page.
 Eagle Brand Condensed Milk, quarter page.
 Van Camp's Pork and Beans, quarter page.
 P. & G. White Naphtha Soap, quarter page.
 Grape-Nuts, quarter page.
 Liquid Veneer, one page.
 Wool Soap, quarter page.
 Diamond Dyes, quarter page.
 Corn Puffs, one page.
 Minute Tapioca, six inches.
 Blue Label Ketchup, quarter page.
 Royal Baking Powder, half page.
 Puffed Wheat and Rice, half page.
 Quaker Oats, half page.
 Parrot Polish, eighth page.
 Pettijohn's, five inches.
 Burnham & Morrill Fish Flakes, quarter page.
 Three-in-One Oil, four inches.
 Fairy Soap, quarter page.
 Knox Gelatine, quarter page.
 Pompeian Olive Oil, one inch.

The Outlook.

Swift's Premium Oleomargarine, quarter page.
 Wool Soap, one page.
 Three-in-One Oil, two inches.
 Pettijohn's Bran, quarter page.
 Puffed Wheat, one page.
 Postum Cereal, one page.
 Quaker Oats, one page.
 On Ami, one page.
 Heaten, one page.

Ladies' Home Journal.

Kellogg Toasted Corn Flakes, one page.
 Old Dutch Cleanser, one page.
 Wool Soap, one page.
 Eagle Brand Condensed Milk, quarter page.
 Crisco, one page.
 Prince's Vanilla, quarter page.
 Corn Puffs, quarter page.
 P. & G. White Naphtha Soap, quarter page.
 Armour's Star Hams, half page.
 Fairy Soap, one page.
 Royal Baking Powder, half page.
 Minute Gelatine and Tapioca, one page.
 Johnston Wheat Food, half page.
 On Ami, quarter page.
 Burnett's Vanilla, eighth page.
 Quaker Oats, half page.
 Raisin Bread, half page.
 Puffed Wheat and Rice, half page.
 Campbell's Soups, half page.
 Airline Honey, quarter page.
 Three-in-One Oil, six inches.
 Bowles Log Cabin Syrup, quarter page.
 Pettijohn's Bran, six inches.
 Burnham & Morrill Fish Flakes, quarter page.
 Parrot Polish, eighth page.
 Blue Label Ketchup, eighth page.
 Underwood Deviled Ham, quarter page.
 Burn's Mustard, two inches.
 P. & Perrin's Sauce, four inches.
 Beech-Nut Tomato Catsup, quarter page.
 Kitchen Bouquet, three inches.
 Sani Flush, six inches.
 Pompeian Olive Oil, one inch.
 Wansdown Cake Flour, three inches.

Liquid Veneer, six inches.
 Palm Olive Soap, quarter page.
 Domino Sugar, quarter page.

The American Magazine.

Fairy Soap, one page.
 Domino Sugar, five inches.
 Ivory Soap, one page.
 Postum Cereal, one page.

Saturday Evening Post.

Crisco, one page.
 Quaker Oats, half page.
 Three-in-One Oil, quarter page.
 Pettijohn's, five inches.
 Gold Medal Flour, one page.
 Campbell's Soups, half page.
 Borden's Milk Products, one page.
 California Raisin Bread, one page.
 Palm Olive Soap, one page.
 Quaker Oats, half page.
 Van Camp's Pork and Beans, half page.
 Velvet Tobacco, quarter page.
 Pears' Soap, quarter page.
 Fairy Soap, one page.
 Bull Durham Tobacco, one page.
 Beech-Nut Peanut Butter, quarter page.
 Johnston's Chocolates, eighth page.
 Whitman's Sampler, quarter page.
 Underwood Deviled Hams, quarter page.
 Sani Flush, eighth page.
 Duke's Mixture, one page.
 Skat Cleanser, three inches.
 Butter-Kist Corn Popper, eight inches.
 Hawaiian Pineapple, one page.
 Prince Albert Tobacco, one page.
 Campbell's Soups, half page.
 Goblin Soap, quarter page.
 Pompeian Olive Oil, one inch.
 Kellogg's Toasted Corn Flakes, one page.

Well-Known Paper Co. Standardizes Toilet Paper for the First Time in Its History.

Cloth is sold for "so much" a yard, oil at "so much" per gallon, and so should toilet paper be sold by a certain uniform measure of quantity—"It's the counted sheets that count." Never, of course, overlook the quality of the paper, for that is what gives a brand its real individuality, but the consumer wants to know how many sheets of a certain quality 5 cents, 10 cents or 25 cents will purchase.

In keeping with the lead the Scott Paper Co., of Philadelphia, have always taken to help dealers put their toilet paper business on a paying basis and standardize the method of sale, they will hereafter put out all their brands of toilet paper and towels on the count basis.

This step to establish an honest measure of value in buying and selling toilet paper is the outcome of the Scott Co.'s policy of standardization, which has led to large production on a few brands, and has made possible such values as will now be given.

From now on all their toilet paper labels will show the following counted sheets standard:—

ScotTissue Toilet Paper, 1,000 sheets, $4\frac{1}{2} \times 5$ inches, to the roll, for 10 cents. Stock No. 45.

SaniTissue Toilet Paper, 2,500 sheets, $4\frac{1}{2} \times 5$ inches, in a carton of 3 rolls, for 25 cents. Stock No. 33.

Waldorf Toilet Paper, 650 sheets, $4\frac{1}{2} \times 5$ inches, to the roll, for 5 cents. Stock No. 21.

With the counted sheet standard the Scott Co. adopted a standard size sheet $4\frac{1}{2} \times 5$ inches, and this same size sheet will be found in every roll. They have adopted this size believing, from experience, that it offers the consumer the best and most economical size sheet to be had.—Advt.

New Grade ATMORE'S MINCE MEAT in Bulk

"TAKE a tip from me and give your customers 'Extra Family' (Blue Label) Mince Meat in bulk.

"They will be surprised and pleased to buy Mince Meat of this superlative quality in bulk. There's none better at any price."

20-pound and 40-pound kits.
 Also bbls., halves and quarters

ATMORE & SON

Since 1842

Philadelphia



The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.



Registered,
U. S. Pat. Off.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package, and are made only by

WALTER BAKER & CO. Ltd.
Established 1780 **Dorchester, Mass.**

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always satisfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street **NEW YORK**

Make Your Store a Monument

The merchant who sells the best thing in its line he can find is running a store that is going to succeed and be a monument to him.

The best doesn't necessarily mean highest priced.

James T. Shinn's Liquid Rennet is the best rennet made, bar none. Cleanest and most fastidiously made, and the quickest acting—it will curdle milk in 3 to 5 minutes. Every bottle is guaranteed to your customer and guaranteed to you.

Shinn's Liquid Rennet pays you 100% profit—that's another reason it's the best in its line.

Shinn & Kirk
1400 Spruce St., Phila.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 2.—By Dr. Lee Galloway, Professor of Economics of New York University.

The origin of the trade-mark shows it to have been established in the minds of the consumers at a great cost of money, energy and time on the part of the manufacturer. Provided, therefore, that the effort on the part of the manufacturer was justified, socially, what objection is there to supporting that property right in the same way as we protect other property rights of like nature?

The confidence which the manufacturer's trade-mark has created in the minds of the public is known as good will. In most cases this is as valuable an asset to him as his patents or his physical plant; and, like his property in his patents and his plant, he does not necessarily sell his good will rights when he passes his goods into the hands of other persons even though, as in the case of merchandise, it passed to the wholesaler or the retailer who expects to resell them.

The jobber or retailer who injures or impairs the good will of the manufacturer by destroying the confidence of the buying public in this particular product should be held responsible for it to the manufacturer. Therefore, I say, if price-cutting hurts the good will property rights of the manufacturer, then, in justice to the manufacturer and in protection of the public, some means should be adopted to prevent the pirating of the good name of those goods which have proved themselves worthy of the confidence of the consumers.

If price-cutting drives the superior goods from the market, either by compelling the manufacturer to stop making them or through a lowering of the quality of the goods, or in putting out a

substitute of lower grade, and so compelling him to compete with himself, then in justice and protection of the consumer, such protection as is necessary for the encouragement of the manufacturer in maintaining his quality goods should be given to him by law.

In the trade-mark the manufacturer trusts his reputation; upon this he invests the enormous capital outlays necessary to inform and enlighten the consumer and the public. Experience has shown that the consumers learn to trust those trade-marked goods that prove worthy. They use them as standards in their buying. They have found this method most economical and satisfactory, for they know

what they are getting, and so they save their time and energies in making extensive investigation with every purchase; and, finally, the manufacturer, knowing that his responsibility is at stake, strives to maintain his reputation even more energetically than he strives to increase his profits.

Thus, between the manufacturer and the consumer lies the trade-mark. It typifies responsibility on the one side, and confidence on the other. The price-cutter knows to his advantage of these two great factors in advertising, and wherever possible he exploits them on a special bargain counter. He can get little for the ultimate gains of the consumer so long as he is able to exploit the consumer's ultimate good for his own immediate gain.

Now, the trade-mark necessarily brings up at once the question of price maintenance, and, as Brandeis has pointed out, the manufacturer with the trade-marked goods wishes to maintain a certain price, for by maintaining his price he establishes confidence in the trade-mark, for naturally a constantly fluctuating standard of price suggests varying standards of quality. Hence if there is a constant price-cutting it reflects upon the quality of the goods and tends to drive those goods out of circulation in that particular community.



We would be pleased to have for publication in this column the ideas of our readers upon trade-mark. It being understood that we do not hold ourselves responsible for any views expressed therein. Communications must be accompanied by the writer's name and address as an evidence of good faith, and necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Business is Better, Says Well-known Manufacturer.

Baltimore, Md., Oct. 7, 1915.
To the Editor.

Dear Sir:—I have been asked my views regarding the business conditions as we see them in our territory, particularly as to the general conditions and outlook of the market.

I have just returned from a trip to Northern and Southern California, making a circle, and am delighted to state that conditions are improving very rapidly.

The bank clearance all over the country is very gratifying. There seems to be a marked lack of initi-

ative, however, by those controlling large sums of money; they are certainly not investing but simply sitting—just why no one seems to know.

In talking with some of the men in Pittsburgh they stated they are running 100 per cent with good prospects ahead.

St. Louis I find quite dull, perhaps to the heavy rains in the district and contiguous territory but from Kansas City west seems to be very greatly improved. In fact, there is little complaint of any of the central or far West points.

The Federal Reserve Bank has created a very wholesome feeling

ing the bankers, brokers, etc., are prepared to give all the working capital necessary for business purposes, notwithstanding the fact that the United States Treasury has offered \$30,000,000 if necessary to move the crop. The South has never borrowed from the North so little money as they have this year, and they are getting it at a lower rate of interest, which means a profit to them of several millions.

In the South, in spots, there is a depression, owing to the boll weevil, storms, etc., but take it all in there never was a time when the prospects were much brighter.

Last year's cotton was raised at a price from 8¼ to 9 cents per pound, and the prospect of getting 9 or 12 cents is not out of reason. The cotton crop on an average increases from 20 to 25 per cent. short compared with last year, and the price is even better than it was last year.

While the markets abroad have been cut off from 25 to 33 per cent. of cotton, arrangements have been made to satisfactorily finance the cotton crop, and, as has been stated, many industries of this country present such a favorable outlook.

We believe that Dixie will put it on a higher plane on economic lines, working itself gradually to where it rightfully belongs, and another year will see the South in a far better condition than ever before.

The United States is fast becoming the banker for the rest of the world, notwithstanding the enormous amount of American securities that have been sold here by foreign holders in the last few months. England will no doubt secure a loan with the United States before long, paying a gold rate of interest. This will shift the financial burden of the world to this country, and it is up to us to husband our resources and to arrange to liquidate even further American securities if they are offered.

There is very much better feeling towards the business interests in general, as well as towards the roads, steamboats, etc. There is every reason to expect a big business this year.

Very sincerely yours,
W. M. McCORMICK.

Keeping Sauer Kraut.

Shamokin, Pa., Sept. 29, 1915.
The Editor.

Dear Sir:—We would like to know if you can give us a little information concerning our sauer kraut. We have made kraut for years and have never had much trouble in keeping it nearly the whole year. But this year it doesn't keep. In three or four weeks when we open it up for sale it is sour enough, but it gets slimy and soft,

yet we think that we cover, salt and weight it the same as other years.

Also, please let us know the address of a good reliable produce house, and would it be cheaper for us to buy in Philadelphia or Baltimore? We bought some sweet potatoes from F. Bonhage & Co., Baltimore, advertised as Jersey sweets, but there were a good many among them that were not Jerseys.

Also let us know where we can get a good book on window trimming and show card lettering.

Very truly yours,
E. K. BITTERMAN & SON,
Per J. M. B.

Sauer kraut would naturally not keep so well in the summer. These measures help: Be sure that a heavy stone is placed on top of the barrel, with a piece of cloth between the sauer kraut and the stone. The stone forces the kraut down and keeps the brine at the top, above the kraut. Also be sure to keep the barrel in a cool, dry place; in warm weather in a refrigerator.

We would suggest you getting prices from the following produce houses in Philadelphia: Burrell F. Ives & Co., 224 Dock street and A. Cancelmo, 113 Dock street. You must, of course, take into consideration the freight in comparing prices with Baltimore prices.

We really cannot recommend any book on window dressing and show card writing that we ever saw.

Another Trading Stamp Tax Law Held Unconstitutional.

A ruling just made by the United States District Court at Portland, Ore., gives a decided victory to trading stamp companies in that it nullified the Oregon law imposing a tax of 5 per cent. on the gross business done by merchants or trading stamp companies, where the trading stamps are redeemable in merchandise. The law was passed at the last session of the Oregon Legislature. Acting under its provisions, the Sperry & Hutchinson Co. notified the merchants dealing with it that its stamps would be redeemed in cash. The merchants filed a suit for an order restraining the Sperry & Hutchinson Co. from violating its contract by redeeming its stamps in cash instead of merchandise, the claim being made that this course would ruin the business of the complainants. A restraining order pending a final decision of the suit was issued on May 24th last. The case came before the United States District Court at Portland and this court has handed down a unanimous opinion that the tax is prohibitive, and as such in violation of the Constitution of the State of Oregon. The decision permanently restrains the Attorney-General of Oregon from enforcing the Statute.

Summer Bargains

\$85 for a National Check Throwing Cash Register

\$40 for a Refrigerator, 5 x 3 x 7 feet high

\$22 for a No. 218 Enterprise Coffee Mill, equal to new

\$20 for a Toledo Computing Scale

\$16 for a large size Star Counter Coffee Mill

\$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Have You Money to Burn?

¶ If you have, there's no reason why you shouldn't go on buying **Teas and Coffees** through salesmen when you can save money by buying from us by mail.

¶ But if you haven't money to burn, you ought to look into our plan. We save—you—the salesmen's salary by using no salesmen. You get the same **Teas** and the same **Coffees** that you're buying now, less that part of your cost which represents the salesman's salary. A simple and wonderfully effective plan.

DURYEE & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES
533 Greenwich St. NEW YORK ESTABLISHED 1897

Why Emperor Will Outsell

¶ There may be other head rice about as fancy as **Emperor**, but it's apt to be coated with talc and glucose, while **Emperor** is uncoated. Take this as almost a guarantee:—that you will sell more **Emperor** rice than you will sell of any other brand, first because it's natural, second because it's exceedingly high grade.

¶ **Emperor** and its idea make fine window display material.



D. S. & H. CRAIG, Inc. :: Philadelphia, Pa.



In Three Homes

When a grandmother, maintaining her own home, and her daughter, maintaining another home, and the daughter's daughter, maintaining a third home, all use **Wheatena** as a regular part of their daily food, what does it mean? Just what we have repeatedly said, that **Wheatena** is peculiarly the food of succeeding generations and when it once gets in it is apt to run through all the branches of the family.

The hearts of selected wheat.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

These Manufacturers Will Graciously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" has always directed the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests have been held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes mammoth cartons, twelve-package containers for window and shelf trims, small signs for inside display, recipe booklets for distribution and lantern slides with dealer's name for picture show advertising. Will also mail samples to selected list of customers.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and

cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs,

metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveteen inside display cards and transparent signs for window or door.

(Continued on page 18.)

The Grocery Markets

Tea.

There has been no change in the market during the week. Business is good and holders appear to be perfectly well satisfied with the situation. The tea which has been coming in price recently is a grade which is virtually new to the market. It is a poorer tea than has been gathered before, due to the fact that the tea market has been so high. Some of it has already been rejected by the United States Government, and more will be. The demand for this grade of tea is not large. Staple grades are unchanged for the week and in fair demand.

Coffee.

There has been a slight advance in the market for all desirable Rio Santos coffee during the week, due to the fact that some of the coffee afloat has arrived and has been absorbed without affecting the market; also that there appears to be somewhat better demand in this country. Prices still rule on a level, however, and the outlook is especially firm. Mild coffees are from $\frac{1}{4}$ to $\frac{1}{2}$ cent higher than a week ago, due mainly to the fact that Europe is buying rather freely and paying full values. Milds are cheap in spite of the advance. Mocha and Java are unchanged and Java being firm.

Sugar.

The sugar market is unchanged on last week's basis, 4.90 being the price of all refiners except the Federal which is 5 cents. Raws have advanced further and have been sold during the week at 3.69 to 3.78, which makes the present selling price of refined good, although the refiners are working on higher prices for raw sugar. The consumption for sugar has materially increased. Most of the sellers of California beet granulated have withdrawn from the market, as the price has gotten so low in Eastern markets that they can do better elsewhere.

Syrup and Molasses.

Cose remains unchanged for the week. Compound syrup is coming up somewhat and shows a demand for the season. Prices

are unchanged. Sugar syrup and molasses are unchanged and quiet.

Fish.

The mackerel situation is extremely critical. The supply of Norway mackerel in this country is becoming extremely light and very little of it is of first-class quality. Prices show no particular change for the week, as they were already very high. There is almost no Irish and domestic shore mackerel available at the present time, so that the market is getting pretty close to bare. Some Norway mackerel have been caught, but very few compared with the customary catch. Moreover, the season is nearing its end and the supply of new Norway mackerel available for this country will not be sufficient to bring prices down. The demand for mackerel is small. Cod, hake and haddock are in very fair demand at unchanged prices. Red Alaska salmon shows no change in price, although the slides in the Panama Canal and the consequent holding up of salmon shipments may affect the Eastern situation. Pink Alaska has had quite a career since it opened some time ago. The price opened at 75 cents then dropped to 65, and is now back again to 70, although many of the sellers have withdrawn from the market. Considerable poor pink salmon has been packed this year, and it will very likely affect the market adversely during the entire season. Spot red Alaska salmon has advanced since the opening of prices on new until it is now quoted at \$1.52½ to \$1.57½ in a large way. This gets it to about the level of new salmon. Domestic and imported sardines are all unchanged on last week's basis.

Canned Goods.

The tomato market continues firm on the basis of 87½ cents f. o. b. in a large way for Maryland 3s. No. 2s are about 20 cents below this. They are relatively more abundant and there is more pressure to sell them than to sell No. 3s. The pack is about over and the situation is now unchanged, although the exact volume of the pack will not be known for several

weeks. The demand for tomatoes is fair. Corn is unchanged and still steady to firm on account of small supplies. Standard Maryland corn has sold during the week at 65 cents, as against 60 cents a few weeks ago. Some of the main packers have announced a delivery of 55 per cent. Peas are still heavy and dull, the market being unchanged. Apples are unchanged and quiet. California canned goods both spot and future (although the two are practically one to-day) are unchanged and in very light demand from first hands. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes on the coast are about unchanged and in the East the delayed shipments on account of Panama Canal slides have advanced prices very materially, and holders have been able to get as much as a cent a pound profit. The spot market will be firm until the ships begin to come through. Peaches are unchanged and in light demand. Apricots are steady to firm and selling fairly under the circumstances. Currants are extremely firm and most holders have withdrawn from the market. The foreign war situation, now that Greece is threatening to participate, makes future supplies of currants extremely uncertain and prices will continue high for some time. Raisins show no change for the week and fair demand. It is reasonably sure that there will be no new exports of figs or of Turkish Muscatels this year. There are some old Turkish figs carried over from last year, but they are not very desirable and the price is already 50 per cent. higher than normal. Dates are unchanged and their season is just about opening.

Beans and Peas.

Pea beans, on account of scarcity, have very sharply advanced during the week and the present large way quotation is \$3.40 to \$3.45. Marrows are unchanged on the basis of \$5 per bushel. California limas are firm and inclined to be high on spot, but to come forward they have been sold during the week as low as \$4.85. Green and Scotch peas are unchanged and dull.

Butter.

The butter market is active at an advance of 1 cent per pound. The consumptive demand is absorbing everything that arrives no matter what grade. The quality of the

receipts is good for the season and apparently the market will continue to rule steady to firm for some time. There will be no foreign butter brought over this season because the markets on the other side are all higher than our markets.

Eggs.

The egg market is firm at an advance of 2 cents per dozen. New laid eggs are continuing very scarce and are commanding a premium even over the advanced prices. Storage eggs are also very firm at an advance of 1 cent. The consumptive demand is good and stock in storage is being rapidly reduced. The entire situation is healthy.

Cheese.

The cheese market is firm and unchanged with a moderate consumptive demand. The receipts are about normal and the market is expected to rule steady and about unchanged for some time to come.

Provisions.

All smoked meats, including picnic, regular and skinback hams, together with bellies and bacon, are firm at an advance of $\frac{1}{4}$ to $\frac{1}{2}$ cent. There is a good consumptive demand. Both pure and compound lard are firm at an advance of a half cent and a good demand is reported for both. Barreled pork, dried beef and canned meats are unchanged and in moderate demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

There has been practically no change in the market situation of imported food products during the last week. Our agents in Holland report that prices for Holland herrings are advancing continually, with a heavy demand from Austria, Russia and Germany, while fishing continues to be very light. While weather conditions on the Holland coast are quite favorable to fishing, the fishing results are absolutely unsatisfactory, which cause prices to rise steadily. Up to date about 201,000 barrels of herrings have been landed, against about 184,000 barrels at the same time last season, and the auction prices this year for Holland herrings are just about double what they were at this time last season.

Our agents in Norway report a continuous advance in the prices of Norway herrings, scant supplies and big demand. In spite of the enormous prices that we are obliged to pay for all kinds of herrings, the demand here is very good and there is a good consumption demand, although trade only reluctantly pays those high prices.

A similar situation exists in the stockfish market. Prices for all grades are almost double what they are in ordinary seasons, and supplies are very hard to obtain; in fact, some grades of stockfish are absolutely unobtainable this season.

French sardines we can eliminate because there are practically none to be had. The little that is obtainable of this commodity does not count. Portuguese sardines are getting rather scarce

in this market, and new supplies are very difficult to obtain. Holders of the small stocks here have finally wakened up to the fact that they have been selling their goods way below market, and once they have disposed of their stocks they cannot replace them at anything near the prices which they have been selling at. Consequently, the small stocks remaining here are held at higher prices. In Norway, unfortunately, the fishing has been very poor of late, and with the enormous demand prevailing in the primary market, we find it almost impossible to secure further supplies, at least for the moment, at anything near satisfactory prices.

STROHMEYER & ARPE Co.
New York.

Rice.

The market for the past week has been of an improving tendency. The slow arrivals of new stock have greatly interfered with the distribution, but the trade are evidently becoming satisfied that prices for good to fancy styles of Honduras are on a safe basis for operation, and are filing their orders for delivery as soon as possible. Blue Rose is still firm under limited demand, and the general opinion prevails as to a lower tendency. Japan sorts are scarce and firmly held, as the demand at present exceeds the supply.

Advices from the South along the Atlantic coast show little change over last week, and the demand being slightly below normal. Fancies are not moving in any volume up to the present. There have been a couple of lots of Carolina offered without takers, on account of the prohibitive asking prices.

In the Interior, Southwest Louisiana, Texas and Arkansas, the market continues strong at current prices. Owing to some farmers holding rough at higher figures than the mills are able to pay, two or three are reported to have closed down, awaiting adjustment of values on rough.

D. TALMAGE'S SONS Co.
New York and New Orleans.

Sugar.

Refined Sugar.—Refiners' list quotations continue unchanged, basis fine granulated 4.90 cents. We have been able to buy sugars from several refiners recently basis fine granulated 4.85 cents.

The market closes with a better feeling, in sympathy with the strong and higher raw market.

New business is fair to good from day to day, but for actual needs only. Shipments from Philadelphia can be made immediately.

Raw Sugar.—The situation ruled much stronger on Thursday, with speculators and refiners buying 40,000 bags Cubas for October shipment at 2 3/4 C. & F. equal centrifugals 96 test at 3.76 cents, duty paid. Seventy thousand bags Porto Rico sugars were also sold to-day, part spot, balance October shipment, at 3.75 cents, landed to the American.

The market closes firm in all positions, with some holders now asking equal 4.01 cents, duty paid. Future sugars on the Exchange also close strong and considerably higher.

At the next session Congress will be asked to continue the present duty on sugar, and if the recommendation is approved, sugars will not be admitted free on May 1, 1916. This no doubt is having its influence on the situation to-day. Should the duty on sugars be continued, the general tone of the market may improve. The beet sugar interest will not show so much anxiety to move their goods, and will not care to press them for sale in the Eastern territory, where freight rates are so much against them.

Michigan and Ohio Beet Fine Granulated.—These sugars are now offered

for shipment within the next two or three weeks in barrels, bags and bags 4/25 lbs. at basis 4.70 cents in Eastern territory, not including Philadelphia or New York.

J. H. HUSTON Co.
Philadelphia, Pa.

Spices.

The market is exceedingly active, all articles being in good demand. There is a firmer undertone, especially for peppers, red peppers, cloves and gingers.

Pepper.—Has been in active demand during the week. The available stocks here have been rapidly taken up. Prices have advanced, with every indication of going higher. White peppers are distinctly firmer, especially for prompt shipment.

Cloves.—Are in better demand, and are scarce at present. It is now predicted we will have higher prices for some time to come.

Mace.—Scarce and in better demand for all grades. Prices steady.

Nutmegs.—Spot supplies have been greatly decreased during the week. Prices remain unchanged.

Cassias.—Saigon and China grades are higher and in much reduced supply. Batavia in fair demand at generally unchanged prices. Ceylon cinnamon is higher in all positions.

Gingers.—In better demand at sharply higher prices.

Green Ginger Root.—Still selling fairly well. Prices are lower.

Tapiocas.—In fair demand at generally unchanged prices.

Paprikas.—Unchanged during the week. Consumption is up to the average.

MCCORMICK & Co.
Baltimore, Md.

Standard Canned Goods.

The end of the tomato canning season of 1915 is in sight. Fully 80 per cent. of the canneries were in operation this season and have already closed down, and steam will be shut off during the coming week in the remainder of them. The history of the season to date has been written up so fully and published to the trade in weekly installments, that those who are interested in the goods know the story by heart. Crop conditions last spring were most encouraging at the start. The acreage was equal to that of 1913 and 1914, and the plants set out thrived splendidly and grew apace, producing large, luxuriant vines that gave much promise; but, alas, the extraordinary weather conditions that followed put a "crimp" in the expectations. The temperature during July and August was more like that of October, and the rainfall beat all records of the Weather Bureau. There was a rainstorm nearly every day in August, accompanied by heavy hailstorms and high winds on several occasions. The vines ran more to foliage than to fruit, and the blossoms that were expected to produce the late tomatoes, in September and October, were mostly destroyed. The early maturing fruit was rain-soaked and off-color for lack of warm sun, when in the first half of September came a spell of extremely hot weather, lasting ten or twelve days, which scalded the fruit and withered the vines. The results are now apparent. If, in the face of these conditions, the tomato crop can come back during October, it would be nothing short of marvelous.

During the week the buying of tomatoes at the advanced prices increased, and the orders again came from nearly all sections of the country. Markets that seldom buy here bought liberally and their orders were for prompt shipment, indicating immediate need of the goods. Should this kind of buying continue during the first half of October, the stability of the market prices during the winter will be established. The

present indications are that the market will be active and that prices may be a shade higher.

For the other lines of canned vegetables there was an increase of buying orders during the week in point of number, if not in size, with corn, sweet potatoes and spinach in the lead, with an upward tendency as to prices. The business in the other items seems to be running to pool carloads, containing a half dozen different articles, evidently to mend broken stocks. The cheapest grades of peas are going out steadily in these pool cars, and so are string beans, wax beans and lima beans. The buying has not been sufficient, however, to cause any material improvement in the prices.

It was a quiet week in fruits, altogether, for this time in the season, and the quotations were unchanged for any of the items, excepting pears are a little higher. Unpeeled pie peaches were fairly active, and show an inclination to advance. Seconds table peaches were bought in small lots, but for standards and extras there was nothing doing. There were no changes in the prices of berries, cherries and pineapples and the orders for them were small. The blight in the pear crop is reported to be more serious than before reported, and that has stirred up some buying of them.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Law Suit Decided Over Brinser's Corn Meal.

Son of S. C. Brinser, Middletown, Pa., Manufacturer Starts in Business for Himself and Imitates His Father's Label. Court Issues Injunction.

An interesting case involving the right to sell corn meal as "Brinser" buckwheat has just been decided by the courts of Dauphin County, Pa. S. C. Brinser, of Middletown, Pa., has been selling corn meal in packages since 1878. It was labeled "Standard Corn Meal. Manufactured by S. C. Brinser, Middletown, Pa."

Some time ago Harry R. Brinser, a son of S. C. Brinser, who had been working with his father for a long time, had a fight with the latter and left. He at once started in business as the "Brinser Milling and Feed Co. of Middletown, Pa." and packed corn meal under the label, "The Brinser Golden Leader Corn Meal." S. C. Brinser at once asked the court for an injunction and got it on the ground that the packages used by Harry R. Brinser so closely resembled S. C. Brinser's packages that the public would probably be deceived. H. R. Brinser may still sell corn meal, but not by taking advantage of the Brinser name.

Something More About Standardized Coffee.

Your old friends, Wm. B. Harris Co., of 65 Front street, New York, tell us something more about Harisco Stand-

ardized Coffees in this issue. This has been specializing in the highest grades of the different kinds of coffee and have standardized those grades so that they are now in position to give you the kind of service that results in satisfied customers. There is nothing nicer in the grocery business than to be able to extend the coffee end of your business. Harisco Standard Blends will do it for you.—Adv.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 16.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show card chandelier cards; also window trims—six pieces, on paper, in color. One show card is sent in each order of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Standard Oil.

Loose-Wiles Biscuit Co., Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, boards, sampling lists.

Buffalo Specialty Co., 375 Elm street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to put out to their customers. L. Vencer.

William J. Moxley, Inc., Philadelphia, Pa., will send to all dealers handling their butterine window trims, cut-outs, empty cartons, window picture slides, quarter-samples and much other material for use in advertising and exploiting goods.

The Hill Bros. Co., New York. Will supply, advertising Drom Dates and Cocoanut, framed signs, date hanger, yellow paper, empty date cartons, coco hanger and all material necessary for window displays.

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, 113 Hudson St., New York

THE RACK WITH THE HOOK Is SHIPPED ON APPROVED. They are adjustable and attached to fruit boxes with table screws. You get a play in less floor space. Installed and extended by successful merchants. States. Facts free.

I. F. D. COMPANY, La Crosse, Wis.

Read The Advertising World

for new and practical advertising ideas in all lines of trade. Its dictionary of heads and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

PATENT

and Trade-marks procured promptly and properly in all countries

Davis & Davis, Washington, D. C.

SIMPLICITY

Protection
from Fire

EFFICIENCY

A Chain is Only as Strong as Its Weakest Link

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

FIRST AND STILL THE BEST!
CREDIT ACCOUNT REGISTER

was always the Retail Merchant's strongest link, now doubly strong and safe by the addition of our new Metal Fire-resisting, double walled

McCASKEY SAFE REGISTER

The McCaskey Register Company

Incorporated—Capital \$3,000,000

ALLIANCE, OHIO, U. S. A.

Largest makers in the world of Carbon Coated Sales Books and Account Registers, both metal and wood

THE
STRONGEST
LINK

Copyright 1915
The McCaskey Register Co.

NO DISPUTES

Complete Records

McCASKEY SAFE REGISTER

Establish Your Store as a Quality Center
INSTALL

**"The World's
Best Slicer"**

Watch your sales and bank balance grow and the waste disappear. Ask any of the 75,000 users.

Beware of fraudulent agents and imitations.

Every machine absolutely guaranteed.

Write to-day for free demonstration.

U. S. Slicing Machine Co.

1024 Arch St., Philadelphia

HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

expensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

you need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



**Here Is Your Question
Answered**

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia PENNSYLVANIA



What's More Important Than Figuring Profits.

I read that article in last week's issue about how to figure profits. Of course to a French and German reader like me, that sort of stuff is pretty dry reading. All the same, I got through it.

But will the kind gent tell us how to get some profits? It's a cinch to count 'em after you get 'em, seems to me. There's a million fellows who can tell you how to figure the thing after you've got it in your hand. Not as many can tell you how to get 'em, can they?

Like the recipe in the cook book how to cook the rabbit—"fust git de rabbit."

I remember my old boss—you know I started my grand career working as chief boy in a country grocery store. I've told you that, ain't I? I was only a kid but I was chief boy—big job for as young a kid as I was.

How many boys did they have? You ask too blamed many questions—how can I talk if you're butting in all the time?

What I started to say was this. My old boss had the greatest scheme for figuring his profits I ever saw. All he did was to add 50 per cent. to the cost of everything. I don't know what it cost him to do business—he never knew either—and of course my salary was a big tax on him, but I don't suppose it cost him more than 20 per cent. at the outside. Maybe what I ate would have run it up to 25 per cent.; I don't know. But even at that, he had a juicy margin left, and he got rich on it.

It's sure a convenient scheme, ain't it? No blamed figuring about the cost of this and the cost of that, or whether you ought to figure profit on the cost of your stuff or on what you sell it for—you don't need to care a ding about all that. Just add 50 per cent. and serve, as it were.

But if the old man was alive to-day, he'd have to learn some new tricks. He couldn't add his old 50 per cent. to-day in that town and get away with it. That is, he could add it all right—he could add a hundred if he wanted to—but when he tried to get people to pay it instead of going to the three chain stores that are up there now—he'd have a sweaty job. Wouldn't work even a little bit. If I were the old man I'd be glad I dropped out before the new stunts came in.

I was thinking the other day what would happen if you'd bring the old man back, set him down in the midst of business as it's run to-day and tell him to swim out. Show him the chain stores and the Economy stores and the department stores and the five-and-tens, and then tell him he had to beat 'em all with his little old store and his little old schemes. I'll bet the old man would fairly pray to go back to shoveling coal.

That may be a mean thing to say, but I've always figured that the very minute he turned me down when I asked him to raise me from \$2.50 to \$3 a week, that minute the gates of Heaven shut agin him. I told him plainly in my own mind at the time where he'd have to go.

I know it's raw to say mean things about a man after he's dead, but I never had a chance to say 'em before. All the time was took up then by his saying mean things to me.

Nope, the old chap wasn't a business man as they go to-day, although he was all right then. Don't you wish you'd been one of the old fellows, with none of these darned things to contend with? I suppose they had their own little things, but they sure do seem like child's stuff when you put 'em beside what we have now.

Collections was the only thing that really used to worry the old

man. Gee, wasn't it a cinch? There wasn't any mail-order houses then, either, that's another thing, though Larkin was just beginning to sit up in his crib. But Larkin didn't amount to much, then—the old man laughed at the scheme when it first struck the town. He wouldn't laugh now, with Larkin selling tons

of soap up in the old town, and chain stores selling the rest of it 3 for 10.

Nope, I'll bet if the old man knows what's going on, he finds berth mighty comfortable, no matter what it is.

THE STROLLER

Dry Goods Business Active.

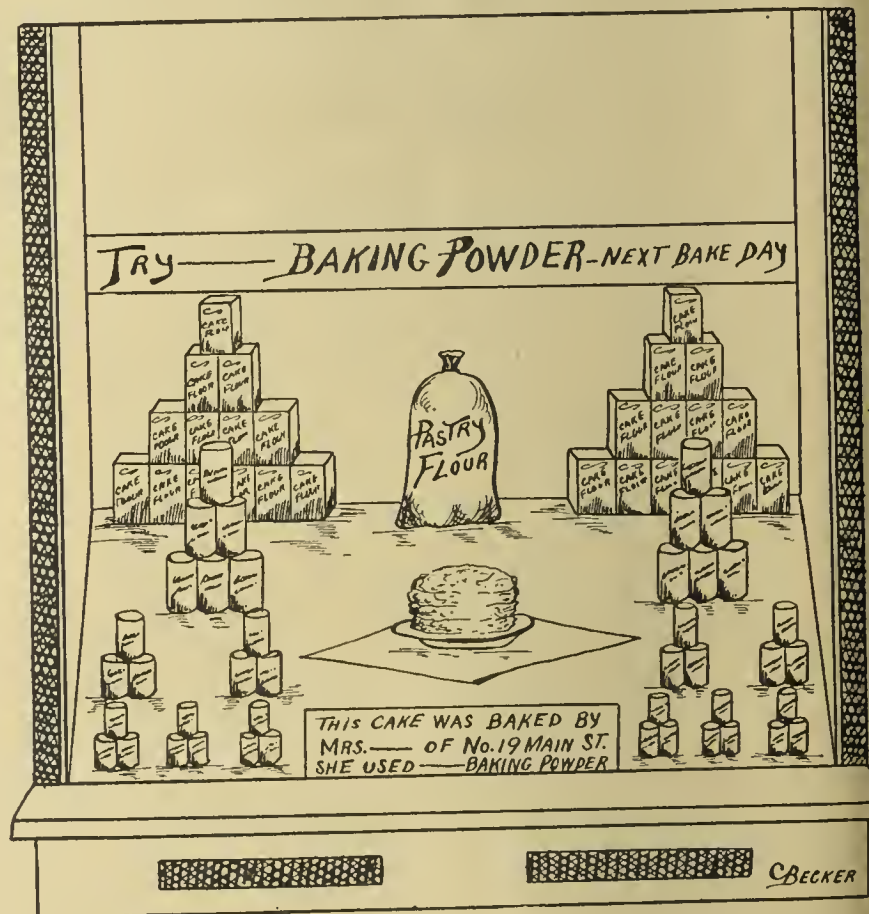
Marshall Field & Co., in their weekly review of the dry goods trade, say:

The current weeks shows a more active wholesale distribution of goods. There has been a larger tendency of buyers in the market. Collections are fair.

The advancing market on raw cotton has resulted in material advances in prices on cotton yarns and in many lines of cotton goods.

The conservative manner in which retail merchants have been buying during the last few months and their light commitments for delivery, have created a shortage in many lines of merchandise, which always means advancing prices, as well as uncertain deliveries.

Weekly Window Display Suggestions



Baking Powder Display.

About in the center of the rear of the window stretch a narrow piece of white muslin across and letter like the illustration, supplying the brand of baking powder where the dash is. Now cover the bottom of the window with white crepe paper. Get one of your customers to bake a good-looking cake with the brand of baking powder you are exhibiting and place it on a white napkin in the center of the window. Put a placard in the front of the window with the information like on cut. Place a bag of pastry flour in the center of the back of the window, and to each side make a pyramid of cake flour. In the front of the window, to each side, make pyramids of the small-sized cans of baking powder and in back of these use the large size. This display will win one customer at least—the lady who baked the cake.

Hawaiian Canned Pineapple

Every Disc a Delight

**\$8,000.00
to Grocers**

An easy chance to win money and at the same time increase your business.

Write us about it today

ASSOCIATION OF HAWAIIAN PINEAPPLE PACKERS
109 N. Wabash Avenue, Chicago, Illinois

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder



None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—it will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.



Watch the Turnover

THERE is nothing in your store which moves faster than sugar.

It flows in and out each week with the regularity of day and night. Your problem is to secure a moderate profit on each sale of sugar, so that multiplied by thousands of sales, your final profit will overtop the slow, large profit sellers.

The solution is in Crystal Domino Sugar Products—a right one for every purpose, always in sealed cartons, with weight and purity guaranteed. They save the multitude of small losses constantly present in over-weights, leakage, bags, twine and the open barrel.

The 10c. retail price of this carton makes these half-size tablets for tea and coffee a convenient purchase for everyone—everywhere.



American Sugar Refining Company



332.—The Bearing of the Kellogg Price-Fixing Decision on the General Price-Fixing Law.

Within the last few days another court decision has been handed down on the ever-fascinating question of price-fixing. In order to see how it affected the general situation, as explained from time to time in these articles, I have obtained a copy of the decree, and also a statement from the manufacturer against whom the decision was rendered. The case was that brought by the United States Government against the Kellogg Toasted Corn Flakes Co. in the United States Court of the Southern District of Michigan.

Several months ago the Government began suit against the Kellogg Co. on the ground that its method of selling its corn flakes was a violation of the anti-trust acts and an interference with competition. The plan which the Government objected to was this: The Kellogg Co. sells corn flakes in cartons. Its invariable price to the retailer in any quantity is \$2.80 per case, and the fixed price to the consumer is 10 cents a carton. The Kellogg Co. got a patent on its carton, having no connection with its corn flakes, and claimed that this gave it all rights that any patentee had to fix the price at which its product should be sold by jobber and retailer. At that time it controlled the jobber by making him agree to resell only at \$2.80 and threatening him with penalties if he did not, and it controlled the retailer by notifying him and practically making him agree to resell only at 10 cents. In addition to this, every package bore this notice:—

This package and its contents are sold conditionally by us with the distinct understanding, which understanding is a condition of the sale, that the package and contents shall not be retailed nor advertised, nor offered for sale at less than 10 cents per package. Retailing the packages at less than 10 cents per package is a violation of the conditions of sale, and is an infringement on our patent rights, and renders the ven-

der liable to prosecution as an infringer.

KELLOGG TOASTED CORN FLAKE CO.,
Battle Creek, Mich.

Both jobber and retailer were notified that if they broke the price they would be cut off. In one case a buyer did break the price and was sued by the Kellogg Co. in a State court, which upheld the legality of the plan by granting an injunction.

There were some legal skirmishes over the Government's case, and the Kellogg Co. finally agreed that the court should make a decree against it enjoining it as follows:—

(a) From requiring jobbers to enter into any agreement or understanding to resell toasted corn flakes purchased from defendants at a price fixed by defendants, and from suggesting to said jobbers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(b) From exacting in any manner from retailers of toasted corn flakes any agreement or understanding that they shall sell the same at a price fixed by defendants, and from suggesting to said retailers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(c) From packing or selling said toasted corn flakes in cartons or boxes having thereon the following notice, to wit:

(Text of this notice appears above.)

The Kellogg Co. very kindly sent me the following statement giving their interpretation—and I suppose their counsel's—of the decree:—

We fought the case vigorously and recently, after consultation with the best legal advice that we could secure and with others interested in price maintenance, came to an agreement with the United States attorneys upon an amicable settlement and an agreed decree that enjoins certain practices which the Government officials view with disfavor and which we have not used for some years.

It, however, preserves to us our basic sales right of selecting our customers, providing there is no conspiracy, agreement or understanding with others in reference to whom we shall select. The decision enjoins us from requiring either jobbers or retailers to enter into an agreement or understanding to resell the Toasted Corn Flakes purchased from us at a price fixed by

us, and from stating that if they fail to observe said fixed price they will be cut off from further supply. It further enjoins us from printing on our boxes and cartons the notice which formerly appeared there.

For some years, as you know, we have had no contracts with jobbers or retailers aside from the patent notice on our cartons as to resale price, and as we have had no such contract we obviously have not endeavored to enforce such; and in view of this widely known fact the consent decree only prohibits old and abandoned methods.

The patent notice we will discontinue, although when we adopted

this notice it was upon competent legal advice and in good faith, believing it to be lawful. Since, however, the court believes it not legally justified, we agreed to abandon it.

Now let us see how all this fits into the situation as to the pricing law, as it existed before. It did not affect it at all. When the case was begun, the Kellogg Co. sold only to jobbers, which indeed is present practice. It was going to jobbers and making them sign an agreement—it stopped this some time ago—on penalty of being cut off, to resell at \$2.80. It could go to all the retailers, since it did not sell them, but it made it difficult to retailers in various ways, which included the notice reproduced above, that they must resell at 10 cents, or they would find their supplies cut off. The latter result the Kellogg Co. would bring about by forcing the jobber who had sold to the retailer to cut him off.

The court says now that the Kellogg Co., and of course any other

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocer World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 3.

John Jones, grocer, employs William Brown, a solicitor, to go after orders from house to house. Like most grocery clerks who do this, Brown knows his customers well and is on a friendly footing with them. He goes to a customer's house one morning for orders, as usual, and while chatting with a member of the family, preliminary to getting the order he is called upstairs by the woman of the house and asked to help move a bureau from one floor to another. It was purely an act of friendship and Brown is called on because he is available.

Half way down the stairs the bureau slipped and fell on Brown, breaking his arm and his leg and otherwise injuring him severely. The reason for the bureau slipping

was that the hands of the husband of the customer, who had the end, were oily from having run a sewing machine. The husband remarked on his hands being slippery before he took hold of the bureau, but said he guessed he could hold it. Brown is called to his house for several days and is lame even after he gets out.

In this case John Jones would not be liable to Brown at all, for the law only covers accidents arising in the course of the employee's business. The moving bureau was not Brown's business, or his employer's. Brown, however, would have a perfect claim against the customer's husband whose carelessness was the cause of the accident.

manufacturer, may not require job-to sign or make agreements to at a certain price, and may threaten those jobbers to cut off if they do not so resell. may it notify retailers to sell certain price or threaten to interfere with those retailers' supplies if they do not. But what does all amount to, in the way of taking the Kellogg Co. any power it had before to stop cutting? If, as I see it, for the Kellogg right to choose its own customers to sell or not to sell, has not and cannot be interfered with. jobbers all know what price the Kellogg Co. expects them to sell flakes for; suppose one of sells at \$2.65 or \$2.70? No agreement has been made between the jobber and the Kellogg that the price should not be cut there is neither contract, suggestion nor the hint of it. But the Kellogg Co. merely exercises its fundamental right of choosing its customers and cuts the jobber off. as the jobber knows it will do and probably doesn't wish to cut it off, the same result is accomplished without an agreement or a hint, and he holds the price. as to the retailer—the Kellogg doesn't sell retailers—the commission has the same rights that it had before to stop retail cutting and to interfere with the supplies of a retailer. It had no real right before and it has none now—except to earn the name of the jobber who is selling the cutter and to cut that off. It can do that just as easily to-day under the above decree as it could before, and nobody can question it in the slightest degree. In other words, what a manufacturer may not do by agreement, understanding, suggestion or threat, can do just as effectively through the fundamental right of choosing its own customers.

That is why in my judgment the decree not only has no special bearing on the price-fixing situation, but will probably have none on the Kellogg Co.'s methods of selling its product, or the methods of any other manufacturer.

(Copyright, October, 1915, by Elton J. Buckley.)

Question: T. J. Critchlow, Prosser, Pa.—A merchant who runs a store from a village to a city regulates three times a week has numerous requests from his customers to sell oleomargarine for them in the village. Can he safely carry the prod-

uct without a license, and how could he do so?

Answer.—If the merchant buys the oleo in the city and resells it to his customer at a profit, he must have a license. If he merely acts as his customer's agent in buying it on the customer's behalf, charging no profit, he is then not reselling it and no license is necessary.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

South Bethlehem conducted a successful Old Home Week October 4th to 10th. The streets were crowded and all stores and residences gaily decorated with bunting.

Harrisburg retail grocers have organized. It is expected to make this a strong association.

The Committee on Pennsylvania Plan has formulated rules for the year, which will be sent to all the associations. The committee, which is a permanent one, consists of E. J. Gallen, chairman; E. L. Heffner, A. Kaiser, J. A. Edgar and William Smedley.

A county convention of the merchants of Washington County is being arranged by the Washington Board of Trade. The object of the meeting is to secure united effort for trade reforms, county boosting and much needed local legislation.

Merchants and professional men of Ambler have organized a Board of Trade.

Steelton Merchants' Association celebrated its second anniversary on September 30th with an outing and dinner at Lingelstown. About 70 were in the party, most of the members were accompanied by their wives. The trip was made in a gaily decorated special trolley car. Preceding the dinner there were orchestral and vocal music, recitations, etc. B. F. McNear, Jr., acted as toastmaster and addresses were made by Chief Burgess Wigfield, Councilmen Wagenbaugh and Rice, President M. J. Kane, Messrs. Reiling, David Baker, Ralph Eckel and Organizer Smedley.

Plans have been made to boost Steelton and a campaign committee has been appointed for that purpose, consisting of the following: D. P. Baker,



You have a steady seller in GOLD DUST

Put a display of Gold Dust where the women can see it—and your supply will rapidly diminish—but don't let it stay low, because the demand is steady and persistent.

Every woman has used Gold Dust to save her work in some way—she likes it—and our advertising everywhere is constantly suggesting new uses for Gold Dust.

It remains for you to remind her of Gold Dust when she is in your store to secure the order

THE N. K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"

W. F. McGinnes, Louis Lehrman, H. E. Jones, Ralph Eckels, Louis Laborwitz, T. R. Vernon, Jr., Chas. Detweiler, Jacob Yoselowitz and G. M. Long.

The Philadelphia Retail Grocers' Association is admitting large numbers of new members at each meeting.

DANDELION BRAND BUTTER COLOR.

A Staple Article for Grocers Will be Selling Heavily Soon.

When pasture grows scanty and cows are being fed upon silage and dry fodder, grocers find that the sale of Dandelion Brand Butter Color increases materially.

lion Brand Butter Color increases materially.

Although this famous old staple product has a steady year round sale, during the fall and winter months grocers make their biggest profits from it.

The fact that Dandelion Brand Butter Color is purely vegetable recommends it to all butter makers. It gives the true June shade to butter, and does not in the slightest degree affect its flavor.

The Wells & Richardson Co., of Burlington, Vt., manufacturers of Dandelion Brand Butter Color, report to the publishers of this magazine that many grocers are preparing for window displays of Dandelion Brand Butter Color. Our readers will do well to consider putting in at least one window display of Dandelion Brand for one week during the fall months.—Advt.

A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

THE SCIENCE OF
ADVERTISING

Messrs. C. E. Engel & Co., Union Bridge, Md., send me in a card which they seem to have used to advertise a special sale, although there is nothing in the advertisement which exhibits it as a special sale except the prices. The card measures $9\frac{1}{2} \times 11$ inches and is here reproduced about one-fourth the original size:—

flat, with a one-cent stamp, or be distributed by hand flat. The copy sent me reached here in a very much crumpled condition, looking as if it had been out all night. Doubtless many of the copies distributed by hand had the same fate. Getting advertising matter into the prospective customers hands, clean and unrumped, is always desirable. Some

nature which it pays to take advantage of when you can.

Current Outlook Scarce and Strong.

Contrary to all forecasts, even those made as late as August 1st, which predicted a rather larger harvest of currants than normal, the actual harvesting, which is now practically finished, seems to prove that the crop of 1915 will turn out hardly 130,000 tons of fruit altogether, as compared with a normal of about 155,000 tons. The quality of the fruit, too, which promised during the summer to be good, proves with harvesting to be only medium. The fruit was caught by rains in several of the provinces while it was upon the drying grounds, and large quantities of it became rain-damaged,

especially Provincial and Amalias grades of currants, which are mostly shipped to the United States. Many of the local currant exporters made forward sales on the foreign markets, some as early as last May. These sales were practically all made at low figures, the merchants apparently calculating that with a large harvest predicted, and with foreign markets restricted by European hostilities, the market would be flat and prices nominal. In view of the short crop, however, the growers holding back their fruit and demanding prices unknown on this market for many years. Merchants who have made forward sales for September delivery must find fruit to fill their foreign engagements and are compelled to buy at whatever price they can. Most of them supposed that they had covered themselves safely by contracts drawn up by middlemen for delivery of fruit at an agreed price in September. Many middlemen, being unable to secure the fruit from growers except at great loss to themselves, have forfeited their contracts and left the exporters to fill their foreign engagements as best they could. To-day's prices, as given by two responsible export firms, are higher than 10 to 8 shillings per cwt. than the prevailing prices for same grades on October 1, 1914, when the local market had recovered from the shock of war and had become fairly firm for 1914-15 crop.

[illegible]

I have no doubt this got results, always provided it was properly distributed. The prices, many of them, are attractive. I think the special character of the sale—I assume it was a special sale—should have been played up better. According to this card, everything advertised on it has had the price cut. Why? Bargain hunters want reasons. It takes a very slight reason to satisfy them, but they want *something*. Cutting a price without explanation may get results; it undoubtedly will if the goods are standard and substantial, but it will never get as good results, in the average case, as a statement as to why prices are cut.

* * *

One thing about the shape and size of this card. It doesn't fold—it is meant to go through the mails

people are very susceptible to that sort of thing. I once knew a woman who wouldn't even look at a piece of mussed, rumpled advertising matter—it looked like rubbish which somebody had thrown into the street. She was ready enough to look at clean advertising matter, however. It never pays to ignore these little things. I believe it would have paid to double this card over, right down the center, making it half the size, and fasten the edges of the two halves together with the one-cent stamp or a sticker. It would have been sure to reach the consumer in a much better condition and by the same token should have gotten results. Not only that, but closing it up would have appealed more to curiosity, which is another little peculiarity of human

To Be Unusual—Is simply to refuse to follow custom constantly, or not at all, as the case may be.

This week, beginning October 4th, cauliflower took a big jump—went \$2.50 a barrel on Washington street. New York buyers passed it up. One little chap from a small town bought five barrels, and he had it expressed. He bought for a comparatively small concern. Everybody in that town for three days wanted cauliflower. No one had it but the little chap. No one had the nerve to handle it but the little chap. He made money on it, and of course it was a splendid ad. He was unusual.

* * *

So may you be in your own capacity, even though you can't for the present spread yourself by taking cauliflower chances.

Commence talking 15-cent tomatoes, because that price is likely to be the *usual* one before the season is over.

Go slow on war talk; a splendid fellow whom we know well lost the trade of one of his best hotel customers by being *usual*. He knew which side would win and proceeded to prove it.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

A five-gallon jar cider vinegar set in front of the counter, price \$1.00. That clerk had a big idea. He was of the *usual* class.

Instead of sending the bread to the bakery next Saturday as was planned, we'll have it all down at once and put it in the window—just a little bit of unusualness.

"Push sweet potatoes this week," the boss. Frank (the unusual) rigged up a show tray and dumped barrels into it.

Let's start something, and suppose make it beans—pea beans—we're lo to the neck with them. We'll ta pot full and set pot and all in middle of the show.

It was a clerk's idea—the one the itching unusual habit. Did it work? It worked from the neck load to shoe strings.

All of which goes to show that to think is to be progressive, and to be progressive is to be happy, and to be happy is to be successful.

It's a mistake to let the boss do the thinking; steal a march on him every once in a while and whatever you hold, earn more than the job pays to-day.

Three Weeks More for the Window Display Contest—Ready?

The awards in the Window Display Contest of **Lipton Teas** will be made as soon after November 1st as is practicable. The contest closes that day. You have barely three weeks more.

The contest is for the five best window displays of **Lipton's Tea**. The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one

Auto Trailer, which has never been used. What will you bid? F. D. HUMBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklin-

ville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape

and clean. All shipping charges lect. I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 94.

1 Angledile Scale; cost \$125, will sell for \$55.

1 Heavy Spring Wagon, weight 1,000 pounds, for one or two horses; cost \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallons will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition. F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Offer No. 95.

I have 100 cases half-pound Inverness Brand Chinook Salmon. This salmon is guaranteed to be in a fine condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 cases of Dustbone, or Sweeping Compound, which I will sell for 10 cents a case, or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Offer No. 97.

We have on hand one barrel Weymouth's Cleanser, in five-pound packages. Please make offer.

Also No. 129 Enterprise Dried Beef Slicer; cost \$40, will sell for \$15.

One McIntire delivery auto, run gear and box in fine condition; new motor. Will sell for \$75, cost \$800.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price.

T. J. CRITCHLOW,
Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make offer.

A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

ANTED.—High-grade men to call on every trade in connection with Star Carriers and Trays. Nationally advertised and used by more than 50 per cent of the grocers of the country. Exceptional opportunity for high-grade men with real selling ability. See our this issue. For particulars write Egg Carrier and Tray Mfg. Co., Chester, N. Y. — 15

ANTED.—Grocers' tea and coffee man to handle my line of store res on commission. H. F. Heacock, Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

OR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent corner, has all conveniences, all cash, no teams, no delivery, doing between \$1,000 monthly; will sell at once; stock about \$2,000. Owner old to continue, wishes to retire; price can be greatly increased by a buyer; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third St., Reading Pa. 18

OR SALE.—Meat and provision store, fixtures. Fine residential section, Philadelphia, fine established trade. Reason for selling. Any one

meaning business will do well to investigate. Address D. J. R., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

FOR SALE.—We have just equipped a delicatessen and confectionery store in Ardmore and are compelled to sell same at a sacrifice. Best location, in central shopping district. Excellent opportunity for a hustler. Address W. S. Ballinger, 118 Darby Road, Llanerch, Pa. 19

FOR SALE.—Corner grocery store, including three-story, nine-room dwelling, in good condition; will sell very reasonable; \$3,000 required. Address M. S., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FIXTURES.

FOR SALE.—Store fixtures at 6241 Arch St., including Walker counter and scales; cost \$160, will sell for \$70. Apply 6135 Vine St., Philadelphia. 18

MISCELLANEOUS.

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

WANTED

WANTED.—One second-hand paper press. State condition and price. Address Matthew Pfau, Phoenixville, Pa. 16

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

A Sales Repeater

FLEISCHMANN'S YEAST

is purchased, say, two or three times every week by the housewife who bakes. And every time she comes in for a "cake of yeast" you have a fine chance to talk up and sell her other things too.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other luminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

BABBITT'S PURE CONCENTRATED LYE

"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.



B. T. BABBITT, Inc.
NEW YORK CITY

1845

Doesn't This Date Tell
You Something?

Established 1845.

Knight's

EXTRACT OF

VANILLA

MANUFACTURED BY

KNIGHT COOKING EXTRACT CO.

211 ARCH STREET
PHILADELPHIA, PA.

NONE GENUINE WITHOUT THIS SIGNATURE

Charles D. Knight

PRICE 25 CENTS.

¶ This is the date **Knight's Cooking Extracts** first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for **Knight's** by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT
Cooking Extract Co.
No. 211 Arch Street
PHILADELPHIA, PA.

CORRECTED WEEKLY. OCTOBER 11, 1915.

[illegible]

	Barrels.
Cut Leaf.....	6.05
Extra Leaf.....	6.55
Crystal Dominoes, 24 5-lb pkgs.....	7.05
" 60 2-lb. pkgs.....	8.15
Patent Cubes.....	5.15
Confectioners' Lozenge.....	5.20
Powdered.....	5.15
Fruit Powdered.....	5.05
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.35
Granulated, fine or standard, McCahan.....	5.05
" " Frank in.....	5.10
" extra fine, bbls.....	5.05
" " 2 lb. bags.....	5.35
" " 5-lb. bags.....	5.25
" " 10-lb. bags.....	5.20
" " 25-lb. bags.....	5.20
" " 100-lb. bags.....	5.05
" coarse.....	5.15
Confectioners' Crystal A.....	5.05
A Confectioners'.....	4.95
A No. 1.....	4.80
A No. 2.....	4.75
Franklin B.....	4.50
Extra C.....	4.35
C.....	4.20

Formosa—	Per lb.
Extra choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.40 .45
Choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.35 .38
Finest, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.27 .30
Fine, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.23 .25
O long, black—	
Extra choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.30 .35
Choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.27 .29
Finest, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.26 .28
Superior, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.22 .24
English Breakfast, black—	
First picking, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.30 .35
Choice, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.26 .28
Good to superior, $\frac{1}{2}$ chests.....	.22
First crop, about 28-lb. original boxes..	.25
Gunpowder, green—	
Extra firsts, $\frac{1}{4}$ chests.....	.35 .40
Firsts, $\frac{1}{4}$ chests.....	.23 .30
Extra seconds, $\frac{1}{4}$ chests.....	.25 .27
Seconds, new, $\frac{1}{4}$ chests.....	.24
Imperial, green—	
Firsts, $\frac{1}{4}$ chests.....	.38
Seconds, $\frac{1}{4}$ chests.....	.25 .30
Japan, green—	
May pickings, $\frac{1}{2}$ chests.....	.38
First crop, $\frac{1}{2}$ and $\frac{1}{4}$ chests.....	.30 .35
Second crop, $\frac{1}{2}$ chests.....	.28 .33
Basket fire, uncolored, needle leaf, $\frac{1}{4}$ chests.....	.32
Young Hyson, green—	
Firsts, $\frac{1}{4}$ chests.....	.35 .40
Hyson, green—	
Extra firsts, $\frac{1}{2}$ chests.....	.35 .40
Firsts, $\frac{1}{2}$ chests.....	.28 .32
Seconds, $\frac{1}{4}$ chests.....	.25 .27
Assam, black—	
Choice, $\frac{1}{2}$ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Te le y's India and Ceylon, 25-lb. cases—	

Te ley's India and Ceylon, 25-lb. cases—	1 lb.	$\frac{1}{2}$ lb.	$\frac{1}{4}$ lb.
Gold Label, I. and C.....	.71	.72	.73
Buff Label, I and C.....	.56	.57	.58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50	.51	.52
Orange Pekoe.....	.55	.56	.57
Red Label, I. and C. or Mixed.....	.44	.47	.48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60	.60	.60
Red Label, I. and C., 10c. 2½-oz. tins, doz.			.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....		per doz.	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....		per tin	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....		per tin	2.55

Lipton's Tea, 50-lb. cases—	1 lbs. Per lb.	½ lbs. Per lb.	¼ lbs. Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive	51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
" " Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
" " Cream.....	.45	.46
Ceylon Green, Purple.....52
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400....	per doz.		.90
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300....	per doz.		.90

AMMONIA.		Per doz.
Victor, 13 oz., 3 doz.....		.40
O. K., 3 doz.....		.45
Colburn's, 2 doz.....		.85
Parson's, 25c., 2 doz.....		2.40
" 10c., 3 doz.....		.92
White Foam, 10 oz., 3 doz.....		.90
" 16 oz., 2 doz.....		1.35

Frazer's, 14-lb. pails	per doz.	75
Mica, 1/4 gross	per gross	8 50

Rumford Yeast Powder—		Per case
Glass, 4 oz., 2 doz.....		1.66
“ 6 oz., 2 doz.....		2 15
“ 6 oz., 4 doz.....		4 25
“ 6 oz., 6 doz.....		6 20
“ 6 oz., 12 doz.....		12 25
Rumford Baking Powder—		Per doz.
5c. tins, 4 doz.....		.45
10c. tins, 2 doz.....		.90
1½-lb. cans, 2 doz.....		1 25
1-lb. cans, 1 doz.....		2.50
Davis' O. K.—		
¼ lb., 4 doz.....		.45
½ lb., 3 doz.....		.90
1 lb., 2 doz.....		1 65
5 lb., ½ doz.....		7 20
Leslie's—		
¼-lb. cans, 4 doz., 4 cans free.....		.45
½-lb. cans, 2 doz., 2 cans free.....		.90
1-lb. cans, 1 doz., 1 can free.....		1.65
5-lb. cans, ½ doz.....	per case	3.60
Sea Gull, 6-oz. tins, 4 doz.....		.45
Parrot and Monkey, 4 doz.....		.45
Royal—		
10c. size, 4 doz.....		.86
¼ lb., 4 doz.....		1 30
½ lb., 2 doz.....		2 40
1 lb., 1 doz.....		4.65

	Per gross
Mason's, No. 1, $\frac{1}{4}$ gross.....	2.70
" No. 2, $\frac{1}{4}$ gross.....	3.00
" No. 3, $\frac{1}{4}$ gross.....	3.30
" No. 4, $\frac{1}{4}$ gross.....	5.40
Blackbola, 10c. size	6.80
Shinola, 3 doz	8.25

Mason's—	Per doz
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

Black Shine, No. 2.....	45
" No. 3.....	75
Tan Shine, No. 2.....	45
" No. 3.....	75
Bixby's Royal Polish, 1 doz.....	85
" Jet Oil Polish.....	85
Brown's Shoe Dressing, 1 doz.....	85
" Army and Navy, 1 doz.....	85
Boyer's Triumph.....	45
" Oil Polish.....	80
Easy Bright, ladies.....	85
Admiral Russet Combination.....	70
" Shoe Dressing.....	70

Java, extra fancy, genuine.....	27½
Java, fancy, 50-lb. lots	27½
Mocha, finest.....	33½
Mocha Seed Santos.....	15½
Caracas, extra fancy, washed.....	18½
Maracaibo, extra fancy.....	16½
Santos, Peaberry, extra fancy...	14½
Santos, extra fancy.....	15½
Rio, Golden, extra fancy	13½
Rio, prime.....	10½

	100 lbs.	60 lbs.
Ariosa	16.50	16 60
Seven Day (f. o. b. N. Y.)	12 50	12 60

Pfeiffer & Diller's "Kosyr," 50 tins...per box	4.15
Tomson-Huimmels, tin, 1/2 grossper gross	2 60
" imp., 1/2 gross.... "	2.15
Floto's, improved, 1/2 gross..... "	2.15

	Per gross
Barlow's, small, 4 doz.....	2.75
" large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" No. 2, 3 doz.....	2.50
" Mammoth, 3 doz.....	3.60
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4.80
Reckitt's, 32 cc. pkgs., 16 loc. pkgs...per box	2.15

	Per gro
Boyer's Bengal 7½ oz., ¼ gross.....	4 25
French Laundry, large, ½ gross bbl...per bbl.	2 10
Admiral, 4 oz., 3 doz.....	4 00
" 8 oz., 3 doz.....	6 50
" 16 oz., 1 doz.....	9 50

Tab Butter—		
Creamery specials		
“	extra, 60-lb. tubs.....	
“	first, “	
“	second, “	
“	third, “	
“	dairy, extra, bakers’	
“	use, 30-60 lbs.....	24-
“	5 and 10-lb rolls, 60	
	and 100-lb. boxes ..	30-
Print Butter—		
Price.....		
Gurnsee, lbs. and ½ lbs.		
Awltru.....		
Milken Farm, lbs. and ½ lbs.....		
Honebe.....		
Star or S. D., 1 lb., 20-50 lb. boxes.....		
B. B., E. D., 20-50 lb. boxes		
J. J., C. V., Gilt Edge, Gold Medal, 20-		
50 lb. boxes.....		
Sheaf (“400”), Elgin, 20-50 lb. boxes....		
Sheaf.....		29-
White Rock		

P. & G., 8s, 30 lbs.....
" 16s, 30 lbs.....
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....
Searchlight, hotel, 16s, 30 lbs.....
Peerless, hotel, 16s, 30 lbs.....
Bright Light, 16s, 30 sets to box.....	per box

Mason's—	Per
Half gallons.....	7
Quarts.....	4
Pints.....	4
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes...	
“ medium, 1 doz. cartons, 5 gross boxes	p
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.	
Jar Tops—	Per
1/2-glass boxes, no rubbers.....	1
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

Snider's—	Pei
16 oz., 2 doz.....	
8 oz., 2 doz.....	1
Ritter's—	
Tomato, ½ pint, 2 doz ..	
Tobasco, ½ pint, 2 doz.....	
Beech-Nut—	
Pints	2
½ pints	1

Curtice's "Blue Label," Tomato—	Pe
Small.....	2
Medium.....	4
Large.....	3

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Red Beans—	
Ritter's	.95
“ & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case 1.90
Miller's, No. 2	1.40
San Camp's, No. 2	1.40
Truikshank's, No. 2	1.25
Leinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	47½
atoes—	
Standard, New Jersey, No. 3	1.05
“ Maryland, No. 2	.60
“ No. 3	.80
Beans—	
Standard, New Jersey, No. 2	1.15
“ Maryland, No. 2	1.20
ancy, small, No. 2	1.50
ng Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
ancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
i Kidney Beans—	
Standard, New York, No. 2	.95
“ Maryland, No. 2	.80
“ Illinois, No. 2	.90
n—	
Standard, New York, No. 2	.90
ancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
“ Maine, No. 2	1.30
ancy, Maine, No. 2	1.30
oe Peg, No. 2	.85
Whole grain, No. 2	.75
Standard, New York, No. 2	1.25
Standard, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.80
Standard, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Standard, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Standard, Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Standard, New York, No. 2	1.25
“ No. 3	1.25
“ New Jersey, No. 2	1.25
“ No. 3	1.10
otash—	
Standard, New York, No. 2	1.00
ancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
ancy, Michigan, No. 2	1.15
ragus—	
all, No. 2½	2.00
edium, No. 2½	2.20
rge, No. 2½	2.50
ps, No. 1	2.25
pkins—	
Standard, New York, No. 3	1.00
“ New Jersey, No. 3	.85
ach—	
Standard, Maryland, No. 3	1.00
Krout—	
Standard, New York, No. 3	.85
“ Maryland, No. 3	.80

California Canned Fruit.

ots—	
tra, No. 3	2.75
tra Standard, No. 2½	2.10
Standard, No. 2½	1.75
ett Pears—	
tra, No. 3	1.50
tra Standard, No. 2½	2.50
Standard, No. 2½	2.30
e Cherries—	
tra, No. 3	2.15
tra Standard, No. 2½	2.90
Standard, No. 2½	2.50
es, Lemon Cling, Sliced—	
tra, No. 3	2.95
tra Standard, No. 2½	2.00
Standard, No. 2½	1.75
es, Lemon Cling—	
tra, No. 3	1.50
tra Standard, No. 2½	2.95
Standard, No. 2½	2.00
es, Yellow Crawford—	
tra, No. 3	1.45
tra Standard, No. 2½	2.80
Standard, No. 2½	2.00
tra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

York State, No. 3	.90
“ No. 10	3.00
berries—	
yrup, No. 2	1.35
rater, No. 2	1.00
es—	
ite Wax, light syrup, No. 2	1.35
“ heavy syrup, No. 2	1.50
es—	
ie, No. 3	1.35
snds, No. 3	1.15
“ No. 3	.85
ett, Extra Standard, No. 2½	2.00
er, syrup, No. 3	1.00
“ water, No. 3	1.00
vy syrup, No. 2½	1.25
ty syrup, No. 2½	1.00
erries—	
oe, in water, No. 2	1.40
erries—	
a preserved, No. 2	1.80
erved, No. 2	1.60
ater, No. 2	1.20

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
“ Standard, No. 2½	1.75
“ Extra, No. 2	1.50
“ Standard No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
“ No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	4.50
“ No. 1, flat, 4 doz.	4.50
“ No. ½, flat, 4 doz.	2.30
Star, No. ½, flat, 4 doz.	1.40
“ No. ½, flat, 4 doz.	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
“ 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
“ Soused, ½s, oval, 100s.	15.00
“ “ high oval, 100s.	18.00
“ Fresh Mackerel, 100s.	19.00
“ dgl., Young Mackerel in Olive Oil, ½s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
“ No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maonache's, plain	11.00
Normanna, Tomato Sauce, 100s.	11.00
“ Boneless, ½s, oval, 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
“ Cod, 1-lb. round tins, 100s.	23.00
“ “ high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.36
“ No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
“ No. 1, tall	2.00
“ No. ½, flat	1.50
Alaska, red, tall	1.65
“ medium red, tall	1.30
“ pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.00

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, 100s.	11.50
“ ½s, Tomato Sauce, 100s	11.50
“ ½s, oval, Royans a la Bordelaise, 100s.	15.00
“ Portuguese, Olive Oil, ½s, skinless and boneless, 100s.	24.00
Boneless and peeled, ½s	24.00
“ D. & G., ½s	26.50
“ Ispa, ½s	28.00
“ Gondolier, ½s, 100s.	20.00
“ Landell, ½s, 100	9.50
“ Martell, ½s, 100	10.50
“ “ ½s, 100	15.00
“ Loyal, ½s, 100	9.50
Argonauts, ½s, 100	14.00
Orion, smoked, ½s, key, 100	8.00
Tomato sauce, ½s	15.00
Truffled, ½s, key, 100	12.50
Spiced, ½s, 100	10.00
Royanette, oval, ½s, 100	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100	15.00
“ ½s, tomato sauce, 100	15.00
“ ½s, olive oil, 50	13.25
“ ½s, tomato sauce, 50	13.25
Sea Queen, ½s, olive oil, 100	11.25
Sea Pearl, ½s, olive oil, 100	9.40
Tea Time, ½s, olive oil, 100	7.80
“Herringlets,” olive oil, 50	7.50
Bouillon “Herringlets,” 50	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s	2.90
No. 2, ½s, 100	2.50
½s, key, 100	2.75
Irma, ½s, 100	4.00
Pickert's, Rival brand, carton, ½s, 100	3.90
“ “ ½s, 100	6.00
Mustard—	
Irma, ½s, 100	4.00
½s, 100	2.25
½s, 48	3.60
Continental, ½s, key, 48	3.15
Irma, fancy, ½s, 50	3.80
Gold Label, ½s, 50	4.50
“ ½s, 100	7.00
Underwood's, ½s, 50	4.50
Pickert's, Crown brand, ½s, 48	4.00
“ Columbias, ½s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
“ No. 1, 2 doz.	2.25
“ No. 2, 1 or 2 doz.	3.50
“ No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
“ No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
“ No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
“ large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
“ medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
“ No. 1, 2 doz.	1.85
“ No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
“ large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ½	1.40
Chicken, No. ½	2.25
Ham, No. ½	1.40
Veal, No. ½	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
“ No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
“ No. 1½, 1 doz.	8.35
“ No. 2, 1 doz.	9.15
“ No. 2½, 1 doz.	11.95
“ No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ½, 4 doz.	.45
No. ½, 2 doz.	.90
Ham, No. ½, 2 doz.	1.40
Tongue, No. ½, 2 doz.	1.40
Libby's—	
No. ½, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
Ham, No. 5 oz. No. 10 oz.	1.60 2.80
Tongue, No. 5 oz. No. 10 oz.	1.60 2.80
Chicken, No. 5 oz. No. 10 oz.	2.00 3.30
Turkey, No. 5 oz. No. 10 oz.	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
Ham, No. ½ Tin. No. ½ Tin.	1.50 2.60
Tongue, No. ½ Tin. No. ½ Tin.	1.50 2.60
Chicken, No. ½ Tin. No. ½ Tin.	2.00 3.00
Turkey, No. ½ Tin. No. ½ Tin.	2.00 3.00
No. ½ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ½, 2 doz.	1.95
Libby's—	
No. ½, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ½, 4 doz.	2.15
“ No. ½, 2 doz.	3.45
“ No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	3.45
“ No. 1, 1 or 2 doz.	6.10
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
“ No. 1	6.10
Turkey, No. ½	3.45
“ No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
“ No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups— Quarts. Plnts. ½-Pints.

Chicken, Chicken Con-	
somme, Chicken Gum-	
bo (Okra), Mulliga-	
tawny, Clear Ox Tail,	
Mock Turtle	3.45 2.00 1.10
Assorted	3.15 1.80 1.00
Green Turtle Thick	7.50 4.00 2.25
Clear Green Turtle	10.00 5.50 3.00
All others	3.10 1.75 .95
Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 1s, 10½ oz., 4 doz.—	Per case 3.60
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail,	
Clam Chowder, Beef and Mutton Broth,	
6 cans per case	3.25
SPECIAL ASSORTMENTS.	
Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery,	
Chicken, 2 Chicken Gumbo (Okra), 2 Consomme,	
Clam Chowder, 3 Mock Turtle, 1 Mulligatawny,	
Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato	
Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspar-	
agus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege-	
table	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock	
Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60
Curtice Brothers' Blue Label—	
Green Turtle	Quarts. Plnts. ½-Pints
“ clear	6.50 3.50 2.00
Terrapin	7.25 3.75 2.25
All others	3.15 1.75 1.25
Ritter's, Tomato	.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb
10c. tins, 6-lb. boxes35
¼-lb. tins, 6-lb. boxes32
½-lb. tins, 6-lb. boxes31
1-lb. tins, 6-lb. boxes30
5-lb. canisters.....	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes31
½ lb., 6 and 12-lb. boxes30
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, ½s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb
Premium, ½ lb., 12 lbs.....	.29
“ ¼ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs. ½ and ¼-lb. cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
“ ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size33½
“ ¼-lb. size.....	.33½
Premium Chocolate, ½s, 12 lbs29
“ ¼s, 12 lbs29
Best Sweet Chocolate, ½s, 6 lbs.....	.20
“ ¼s, 6 lbs.....	.20
Vanilla Chocolate, ½s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ¼-lb. glass jars.....	.40
Cocoa, ½-lb. tins.....	.29
“ ¼-lb. tins.....	.30
“ ½-lb. tins.....	.33
“ 6 5-lb. cans30
Baking Chocolate, ½s.....	.29
“ ¼s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Borden's—	Per box
Milk, 24s.....	.85
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
“ ¼ lb. size, 6 or 12 lb. bxs.	.28
“ ½ lb. size, 6 or 12 lb. bxs.	.29
Baker's Cocoa—	Per doz.
Grand brand, ¼-lb. tins, 2 doz.....	1.88
“ ½-lb. tins, 2 doz.....	3.50
“ 1-lb. tins, 1 doz.....	6.50
“ 5-lb. tins, 1 doz.....	per lb. .52
“ 10-lb. bags, 100-lb. case50
Daalder's brand, ¼-lb. tins, 12-lb. box40
“ ½-lb. tins, 12-lb. box39
“ 1-lb. tins, 12-lb. box38
“ 2-lb. tins, 12-lb. box37
“ 5-lb. tins, 60-lb. box36
“ 10-lb. bags, 100-lb. case.....	“ .35
Winkels—	
Decorated Cocoa, ½s, 6 and 12-lb. boxes....	.36
Labelled Cocoa, ½s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, ½s, 6 and 12-lb. boxes30
“ ¼s, 6 and 12-lb. boxes31
Dairy Milk Chocolate, 24 cakes to carton....	.80
Almond Bars, 24 cakes to carton.....	.80
“ 12 10c. cakes to carton80
Vanilla Sweet Chocolate, 24 cakes to carton80
“ ½s, 6 and 12-lb. boxes.....	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes24
Vienna Sweet, ¼s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
Wm. Sney's—	Per lb
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs.....	.31
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs.....	.31
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box.....	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins34
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins35
Diamond Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Butter Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Butter Milk Chocolate, 24 5c. pkgs. in box, per box80

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 roc. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 sc. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....		.90
5-oz. oval cans, 3 doz. in box.....		2.20
1/2-lb. round cans.....		3.48
1-lb. round cans.....		6.84
60 lbs. in case.....	Per can.	Per
5-lb. round cans.....		.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	.28
Sweet Vanilla, 4 cakes to lb.....		.28
Milk Chocolate, 6 cakes to lb.....		.45
" 12 cakes to lb.....		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....		.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per lb.	.56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	Per lb.	.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....		.50
1 lb. boxes, 30 boxes in case.....		.55
1/2 lb. boxes, 60 boxes in case.....		.55
1/2 lb. boxes, 90 boxes in case.....		.56
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....		.36
" 6-lb. boxes, 1/2-lb. tins.....		.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....		.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....		.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....		1.10
No. 3, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	Per lb.	1.10
No. 51, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Cocoa—		
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb.	.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39

PAPER.

Scott Paper Co.—		
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4½x5, 50 rolls.....		3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4½x5, per carton of 3 rolls, 16 cartons.....		3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4½x5, 100 rolls.....		3.25
Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S.	Republic (White) S. O. S.	
¼ lb.....	¼ lb.....	.26
½ ".....	½ ".....	.31½
1 ".....	1 ".....	.42
2 ".....	2 ".....	.55
3 ".....	3 ".....	.65
4 ".....	4 ".....	.81
5 ".....	5 ".....	.94
6 ".....	6 ".....	1.15
8 ".....	8 ".....	1.34
10 ".....	10 ".....	1.52
12 ".....	12 ".....	1.78
14 ".....	14 ".....	2.25
16 ".....	16 ".....	2.41
20 ".....	20 ".....	2.70
25 ".....	25 ".....	2.99
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....		.90
20x30, ".....		1.20
24x36, ".....		1.60
Butter, Parchment—		
8x11, 1000 sheets.....	Per pkg.	.70
9x12, ".....		.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....		.10
Toilet—		
Extra quality, 100 rolls.....	Per case	5.75
Good " 200 ".....		4.95
Butter, Wax—		
9x12, about 480 sheets.....	Per pkg.	14½
White Tea—		
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....	Per bundle	.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle..		.70
Bags, price per M—		
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow
¼ lb.	15M	.33
½ "	10M	.41
1 "	8M	.53
2 "	6M	.71
3 "	5M	.84
4 "	4M	1.08
5 "	3M	1.24
6 "	3M	1.54
8 "	2M	1.78
10 "	2M	1.95
12 "	2M	2.30
14 "	1M	2.85
16 "	1M	3.15
20 "	1M	3.45
25 "	1M	3.95

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Flour Sacks, satchel bottom—		
Majestic	Plain	per 100
Ex. Heavy		
12 1/2 lbs., 1/2 bbl.....		.42
24 1/2 lbs., 1/2 bbl.....		.70
49 lbs., 1/2 bbl.....		1.40
No. 2, Manilla, light weight—	Per lb.	
12 in. rolls.....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
Silk Fibre, No. 1—		
9 in. rolls.....		.02 3/4
12 ".....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
30 ".....		.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	Per case	3.25
" " small, 6 doz.....		2.25
" " family size.....		2.55
" " hotel size.....		3.25
" " confectioners' size.....		3.50
Silver Cow, small, 6 doz.....		2.25
St. Charles, small, 4 doz.....		1.65
" " tall.....		3.25
" " hotel size.....		3.25
" " confectioners' size.....		3.50
Pearl, tall.....		3.25
" " small, 4 doz.....		1.65

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....		.11
Cocoanut Ripple.....		.10
Fruit Cookies.....		.11
Graham Wafers.....		.10
Grandma Cookies.....		.10
Honey Jumbles, XX.....		.12
Iced Honey Jumbles.....		.09
Lemon Bar.....		.09
Lunch Biscuit.....		.12
Marshmallow Mayblossoms.....		.11
Newtons.....		.13
Saltines.....		.09
Spiced Wafers.....		.10
Sugar Cookies.....		.12
Sweethearts.....		.08
Water Crackers.....		.16
7-lb. tin pails.....		.17
Arrowroot Biscuit.....		.17
Assorted Bon Bons.....		.17
" " Teas.....		.16
" " Slices.....		.16
Butters.....		.16
Chocolate Bon Bons.....		.16
" " Butters.....		.16
Cocoanut Macaroon.....		.16
Fancy Jumbles.....		.16
Fruit Sundae.....		.20
Lady Creams.....		.16
Lemon Sundae.....		.15
Sweet Marie.....		.45
Package goods—	Per doz.	
Animals.....		.90
Cracker Meal, large.....		.45
" " small.....		.45
Gingerettes.....		.45
Gold Medal Soda, small.....		.45
" " large.....		.90
Graham Wafers.....		1.25
Lunch-on-Thins.....		.90
Milk Lunch.....		.90
Ginger Snaps.....		.45
Pink Tea.....		.90
Saltona Biscuit.....		.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Boxes	
Butter Crackers.....		.09
Oyster Crackers.....		.09 1/2
Wine Scroll.....		.11
Cracker Dust.....		.09
Package goods free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.

Wein Senf, Prepared Mustard. Dove Brand.

Stone pots, small, 2 doz.....	per doz.	1.40
" " with horseradish.....	"	2.00
" " large, 1 doz.....	"	2.00
" " with horseradish.....	"	2.00
Wein Senf, bbls.....	per gal.	.85
" 1-gal. stone jars.....	per jar	.85
" 5-gal. kegs.....	per keg	3.50
Prepared Mustard, bbls.....	per gal.	.85
" 15-gal. kegs.....	"	1.75
" 10-gal. kegs.....	"	.90
" 5-gal. kegs.....	per keg	1.75
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sitting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	Per doz.	
" " loaf.....		
Sap Sago, 3 to 10 lb.....	per lb.	
" " less than case.....		
Roquefort.....	12 in case.....	
" " less than case.....		
Parmesan, about 30 lbs.....	loaf.....	
" " less than loaf.....		
Edam, 12 in case.....	single.....	
" " in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	
" " Autocrat brand, large.....		
" " medium.....		
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	1.75
Parmesan, grated, ready for use, small bottles.....	per doz.	2.50
Olmutzer Hand, 100 in box.....	per doz.	
Edelweiss, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf.....	.22
" " less than loaf.....		.23
" " square loaves, No. 1, about 25 lbs. each.....	per lb.	.20
Limburger, No. 1.....	box and 1/2 box.....	.17
" " less than 1/2 box.....		.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.....	2.20
Brick, No. 1.....	18-20.....	
English Dairy.....	".....	.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" " gem size, 6 in box.....	"	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" " No. 1 size.....		2.40
" " Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" " 8 in tin.....		
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less.
Cervelat (Circle S.).....		.27
" (Diamond S.).....		.27
" " Peutonic.....		.24
" " Gothaer.....		.32
Salami (Circle S.).....		.27
" (Diamond S.).....		.27
" (G. A. P.).....		
Landjager, short.....	per lb.	.35
" long.....		
Mortadella, dry.....		
Knackwurst, 25 in box.....	per box	4.75
" " 10 in box.....	per doz.	2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....		.18
Lachs Ham.....		.39
Petit Delicatess Frankfurters, plain, per doz.....		1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.....	20-22
Paprika Speck.....		.18
Mettwurst, half round.....		.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....		
" " Pfefferwurst.....		

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....		1.25
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	
Milkers, Y. M.....	per keg	

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Mixed, standard, bbls.....	1/2 bbls.....	
Milkers, standard, bbls.....	1/2 bbls.....	
Scotland—		
Mixed, large, fulls, bbls.....	1/2 bbls.....	
Milkers, " bbls.....	1/2 bbls.....	
Marinerte Herring, imported, about 40 in pail.....		
Roll Herring, imported, about 25 in pail.....		
Spiced Herring, imported, about 40 in pail.....		
Norway Stockfish, dry.....	per lb.	
Matjes Herring.....	piece	

Bismarck Herring.

Round tins, with key, pint.....	per doz.	2
" " quart.....	per tin	
" " 2 quarts.....		1
" " 4 quarts.....		1
Roll Mops, 4-quart tin.....		1
" " quart tin.....		
Kruger's Roll and Brat Haring, oval tins, doz.....		

Russian Sardines.

Imported, Wallkoff brand.....	per keg	
" 5-lb. pails.....	per pail	
" 10-lb. pails.....	"	
Cut Spiced, 10-lb. pails.....	"	
" 5-gal. keg.....	per keg	2
Russian, in glass jars.....	per doz.	

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EGGS.

	Per doz.
urby, candled and selected, 30 doz.	.33
tern, selected	.32
hen Farm	.36
itru, packed in cartons	.34

FANCY GROCERIES.

ond Staple Paste, 5-lb. cans	per lb.	.33
hovies, in oil, 6 ring bottle	per doz.	5.00
" " 3 ring bottle	"	3.25
ers, Nonpareil, 1/2-gal. kegs	"	1.25
" " quart, glass	per doz.	7.50
" " bottled, 1/2 size	"	2.25
" " 1/2 size	"	2.00
" " 1/4 size	"	1.20
ton Ginger, large pots, 6 to case	per case	4.25
" " medium, 12 to case	"	4.50
" " small, 24 to case	"	4.25
ries in Maraschino, glass, 1 doz.	"	7.00
n Chowder, Burnham, 4 doz. 1-lb.	per doz.	.90
" " 2 doz. 3-lb.	"	2.20
ie Powder, pints	"	3.60
" " 4 oz.	"	2.40
" " 2 oz.	"	1.40
ch Peas, extra fins	per case	21.00
" " fins	"	"
" " moyens	"	"
Cann's Irish Oatmeal		
1-lb. cans	per doz.	3.00
1-lb. cans	per tin	.65
1-lb. cans	"	.65
atley & Palmer's Petit Beurre Biscuit	1-lb.	.24
" " Dinner Biscuit	"	.33
" " Breakfast Biscuit	"	.33
Packed 7 and 5 lbs. in a can	"	.33
Pepper, ring, pints	per doz.	1.25
" " 1/2 pints	"	.60
stone jars, 4 doz.	"	2.75
odore Marquett Mushrooms		
rst choice	per case	"
oice, 100 tins	"	25.00
tra, 100 tins	"	30.00
otel, 100 tins	"	"
ties, 1/2	per tin	.25
" " 1/2	"	.40
" " 1/2	"	.75
" " 1/2	"	1.50
mps, pickled, small size	"	1.70
" " Dunbar's, 2 doz.	per doz.	2.50
in Cordial, Bishop's, 1 doz.	"	6.50
stalized Ginger, 1-lb. tins	"	3.75
" " 1/2-lb. tins	"	2.25
e Juice, Rose's	"	4.50
or Rose Water	"	2.25
each Water	"	2.25
ed Olives	"	5.25
Franco-American Food Co.	Per doz.	"
oths for invalids, all kinds, 1/2 pints, 4 doz.	"	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes		
tin, 100 cubes	1.70	
" " 50 cubes	.90	
1 doz. tins, 12 cubes each	2.75	
o Clam Bouillon		
1 doz. bottles, 1 doz.	2.00	
1 doz. bottles, 1 doz.	3.75	
ig's Oxo Cubes		
1 doz. size	per doz.	.85
1 doz. size	"	2.00
ns, 100 cubes	per 100	1.65
ur's Beef, Clam and Chicken Cubes		
all boxes, 12 cubes, 1 doz.	2.50	
edium boxes, 50 cubes	per tin	.90
rge boxes, 100 cubes	"	2.70
ur's Concentrated Bouillon		
rs, size 2, 1 doz.	3.50	
" " 4, 1 doz.	6.75	
" " 8, 1 doz.	13.00	
" " 16, 1/2 doz.	25.00	
ur's Tomato Bouillon		
ttles, size 4, 1 doz.	2.50	
" " 8, 1 doz.	6.50	
" " 16, 1/2 doz.	per bottle	3.00
ncy jugs, size 2	per jug	1.25

EXTRACT OF BEEF.

	Per doz.
ur's Solid Extract of Beef	
rs, size 2, 1 doz.	4.45
" " 4, 1 doz.	8.20
" " 8, 1 doz.	15.90
" " 16, 1/2 doz.	29.75
ur's Fluid Beef Extract	
ttles, size 4, 1 doz.	5.00
" " 8, 1 doz.	9.00
" " 16, 1/2 doz.	17.00

FLOUR.

	Per bbl.
ota	6.25
Midas	7.55
Medal	6.25
ourne	6.50
op	6.75
ury's Best	6.25
er Idem	5.80
of the West	5.90
am	5.80
1 Vell	6.25
er	6.50
Seal	6.00
White	6.65
er's Best	6.50
h Imperial	6.00

Prepared Flours.

	Per case
illa Prepared Doughnut, Cake, Ginger-	
read and Tea Biscuit Flour	1.44
32, 14-oz.	2.40
31, 28-oz.	"
(Either straight or assorted cases)	"

Self-Raising Flour.

er's Buckwheat, medium, 12s.	1.50
Flap Jack Flour, 18s.	1.42 1/2
Jerry Buckwheat, 36 ss	2.75
Pancake, 36 ss	2.60

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Presto, 18 pkgs.	1.55
Aunt Jemima Buckwheat, 18s.	1.45
" Pancake, 18s	1.45

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags	per lb. .05 1/2
New York State Marrows, new, bags about	"
2 1/2 bushel	"
Michigan Pea, new, bags about 2 1/2 bushel	3.37 1/2
Red Kidney, fancy, new, grain bags about	"
2 1/2 bushel	3.80
Peas—	
Scotch, domestic, bags about 2 1/2 bushel	2.75
Yellow, split, domestic, 1 bushel bags	3.55
Lentils—	
oooooooo, 100-lb. bags	"
Less quantity	"

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.	2.15
Lea's, yellow, granulated, 100 lbs.	2.15
" " fine, 100 lbs.	2.10
Western, yellow, granulated, 100 lbs.	2.05
" " table, 100 lbs.	2.00
Farina—	
Hecker's Cream, 18 pkgs	1.50
Shaker Corn—	
Fancy, bbls.	"
Less quantity	"
Hominy—	
Lea's Grits, 24 ss	per case 1.80
Pearl, 100-lb. bags	per bag 2.30
Grits, 100-lb. bags	" 2.25
Ralston Hominy Grits, 36 ss (2 pkgs. free	"
with every case)	"
Barley—	
No. 2, 100-lb. bags	3.30
No. 3, 100-lb. bags	3.30
Oatmeal—	
B, bbls.	per bbl. 6.25
B, 100 lbs.	per keg 3.25
Rolled Oats—	
Avena, 180 lbs.	per bbl. 6.00
" " 90 lbs.	per keg 3.13
" " 90 lbs.	per sack 2.88
Tapioca—	
Dromedary, 36 pkgs	per case 2.50
Instantaneous, 50 ss	4.00
Colburn's Hasty, 36 pkgs.	per doz. .85
Pearl, fancy, loose	.04 1/2
Flake	.06 1/2
Minute, 3 doz.	per case 2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large	2.25
" " 18 pkgs., small	1.45
Egg-O-See, 36 pkgs	1.75
E-C Corn Flakes, 36 pkgs.	1.75
Maple-Wheat Flakes, 24 15c. size	2.70
" " 36 10c. size	2.80
Maple-Corn Flakes, 36 pkgs.	2.80
Washington Crisps, 24 pkgs.	1.85
Washington Wheat Flakes, 24 pkgs	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.	2.50
1 doz. large pkgs.	2.25
2 doz. small pkgs.	2.70
3 doz. large pkgs.	6.75
Instant Postum—	
2 doz. 4-oz. tins	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins	5.00
1 doz. 8-oz. tins	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.	2.70
Post Toasties—	
3 doz. popular size	2.70
Post Tavern Porridge—	
2 doz. 15c. size	2.80
3 doz. 10c. size	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size	1.75
3 doz. 10c. size	1.75
Shredded Whole Wheat, 36 pkgs	3.60
Cream Wheat, 36 pkgs	4.50
Triscuit, 18 pkgs	1.80
Wheatena, 36 pkgs	4.50
National Oats, 18s, tubes	1.45
Malted Breakfast Food, 36 2-lb. pkgs	4.40
" " 18 2-lb. pkgs	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.	2.80
" " Wheat Biscuits, 36 pkgs.	3.30
" " " 18 pkgs.	1.65
" " Wheat Flakes, 24 pkgs.	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.	2.90
" " large, reg. asst., 20s.	4.55
" " no china, 20s.	3.85
" " tins, 36s.	4.05
Quaker Oatmeal, steel cut, 24s.	2.85
Old Fashion Scotch Brand Oatmeal, 24s.	2.85
Mother's Oats, regular, 36s.	2.90
" " large, reg. asst., 20s.	4.55
" " no china, 20s.	3.85
" " aluminum asst., 20s.	4.05
Royal Steel, 36s.	4.05
Mother's Steel Cut Oat Meal, 24s.	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 ss.	1.80
" " family, 10s	1.80
Quaker F. S. Hominy, pearl or gran., 24s	1.80
" " 10s	1.80
Mother's Hominy, pearl or gran., 24s.	1.80
" " Cornmeal, large, yellow, square,	10s
10s	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s	2.70
Pettijohn's Breakfast Food, 18s.	2.15
Quaker F. S. Farina, 24s.	1.45
Saxon Wheat Food, 24s	2.70
Mother's Wheat Hearts, 18s.	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.	1.90
Corn Puffs, 36s.	4.30
Puffed Rice, 36s.	4.30
" " Wheat, 36s.	3.45
Mother's Corn Flakes	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.	2.25
Quaker Breakfast Biscuit, 24s.	2.70
Apetizo, 24s	2.90
Quaker Whole Wheat Flour, 10s.	2.15
Schumacker XXX Graham, 10 10s-20 ss.	3.15
Scotch Brand Pearl Barley, 24s.	1.70
Holland Rusk—	
36 pkgs.	2.85
60 pkgs.	4.75
144 pkgs.	3.60
Freihofer's Bread Crumbs, 1 lb.	.06
" Unsweetened Zwiebach.	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.	1.45
" " small	.90
" " large, gross.	17.25
" " small, gross.	10.80
Plymouth Rock, pink or white.	1.17 1/2
Nelson's, large.	1.50
Bromangelon, assorted, 3 doz.	.87 1/2
Jellycon, assorted flavors, 2 doz.	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.	.95
Per gross.	11.25
5 gross lots, with 1/4 gross free	per gross 11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.	.45
Per gross.	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.	1.20
Per gross.	13.80
5 gross lots, with 1/4 gross free	per gross 13.50
Mother's, small, 1 doz.	.45
" " large, 1 doz.	.85
Cooper's, 1 doz.	.88
Tryphosa	.88
Pudding, assorted, 2 doz.	per case 1.60
Minute Gelatine, 3 doz.	per case 3.25
Jello, the dainty dessert—	
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Jello Ice Cream Powder—	
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira	per doz. .90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.	.90
" " 50 10-oz. pkgs.	1.75
" " 100 10-oz. pkgs.	3.25
" " 24 20-oz. pkgs.	1.75
" " 48 20-oz. pkgs.	3.25
Brad's "I-X-L," 40 16-oz. pl. gs.	2.25
White Rice, shelled, sacks about 150 lbs.	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.	2.00
Santa Claus, 100 10-oz. pkgs.	2.75
" " 50 10-oz. pkgs.	1.45
Yankee, 100 12-oz. pkgs.	3.00
" " 30 12-oz. pkgs.	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.	.12
Short, 25 1s.	.12
Cubes or Elbows, 24 1s.	.12
Spaghett, 25 1s.	.12
Vermicelli, 25 1s.	.12
Alphabet, 25 1s.	.12

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghett a la Milanais, No. 1, 4 doz.	.90
" " No. 2, 2 doz.	1.35
Freihofer's—	
Elbow Macaroni, 36 1s.	.10
Straight Macaroni, 36 1s.	.10
Pastels, 36 1s.	.10
Spaghett, 36 1s.	.10
Elbow Spaghett, 36 1s.	.10
All styles, 10c.	.07 1/2
Noodles, 1/2 lb., 24s	.06
Fancy, long, 25 1s.	.07 1/2
Cubes or Elbows, 24 1s.	.07 1/2
Spaghett, 25 1s.	.07 1/2
Vermicelli, 25 1s.	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.	.08 1/2
" " 50 1/2-lb. pkgs.	.04 1/2
Cubes or Elbows, 24 1s.	.07 1/2
Spaghett, 25 1s.	.07 1/2
Vermicelli, 25 1s.	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1	170-190	36.00	18.60	9.50	2.05
Ex. Norway, No. 2	230-260	29.00	15.10	7.75	1.70
Ex. Norway, No. 3	320-360	26.00	13.60	7.00	1.55
Ex. Norway, No. 4	400-450	23.00	12.10	6.25	1.45
Ex. Norway, No. 5	550-650	17.00	9.10	4.75	1.10
Shore Bloaters	100-120	30.00	15.60	8.00	1.75
Ex. Shore, No. 1	170-190	27.00	14.10	7.25	1.60
Med. Shore, No. 1	200-220	25.00	13.10	6.75	1.50
Ex. Shore, No. 2	225-250	23.00	12.10	6.25	1.40
Extra Irish, No. 2	300-350	"	"	"	"
Medium Irish, No. 2	350-450	"	"	"	"
Irish, No. 4	400-450	"	"	"	"
Large Cape Shore	100-120	"	"	"	"
Med. Cape Shore	180-220	"	"	"	"

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1,					
Lab. Splits	7.50	4.35			
Herring, large No. 2,					
Lab. Splits					
Shore, round, large					
" " medium					
Ocean Fish	5.50	3.35		.50	.45
Salmon, red, fancy					
No. 1	18.00	9.60	5.00		
Shad, Mess.	14.00	7.60	4.00		

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DRIED FRUITS.

Domestic.

	Per lb
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/2
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 1/2
Apricots—	
Knighthood, 10-lb. boxes.	.17
Dos Palmos, choice.	.09 1/2
" crown slabs.	.08 1/2
" standard.	.09 1/2
Cherries—	
California, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Junbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06 1/2
Extra choice Muirs, 50 lbs.	.06 1/2
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 7/8
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08 1/2
Dates—	
Dromedary, 35 pkgs.	per case 2.60
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 loc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11 3/4
" 6 crown, 14 lbs.	.11 3/4
California, 12 pkgs.	per box .11 3/4

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.	.11 3/4
50-60.	.11 3/4
60-70.	.11 3/4
California—	
40-50, 25-lb. boxes.	.12 1/4
50-60, "	.10 1/4
60-70, "	.09 3/4
90-100, "	.08 1/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box 3.30
Extra Desserts, 20 pkgs.	3.00
Connosseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.09 3/4
Sultana, fancy, 50 lbs.	.09 3/4
California, Loose—	
Muscateles, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08 1/4
Valencia—	
Rogers, Imported Ondara Layers, 28 lbs.	.09
Fancy Ondara Layers, 28 lbs.	.09
Seeded—	
Knighthood, 36 pkgs.	.07 1/2
Owl, fancy, 36 pkgs.	.07 1/2
Crystal, 40 pkgs.	.08
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09 3/4

COCOANUT.

Dromedary—	Per case
48 1/2-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
18 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1/2-lb. pkgs.	1.65
Dunham's—	Per lb.
1/2-lb. pkgs., 15-lb. case.	.29
1/2 and 1/4-lb. pkgs., 15-lb. case.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	Per doz. .87 1/2
Milleman's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle .50
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	per box .67 1/2
" Writing Fluid.	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	per doz. .40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Lesterine, show card ink, 2 oz., all colors.	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. o. No. 1. No. 2.
Lamp Chimneys—		
Sun, Crimp, Lustric brand	3.00 3.60 4.50	
Electric, No. 2	.80	
" No. 2, slim	.80	
Rochester, No. 2	.80	
" No. 2, 12 inch	1.25	
Success, No. 1, 10 inch	.90	
" No. 1, 12 inch	1.25	
No. o. Tubular Lantern Globes	5 doz. 2.75	
Cold Blast	5 doz. 3.25	
Junbo Chimneys, plain	per doz. .75	
" dec., 207	.90	
Banner Burners	.40 .50 .70	No. o. No. 1. No. 2.
No charge for packages.		
Oil Cans—	Per doz.	
1 gal., glass	2.40	
1 gal., galvanized, Pearl	2.00	
5 gal., Lennox, spout	6.00	
5 gal., " spigot	6.75	
5 gal., Columbia	8.00	
5 gal., Banner	9.00	
5 gal., Climax, pump	10.00	
5 gal., Home Rule, pump	12.00	
Lanterns—		
No. o. Standard	4.00	
No. o. Dash	7.50	
Cold Blast	7.50	
Nu Stylic	8.50	

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz	3.50
" 2 doz	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.

	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	4 25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	3 90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.	

MINCE MEAT.

None Such—	Per case
1/2 gross, with 3 pkgs. free.	2.70
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case 2.70
" 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	
Veribest, Concentrated—	Per doz.
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb. .13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 1/2

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National—	Per lb.
18-lb. canakins.	.07 3/4
30-lb. pails.	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05 3/4
" 3-box lots	.05
Banner, sifting, 25 lbs.	.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test.	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	2.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs
X.	1.30 2.45 5.30
XX.	1.45 2.60 5.75
XXX.	1.50 2.70 5.70
XXXX.	1.60 2.90 6.10
Mammoth.	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/2-gal. tins, 5 gal.	16.00
1/2-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/2-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)	
Trois Croix, French, 8 1/2-gal. cans.	12.00
Beech Nut—	Per doz.
Bottles, 24-oz.	10.50
" 16-oz.	7.75
" 4-oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins.	2.90
1/4 " 4 tins.	3.00
1/8 " 8 tins.	3.10
1/16 " 16 tins.	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles.	.90
48 5 1/2-oz. bottles.	.90
Pint cans, 24 to case.	1.90
Quart cans, 24 to case.	3.35
Gallon cans, 6 to case.	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2.	per case 6.90
Fancy, 8 cans.	per case 6.90
Louboon, large, 1 doz.	1.55
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/2-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 1 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	per doz. 2.30
Medium, 2 doz.	1.40
Small, 3 doz.	.90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb. .12
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.12
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.12
Filberts, bales, about 220 lbs.	.12
Brazils, large, bags, about 180 lbs.	.12
Pecans, large, bags, about 160 lbs.	.12
" medium.	.12
Mixed Table Nuts, 25 lbs.	.12
Peanuts, Green—	
Junbo.	.06
Fancy, hand picked.	.06
Virginia, choice.	.06
Peanuts, Roasted—	Per bu.
Junbo.	1.75
Fancy, hand picked.	1.40
Virginia, choice.	1.00
Big Nickel.	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800.	14.00
32 gals., 3600.	27.00
48 gals., 5400.	40.00
16 gals., 2400.	16.00
32 gals., 4800.	31.00
48 gals., 7200.	46.00
16 gals., 5000.	20.00
32 gals., 10000.	39.00
16 gals., 7500.	22.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.00
Sour and Dills—	Sour. Dill.
16 gals., 600.	6.00 6.00
32 gals., 1200.	11.00 11.00
48 gals., 1800.	16.00 16.00
16 gals., 800.	6.50 6.50
32 gals., 1600.	12.00 12.00
48 gals., 2400.	17.50 17.50
16 gals., 1200.	7.00 7.00
32 gals., 2400.	13.00 13.00
45 gals., 3600.	19.00 19.00
Cbow-Chow—	
16 gals.	9.00
10 gals.	6.00
5 gals.	3.00
Cuban Relish—	
16 gals.	11.00
10 gals.	7.00
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain	Per gal.
" 40 grain	
Distilled, 45 grain	
" 40 grain	
Fermented, 45 grain	
" 40 grain	
Beech-Nut, quarts.	per doz. 5.00
" pints.	" 5.00
" 1/2-pints.	" 5.00
Cruiksbank, distilled white.	per gal. 4.00

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	
" " 10-12 lbs.	
" " 14-16 lbs.	
" Skinned Hams.	
" Cooked Hams	
" Bacon.	
" Dried Beef Insides	
" Beef, knuckles.	
Empire Brand Hams, 10-12 lbs.	
" Skinned Hams, 18-20 lbs.	
" Picnic Shoulders	
Hams, skinback, 18-20 lbs.	
" 14-16 lbs.	
" 8-12 lbs.	
Picnics, 6-8 lbs.	
Dried Beef, sets, city smoked.	
" tenders and knucks.	
" air dried, sets.	
" tenders and knucks	
Brisket Pork.	\$0
Jersey Pork, butt.	19
" family	22
Breakfast Bacon, rib in.	
" boneless.	
S. P. Bellies, 14 lbs. average.	
Bologna, 25-lb. boxes.	
Bolled Boneless Ham.	
Beef Tongues, smoked, 5-6 lbs.	per lb.
Cooked Compressed Ham, 25-lb. boxes.	
Covered Hams, 1/4 cent extra.	Covered Shoul
Picnics and Bacon, 1/2 cent extra.	

ed Stock—	Per lb.
.....	.12 -14½
.....	.11½ -14
.....	.08 -12
.....	.15 -16
..... -17
..... -12
.....	.14 -15
..... -16
.....	.10 -11
..... -12
.....	.15 -16
..... -17
.....	.12 -12½

Steer Tongues.....each	-80
Tongues.....	-60
Heads, scalded.....	.50 -75
Breads, veal.....per pair	.75 -.80
" beef.....per lb.	.25 -.30
Livers.....	.25 -.30
Kidneys.....per doz.	1.25
Livers.....	.10
lts.....per doz.	1.20
Is, beef.....per lb.	.05
" beef.....	16.00
Carloin, beef, western.....	.22
Pork, loins, city.....	.18
" " western.....	-18

eyes—		Per lb.
stern, young hens, 8 to 10 lbs.....	.20	-.22
" " young toms, 15 to 17 lbs.....	.22	-.23
l hens and toms20	-.21
toms to good15	-.18
ts—		
adelphia, fresh killed, 3 lbs. and nder to pair, fancy.....	.28	-.30
adelphia, fresh killed, 3½ to 4 lbs. o pair.....	.28	-.30
adelphia, fresh killed, 3 to 3½ lbs. o pair, fancy.....	.28	-.30
ts—		
stern, fancy, heavy.....	.18	-.19
avy Roasters, 4 to 5 lbs.....	.21	-.22
r to good17	-.18
cocks.....	.13	-.14
ts—		
ne, large, fancy.....		Per doz.
ted.....	4.00-4.50	
ted.....	3.00-3.50	
rk.....	1.75-2.00	

Chickens, nearby, 1½ to 2 lbs.16	-.18
Springers.....	.18	-.19
.....	.17	-.18
ers.....	.12	-.13
1. young.....	.15	-.16
old.....	.14	-.15

	Per doz.
er's, pure.....	.95
Jelly, apple flavor, 30 lbs. full weight,	
per pail	1.00
mml's, 8-oz. tumblers80
onal, 16 oz., 2 doz.....	.87½
" 3-lb. tins, net wght ..	1.95
yes—	Perib
mml's, pure, 12-oz. jars, a doz...per doz.	1.60
onal, 30-lb. pails.....	.09½
hwark, 30-lb. palls.....	.06½
" 3-lb. toy pails.....per doz.	3.00
mml's, pure, 10-oz. jars, 2 doz.....	1.40
hwark, assorted, jars, 2 doz.....	.90
Marmalade—	
ley's, imported, 4 doz.....	1.90
mml's, pure, 2 doz.....	1.50
Nut Brand Conserves—	

Fruit Butters—		Per doz.
Apple, Southwark, 30 lbs	per pall	1.15
“ “ full 5-lb. slp cover tins,		
“ “ 1/2 doz	per case	1.60
“ Schlmmel's, 30-lb. palls	per lb.	.06 3/4
“ “ 3-lb. slp cover tins, 1		
“ “ doz	per doz.	2.60
“ “ 2 1/4-lb. stone jars, cloth		
“ “ top, 1/2 doz ...	per doz.	2.90
“ “ 40-oz. stone crock, glass		
“ “ top, 1/2 doz ...	per doz.	3.15
“ Mother Cook's, No. 14, 2 doz ...	doz.	.90
Peach, 30-lb. pails	per lb.	.07 1/4

Guaranteed full U. S. strength	5c.	10c.	25c.
.....	.45	.85	1.95
.....	.40	.85	1.95
re.....	.45	.85	1.95
mphor.....85	1.95
nters' Commercial45	.85	1.95
.....	.45	.85	1.95
.....	.45	.85	1.95
ills.....	.45	.85	1.95
barb.....	.45	.85	1.95
ac.....	.45	.85	1.95
Balsam.....75	1.95
ecture.....	.45	.85	1.95
rnica.....	.45	.85	1.95
Malta.....	.45	.85	2.95
rops.....	.45	.85	1.95
ordial.....	.45	.85	1.95
.....	.45	.85	1.95

Alum.....	per lb.	.09
Borax, powdered, bulk.....	"	.10
" lump, bulk.....	"	.06½
Butter Color, W. & R.	per doz.	2.00
Bluestone, bulk.....	per lb.	.12
Coppers.....	"	.02½
Campbor, gum, 1-oz. blocks.....	"	.70
" flakes, 250-lb. bbls.....	"	.18
" less quantity.....	"	.19
" Tar Balls, 250-lb. bbls.....	"	.17
" less quantity.....	"	.18
Castoria, Fletcher's.....	per doz.	2.80
" Pitcher's.....	"	.80
Carbonate of Ammonia.....	per lb.	.15
Epsom Salts, in barrels.....	"	.04½
Glauber Salts.....	"	.02½
Glue, ordinary.....	"	.11
" white.....	"	.20
Gum Arabic.....	"	.50
Haarlem Oil.....	per doz.	.40
Husband's Magnesia.....	"	3.90
Jamaica Ginger, Hires', flasks.....	"	.90
Licorice, P. & S., sc. stick, imported..	"	.36
" M. & R., 5-lb. boxes.....	per lb.	.23
" lozenges, 5-lb. boxes.....	"	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	"	.24
" root.....	"	.12
Putty, 25-lb. cans.....	per 100 lbs.	1.57½
" 50-lb. cans.....	"	1.47½
Petroleum Jelly, screw top, sc. size....	per doz.	.35
" roc. size....	"	.75
Paris Green, 100-lb. kegs.....	per lb.	.17
" ¾-lb. pkgs., 50 lbs.	"	.22½
" ½-lb. pkgs., 50 lbs.	"	.21½
" 3-lb. pkgs., 50 lbs.	"	.90

Roach Powder, BB, 4-oz. cans	2.00
" " " roc. sizeper doz.	.80
Roachsault, roc. size.....per doz.	.80
Saltpetre, crystal, about 350-lb. bbls....per lb	.19 $\frac{3}{4}$
" granulated, about 100-lb. kegs "	.20
Sulpbur, flour, 175-lb. bbls.....per 100 lbs.	2.50
" 100-lb. bags.....per doz.	.02 $\frac{1}{4}$
" less quantity.....per lb.	.03
Venetian Red....."	.02
Whiting....."	.02
Goff's—	Per doz.
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, roc. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
" BB, roc. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	.80
Quinine Capsules.....	.80

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax	"	.03
Silver Sand	per bbl.	1.20
Tar, pts.....	per doz.
" qts.....	"
" gals.....	each
" $\frac{1}{2}$ bbls.....	"
" bbls	"
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size ..		2.25
McCord's Magic Medicine, 25c. size		2.00
" 50c. size		4.00
McCormick's Tasteless Chill Tonic, 25c. size		2.00
" 50c. size		4.00
Reliable Brand Headache Powders, 10c. size		.80
Orax, 20-Mule Team—		
48 1-lb. cartons.....		4.80
72 10-oz. cartons		4.80
96 $\frac{1}{2}$ -lb. cartons.....		3.20

McCormick & Co., Bee Brand—	Per doz.	
Vanilla, No. 2 size90	
“ No. 4 size	2.25	

Rose, No. 2 size.....	1.25
" No. 4 size.....	2.75
Plstacblo, No. 2 size.....	.90
" No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pine- apple, Raspberry, Strawberry...No. 2 size	.90
" No. 4 size	2.25
Lemon, No. 2 size90
" No. 4 size	2.00
Orange, No. 2 size.....	.90
" No. 4 size	2.00
Crescent Manufacturing Co., Seattle—	Per doz
Mapleine Flavoring, 1/2 oz.....	.90
" " 1 oz.....	1.75
" " 2 oz.....	3.00
Crescent Brand, bottles, 1/2 oz.....	.90
" " 1 oz.....	1.75
" " 2 oz.....	3.00
" " 4 oz.....	5.25
" " 8 oz.....	9.00
" " pints	16.50
" " quarts	30.00
" " 1/2 gallons	5.00
" " gallons	0.50

No. 2, Lemon.....				.90
No. 2, Vanilla.....				.90
No. 2, Rose.....				1.20
No. 2, assorted.....				.90
No. 3, Lemon.....				1.25
No. 3, Vanilla.....				1.50
No. 4, Vanilla.....				2.25
No. 4, Lemon.....				2.00
No. 2, assorted cases.....			per gross	10.80
Nos. 2 and 4, assorted cases.....			"	11.80
	Pts.	Qts.	½-Gal.	Gal.
F. F. V. Vanilla.....	3.00	3.75	7.25	14.00
XXX.....	1.75	3.25	6.25	12.00
XX.....	1.50	2.75	5.25	10.00
X.....	1.00	2.00	4.00	8.00
Lemon.....	1.00	2.00	3.50	6.75
Ginger, Clove, Pepper- mint, Cinnamon.....	1.00	1.60	3.00	6.00
Almond, Orange, Nut- meg, Mace.....	1.25	2.25	4.00	7.50
Violet, Rose.....	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana...	1.25	2.25	4.00	7.50

Shinn & Klrk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1½ doz.....	1.50
	.80

Old Orchard, bbls	per gal.
" 1/2 bbls., 28 gals.....	per 1/2 bbl.
" kegs, 14 gals	per keg

Adams', counter jars, 100 5c. pkgs.....	2.75
" " boxes, 20 pkgs.....	.55
Gee Whiz, 100 pkgs.....	.60
Flee's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

Certified Products Co.—			
Peppermint "Smiles,"	display cartons, 18		
"	5c. pkgs.....	.50	
"	half case, 6 cartons	2 85	
"	full case, 12 cartons	5.50	

B. Fischer & Co's Package Rice—
Hotel Astor, finest, uncoated, white, whole
head rice, 1 and 2½-lb. dustproof cartons.. .06½
Hotel Astor, quick cooking, granulated, 1-lb.

Worcester—	
Barrels, contain 280 lbs.....	2.50
" 60 5-lb. bags.....	4.00
" 22 14-lb. bags.....	3.75
" 30 10-lb. bags.....	3.75
" 115 2½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
" 56-lb. bags.....	.65
" 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 2c. size bags list.....	3.00
Pretzel, 180-lb. bbls.....	2.40
" 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
" 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. dis- count may be allowed.	

	Per case
Durkee's, large, 1 doz.....	4.25
" small, 2 doz. ½ pints.....	2.50
Schimmel's, small, 2 doz.....per doz.	.90
My Wife's, large, 1 doz. pints.....	2.50
" small, 2 doz. ½ pints.....	1.50

Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
" Crystal Brand, 24 2½-lb. pkgs.,	per case	.80

Lea & Perrins'—	Per doz.
Worcestershire, medium.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, a doz.90
North of England; No. 8, 2 doz.....	82½

Babbitt's, $\frac{1}{4}$ s, 25 lbs.....	Per lb.
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" " $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05
" " $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" " $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs..	.06
" " 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs..	.05 $\frac{1}{2}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" " $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.04 $\frac{1}{2}$
" " $\frac{1}{4}$ and $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
" " 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
112-lb. kegs.....	.02 $\frac{1}{2}$
Bl-Carb, bulk.....	.02

Clequot Club Co.—	Per
Ginger Ale, Sarsaparilla, Root Beer, Blood	
Orange, Lemon Soda, Root Beer ... 2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-	
beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
“Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	Per case
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4-oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schubel's Grape Juice, quarts, 1 doz.....	4.00
“ “ pints, 2 doz.....	4.50
“ “ ½ pints, 3 doz.....	4.50
5 per cent. discount on 5-case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

The Franco-American Food Co.—		Per doz
Individual.....		.90
1 lb.....		3.00
2 lb.....		5.00
3 lb.....		7.25
Richardson & Robins—		
Individual, 2 doz.....		.85
Round conical, with key, No. 1, 1 doz.....		2.25
“ “ No. 2, 1 doz.....		4.20
Atmore's Philadelphia, seedless—		
Individual, 2 doz.....		1.90
Cans, No. 1, 1 doz.....		2.30
“ No. 2, 1 doz.....		4.10
“ No. 3, $\frac{1}{2}$ doz.....		3.25
“ No. 4, $\frac{1}{2}$ doz.....		4.35

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, 1/2 doz.....	30 00
Discount to dealer 33 1/4 per cent.	

Young's Pearl Cleanser, 40 16-oz.....	per box	2.75
Kleenatub.....	1/4 gross	2.50
Electro Silicon, 1 doz.....	per doz.	.80
Putz Liquid, large, 3 doz.....	per doz.	1.50
" small.....	" "	.75
Putz Paste, large.....	" "	.65
Old Dutch Cleanser, 4 doz.....	per case	3.40
" " 5-case lots.....	" "	3.30
Babbitt's Cleanser, 5c. size, 100 cans.....		3.85
" " 5c. size, 50 cans.....		1.95
Kosher Cleanser, B. T. Babbitt, 5c. size, 50 cartons.....		1 75
Scrub and Span, Babbitt, Liquid Metal Polish, 1/2-pt. cans, 3 doz.....		2.50
Imperial Cleanser, 6 doz.....	per doz.	.45
Swift's Pride Cleanser, 50 cans.....		3.00
Sunbright Cleanser, 72 cans.....		2.75
Red Seal Cleanser, 4 doz.....		1.90
Jon Ami Powder, 3 doz. cans.....		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans.....		1.60
Orono Soap and Cleanser—	Per doz	
No. 1, 10c. size.....		.85
No. 2, 15c. size.....		1 20
No. 4, 21 size.....		8.40
No. 5, 21 size.....		16.80
Orono Alumishine—		
No. 1, 10c. size.....		.85
No. 2, 25c. size.....		2 00

	Per
Young's, 16 oz., 48s.....	1 80
Brooks' Crystal, 100s.....	3 80
Day's Flint Polish, Day & Frick, 40 1-lb. bars	1 50
Mineral, Wrigley, 100s.....	3 50
Sapolio, E. Morgan, 36s.....	9 50
72s.....	9 50
Bon Ami, 36 cks. cakes.....	2 50
Sta-Brite, 72 cks.....	1 00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chbps.	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naphtha, Evenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
" " "	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
" " "	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G	100 10 oz.	7.00
" " "	100 6 oz.	4.00
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 1dry.	5.20
" " "	100 5ct.	3.90
Marseilles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" " "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G	72 60	3.05
" Evenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Pblia., Lautz	60 50	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Orone, Fairchild & Son	100 75	4.00
Polo, P. & G	120	2.40
Pound Bleacher, Day & Frick	60	2.05
P. & G. Naphtha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" " " 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" " " 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" " " 50 5c.	1.95
Glycerine, Evenson, 50 5c. cakes	2.00
Hand Sapallo, 1/4 gross	9.50
Lava	3.85
" " " 100 cakes	2.00
Marseilles, white, 100 pkgs., Lautz	4.00
" " " 50 pkgs., Lautz	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" " " 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 365	1.45
Sweetheart, 50 cakes	1.90
" " " 100 cakes	3.80
Witch Hazel, 3 cakes	3.60
Glycerine Tar, Fairbank's	3.75
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" " " 50s.	1.80
Raven Tar, 100s	3.50
" " " 50s	1.80
Queen Regent, 100s	3.50
" " " 50s	1.80
Witch Hazel, 100s	3.50
" " " 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf	3.75
" 100s, 5c. size	3.75
Soapine, No. 1, 36 15	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s.	3.75
" " " 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size	3.75
" " 100 5c. size	3.75
" " 24 family size	3.75
" " 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naphtha Soap Powder	60 pkgs. 4.40
" " " 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" " " 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" " " 100 16-oz. pkgs.	3.75
" " " 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10 " "	2.20
25 " "	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	1.05
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	10c. tins, 4 doz. .80
McCormick & Co., Ground—	50 lb. 6, 10, 25 lb. Per lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
" Col. Cinnabar	.18 1/2
" Saigon	.21
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 1/2
" Cochiti	.14 1/2
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
" less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.81
Pepper, black, original bags	.14 1/2
" less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, Isinglass front, 10c., 2 doz.	.70
" " " 5c., 4 doz.	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" " " 20 1-lb. pkgs.	.07 1/2
Best, 24 1-lb. pkgs.	.04
" " " 48 1s	.03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" " " 20 1-lb. pkgs.	.07 1/2
Niagara, 48 1-lb. pkgs.	.05 1/2
" " " 24 1-lb. pkgs.	.05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" " " Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" " " 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 3/4
" " " Satin Gloss, 1-lb. pkgs.	.07 1/2
" " " 12 6-lb. boxes	.08 1/2
" " " Superior B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" " " 48 1-lb. pkgs.	.05 1/2
" " " 16 3-lb. cartons	.05 1/2
" " " 6-lb. boxes	.06 1/2
Celluloid, 64 10c. pkgs.	5.00
" " " 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" " " 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" " " 36 10c. pkgs.	2.50
" " " 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross	Per gross 4.50
" " " large, 1/4 gross	7.20
" " " Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" " " 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/4 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07 1/2
Weikel's, 24 pkgs	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" " " Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" " " Mucilage	" .75
" " " Cone General Mucilage, 2 oz.	" .30
" " " 1 doz.	" .80
Le Page's Glue, bottle	" .80
" " " tube	" .80
Royal Glue, 3 doz.	per doz. .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., " "	.10
12 oz., " "	.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, " "	per gross .85
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .20
Poison	1 doz. sheets .60
1-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools, 1/4 inch	per lb. .10 1/2
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.18
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Corra	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 3.00

HONEY.

Selser's, small bottles, 2 doz.	per doz. .95
" " " medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" " " medium bottles, 2 doz.	1.40
" " " small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" " " 24 2 1/2 lb.	2.30
" " " 12 5 lb.	2.25
" " " 6 10 lb.	2.15
" " " crystal white, 48 1 1/2 lb.	3.50
" " " 24 1 1/2 lb.	1.75
" " " 24 2 lb.	2.15
" " " 24 2 1/2 lb.	2.65
" " " 12 5 lb.	2.60
" " " 6 10 lb.	2.50
Lassies, 24 2 lb	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.	1.90
10c. size, 4 doz.	.94
Nuorlyn—	Per doz.
No. 2, 2 doz.	1.10
No. 2 1/2, 2 doz.	1.62
Perfection—	Per doz.
No. 2, 2 doz.	.90
No. 2 1/2, 2 doz.	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" " " 2s	1.90
" " " cups	1.25
Turkey, No. 2, 2 doz.	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" " " medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	3.40
" " " medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.90
7, " " "	3.10
8, Household	3.80
9, " " "	3.10
6, Monogram	3.30
7, " " "	3.70
Daisy	2.30

Washboards.

Single Zinc—	Per d.
No. 100, Northern Queen, Protector	1.00
No. 101, Tidal Wave	1.00
No. 123, Seal Globe	1.00
No. 126, Ruby	1.00
Double Zinc—	Per d.
No. 56, Red Cross Swing, Protector	1.00
No. 80, Double Seal Globe, Protector	1.00
No. 85, Double Stag, Wide Head	1.00
No. 687, Double Leader Swing, Protector	1.00

Buckets.

Painted, 2 hoops, flat	1.75
" " " 3 hoops, flat	1.75
Galvanized, 10 qt.	1.00
" " " 12 qt.	1.00
Indurated Fibre	1.00

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.00
" " " 2 lb.	per 1000 1.00

Clothes Pins.

5 gross	per gross .25
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Mr. Grocer:

Your profit on Aunt Jemima's Pancake Flour and Buckwheat Flour is 33 $\frac{1}{3}$ % on your cost!

It's easy to sell for every housewife knows Aunt Jemima.



"Made in a minute—the milk's mixed in it"

(Copyrighted 1915)

Food Prices in Some of the Warring Countries Are Lower Than Here

But Not in Germany and Austria, Where Prices Have Increased Several Hundred Per Cent. Remarkable Showing of Importance of Our Own Beet Sugar. American Tomato Sauce Has Chance in Norway.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 14, 1915.

It is almost incredible, but is nevertheless true, that the prices of food products are lower in some of the European countries which are now at war than they are in the United States, which is not at war. In some instances prices in England are relatively lower than in this country, and the cost of commodities in Russia has, as a matter of fact, decreased in some particulars since last March, due to the opening up of some of the northern ports during the summer. The report from Petrograd shows that in August last beef was selling for 13 and 14 cents per pound. It has sold for 15 and 18 cents a pound in March previous. A like reduction in the cost of other provisions from March to August was shown by the official figures. During August filet of beef sold for 23 and 35 cents per pound; veal sold for 20 and 30 cents per pound; mutton for 15 and 20 cents; pork for 18 and 24 cents, and ham for 45 and 50 cents per pound. The Petrograd prices for meats have been upon a basis favorably comparable with the prices prevailing in the United States. In some instances the official report shows, the prices of products in Petrograd have been lower than prices prevailing in the United States. Kitchen butter sold for 24 and 27 cents per pound during August, and table butter for 35 and 40 cents per pound. Potatoes sold for 5 cents per pound during August. Eggs brought only 17 and 20 cents per ten. Kerosene sold for 3 cents per pound. Bread brought but 2½ cents per pound. Coffee sold for 50 and 75 cents per pound; sugar for 8 and 10½ cents per pound; silt for 1½ cents per pound; rice for 10 and 14 cents per pound; flour for 5 cents per pound. Chicken brought 75 cents and \$1 a piece; heath-hen brought 75 cents and \$1.50. Herring sold for 5 and 12 cents per piece.

Germany and Austria are the countries which are paying the most for their food products. It was reported that in Austria last August apples sold for 5½ and 14½ cents per pound, an increase of 50 per cent. since the beginning of the war. Bacon now sells for 47 cents per pound, an increase of 240 per cent. Cooking butter sells for 54 cents, increase 90 per cent.; table butter brings 62 cents, increase 65 per cent. Barley sells for 14 cents per pound, increase 250 per cent. Coffee brings 45 and 76 cents per pound, increase 33 per cent. Flour sells for 7 cents per pound, increase 75 per cent. Groats bring 14 cents per pound, increase 250 per cent. Honey sells for 45.5 cents per pound, increase 100 per cent. Vegetable lard sells for 32.8 cents, increase 200 per cent.; other lard brings 45.5 cents per pound, increase 100 per cent.

The increase in the price of meats has been 90 per cent. since the outbreak of the war. Pork now brings 43.5 cents per pound; veal, 43.5 cents; beef, 36.5 cents; smoked meat, 51 cents; mutton, 36.5 cents; lamb, 36.5 cents.

Rice sells for 14.5 cents per pound, increase 250 per cent. since the beginning of the war. Salt brings 3.5 cents per pound, increase 25 per cent. Sugar brings 9 and 10 cents per pound, increase 33 and 50 per cent. Soap costs 18 cents, increase 150 per cent. Kerosene costs 56 cents per gallon, increase 75 per cent.

Eggs now cost 39 cents per dozen in Austria. Their advance in cost has been 400 per cent. since the beginning of the war. Potatoes sell for 85 cents per bushel, the increase being 300 per cent.

In view of the several crises that have overtaken the sugar market during the European war, it is interesting to know that more than one-fifth of the 40 billion pounds of sugar that represent the world's production last year was consumed

in the United States. The consumption of sugar in the United States, exclusive of its sugar producing islands, during the fiscal year ending June 30, 1915, has been calculated by the Bureau of Foreign and Domestic Commerce, Department of Commerce, as 8,630 million pounds, or 86 pounds per capita.

Of the sugar consumed in this country in 1914-15, 1,941 million pounds were produced on the mainland, 1,281 million pounds in Hawaii, 589 million pounds in Porto Rico, 327 million pounds in the Philippines, and the remainder in foreign countries. Cuba, the leading source of our imported sugar, sent us 4,785 million pounds in the last fiscal year, that quantity being nearly four times as much as that from Hawaii and eight times as much as that from Porto Rico.

Beet sugar now leads cane sugar by nearly 1 billion pounds in our own home production of sugar, having reversed the conditions which obtained 20 years ago. In 1895, for example, according to the Statistical Abstract of the United States, the domestic sugar product totaled approximately 775 million pounds, the share of beet sugar being only 45 million pounds. In 1915 our sugar product had increased to 1,941 million pounds, the share of beet having grown to 1,448 million and that of cane having decreased to 493 million pounds. Meantime beet sugar has practically disappeared from our imports. Eighteen years ago, when the Cuban supply of cane sugar was cut off by war, we imported nearly 2 billion pounds of beet sugar. After the return of peace in Cuba our imports of beet sugar fell off sharply, and in the last fiscal year beet sugar imports amounted to less than 1 million pounds.

The cutting off of the sugar supply of European countries has resulted in a remarkable expansion of our sales of sugar to foreign countries. For the fiscal year 1915 they aggregated 582 million pounds, as against 22½ million pounds in 1900 and 40½ million pounds in 1880.

Since Italy entered the war the price of canned tomato sauce ((purée)) has gone up in Norway, which is a large user of it in canned fish. Prices formerly ranged from \$8.31 to \$12.17, according to thickness of the purée, per 220 pounds.

Now prices range from \$12.17 to \$17.03. It is estimated that the district alone uses about 25,000 cases of the purée a year, and that perhaps 10,000 more cases are used in other parts of Norway. Each case contains 50 kilos (110 pounds). The pulp is used as dressing for canned fish by all fish factories, of which there are about 50.

It would seem that American dealers in tomato sauce might find a market in Norway if certain conditions were met. Very little American sauce has been tried, though a number of years ago certain American samples did prove satisfactory. The American sauce, when eaten with the fish, seemed to have a gritty taste. This is thought to have been due to the presence of too many seeds. The color was also not the rich red color of the best Italian sauce, which is guaranteed not to be artificial. This is important. Sauce of brownish color is not wanted. Both thin and thick purée is used, mostly thick.

The proper preparation of tomato product seems to be an art in which only Italy has succeeded, to do it Spain also supplies a small amount to this market, but Spain's contribution can not compare with Italy and packers have also noticed the gritty taste in the Spanish purée. Even French sauce has proved satisfactory. Some has been imported from England, but this is manufactured by an English firm in Italy.

HOL

Dry Goods Business in Good Shape

Marshall Field & Co., in their weekly review of the dry goods trade, say:

The dry goods business of the week has responded to the seasonable weather by an increase in wholesale shipments and more customers have been in the market than during the same period a year ago.

The low stocks that retailers are carrying makes wholesale distribution a very sensitive barometer of the current dry goods business throughout the country.

Collections show some improvement over those of the corresponding week last year.

The cotton market continues firm with strong upward tendency.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



Your customers like the package way of buying tea

They know, and you know that tea is extremely delicate and sensitive; that it absorbs moisture, foreign flavors and the odors which happen to be near, from which it cannot be pro-

tected. They know that tea sold in bulk is apt to be dusty and damp—merely the form of tea; that the strength, aroma and refreshing properties have vanished. They want clean tea—

LIPTON'S TEA

They have learned from experience that Lipton's Tea is clean; that the sealed air-tight package protects it from dust, moisture and strange odors, retaining all the original strength and flavor that it bore from the famous Lipton Tea Estates of the Far East—the world's largest tea gardens.

And there are eleven blends in Lipton Tea, from which every customer can choose the particular tea that suits her particular taste.

The quality and price of Lipton's Tea have remained unchanged, although the price of other

teas both in package and bulk have gone up because of the war. This is a point that you and your customer will appreciate; it means more tea business for you.

Thomas Lipton

149 Franklin Street

New York City

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 3.—By Laura A. Cauble, Special Investigator Bureau of Food Supply, New York.

An investigation recently undertaken by us covered an intensive study of 526 food shops in New York from the economic and sanitary standpoint. Tests of the character, quality, purity and physiological value of staple foods were made on 1,829 samples purchased in 146 stores. These stores included department stores, chain stores, large and small retail shops. Numbered samples of these foods were submitted to three of the most reliable wholesalers in New York with requests for prices at which the foods could be furnished for sale by a business house with large buying capacity.

1. Short weights and measures:

(a) There was 1.4 per cent. of short weight and measure in the small retail shops.

(b) There was a greater variation in the other shops, and a 10.8 per cent. short weight in the chain stores.

2. Quality of foods sold:

The investigation showed conclusively that 16 per cent. of the foods sold by the New York chain stores were deteriorated or of a low grade. It would take an expert in standard food values to know what that deterioration was. Was it because poor methods of storage and operation allowed the foods to waste (this was not true), or because inferior or deteriorated foods were purchased for sale, or because of business methods used to deceive customers?

Samples of tea were bought from several chain stores at 40 cents, 60 cents and 70 cents and were submitted to wholesalers for quotations. The quotations received on these teas were 24 cents and 25 cents per pound for a chest. The

tea sold at these prices in the chain stores was all from the same chest. At 25 cents per pound the tea sold at 40 cents brought 60 per cent. profit; that sold at 70 cents brought 180 per cent. profit. That is the difference between honesty and dishonesty in business. It is not fair play to the consumer. A pound of tea will make 400 cups. One family pays 40 cents for 400 cups of tea; the other pays 70 cents for 400 cups. The poor do not get full value on the purchase, and dishonest advertising of quality of tea makes it possible to catch the unsuspecting buyer.

It was just the same with coffee, dried fruits and other foods. There is no standardization nor grading of any foods in New York (except milk, which is graded A, B and C, and which guarantees a measure of certainty to the housekeeper). If there were a fair system of prices and standardization of foods, this situation would be avoided.

In these stores the standard package goods were sold at cut prices, which compelled the small dealer on the same block to suffer the cut also. In the chain store inferior goods at high prices sold readily at the same time, because the housekeeper was there to buy. The small dealer is working from 12 to 18 hours, and even 20 hours, per day in an effort to make a living. In four months' personal observation in 526 shops there were 116 changes in business. Change in business means a failure to meet the conditions of the situation.

The dealers either went out of business or that a succession of owners attempted to carry on the business. When a man found the situation impossible he sold his stock and tried something else. The

buyer found the cut-price competition ruinous and he became a willing seller. The cut-rate shops put up package goods of fine appearance, but of unknown quality, and sell standard goods below price to get the trade and sell their deteriorated goods. The small dealer can't meet this.

I speak for the Stevens bill, not because I know that it is the best bill which could be framed, but because I believe it is the best one which has been offered; because it is one step forward in standardization of foods. The chain stores are

fooling the people, cutting price upon known goods, and charging exorbitant prices upon ones about which one knows nothing. What the housekeeper wants is that she may have a way of knowing what she is buying. She is willing to pay for the guaranty of a reliable producer. No food should be wasted but it should never be possible to sell a quality of food for anything else than what it is. The standard price must be followed by a true plain label, which will tell the quality or grade and the caloric value of food therein.

Mail Order Houses Caught Lying About Their Goods Always Say "It Was a Mistake"

Mr. Wildey Repeatedly Showed Them Up to Themselves and Got Only Above Explanation. Mail Order Bargains That Were Rank Frauds.

(Continued.)

Some weeks ago I had occasion to outline some remarks in connection with a speech I made in New York City and I took this position that if the mail-order houses were compelled to give the values that they claim to be giving, that within six months' time every mail-order house in the land would be bankrupt, and that if they were equal to what they claim, that every retail dealer and jobber in the country would be forced out of business. In other words, my position is simply this, that the catalogue houses ought to be compelled to either advertise what they give or else to give what they advertise.

I am not seeking to work along spectacular lines. It is a plain business proposition. I am acting no differently with my catalogue friends than I would with my competitor in the same town if he were misrepresenting.

Now at our retailers' convention in Minnesota, there was a talk upon the subject, "Where Have Our Profits Gone?" I don't know whether you have heard that talk, but I am going to tell you where your profits have gone. They have gone to the retail mail-order houses in Chicago. Ten millions of dollars of net profits left your community and mine in the last twelve months, and went to the mail-order houses in Chicago. That profit would have been well worth having. What are

you doing to get that business? Almost nothing. What are the mail-order houses doing? They are advertising.

I always offer to meet competition. Sometimes the jobber he can't meet the prices of the mail-order houses. If I were a jobber I would never let these letters leave my house. The mail-order houses have been succeeding by a campaign of misrepresentation, deceiving the consumer as to values offered by the local dealer, without creating an unworthy confidence in themselves. Honesty in advertising indicates honesty in manufacture and I submit that dishonesty in advertising indicates dishonesty in merchandise. The mail-order houses have been dishonest, and I fail to see how it could have continued so long without the knowledge of those in authority.

I recently purchased four items from a mail-order house: a pair of shoes worth \$3.50. "Our price \$2.57"; a pound of tea guaranteed never to be sold for less than 75 cents to a dollar. "Our price 53 cents"; a piece of dry goods "Usually sold at 18 cents. Now sold at less than 17 cents. Our price 12 cents"; another piece of dry goods, "Usual retail price 36 cents. Our price 36 cents." To four pieces of merchandise were laid down before the man in charge of a certain mail-order house, and his attention called to the merchandise.

se and to the catalogue description of it, and he said: "Those shoes are not worth \$3.50 at retail, and they are not made of the material which the catalogue description calls for."

A sample of that tea was submitted to the most expert tea buyer in the United States, and he told me that the quality was not as good as 48-cent quality, and better than 42-cent quality, and that it lay between those two prices, or was worth about 45 cents and that the mail-order house paid 50 cents for

I called the matter to the attention of the manager of the mail-order house and he said it was a mistake.

With regard to the goods that usually sold for 18 cents, and never at less than 15 cents. Our price 12 cents," that manager said it was a mistake. The usual retail price of that goods is 12½ cents.

The piece that was sold at 50 cents, "Our price 30 cents," that

manager said that was a mistake. The usual retail price of that material is 37½ cents. Four pieces of merchandise selected from the catalogue and on the entire list the only explanation was that it was a mistake.

A few weeks ago I received a catalogue announcing the annual White Goods Sale of one of the catalogue houses. On the first sheet there were eleven items quoted. Seven of them quoted the "Usual Retail Price," which is usually 50 per cent. higher than our catalogue friends are asking. They were offering \$1.75 goods at \$1.25; \$1.25 goods for 74 cents, and so on with the others. Do you wonder that your customers are interested in effecting these enormous savings? And yet almost without exception there is hardly a retail dealer making an effort to counteract this poisonous lying.

E. LESLIE WILDEY.

Groeltinger, Iowa,

October 14, 1915.

(To be continued.)

Selling Consumers at Wholesale

September, 1, 1915.

Did you ever stop to figure that you use a certain amount of sugar, flour, starch, coffee, tea, canned goods, etc. monthly? Do you realize that by buying a months supply at one time that you save money?

You can easily estimate the quantity of these and other staple items that you consume each month.

Possibly you have gotten into the habit of ordering a cake or a pound or whatever it may be, every day or so, not thinking, that by bulking a months purchase, you could save time, money and telephone calls.

If you will go over the following list and estimate your requirements for September, you will find that you can effect a substantial saving.

SEPTEMBER SALE 3 days, Sept. 6, 7, & 8.

Granulated Cane Sugar	25 lb. bag	\$ 1.55
Breakfast Blend Coffee	5 " "	1.15
" "	1 " "	.24
Gold Medal Flour	49 " "	1.95
" "	24 " "	.98
Lenox Soap	10 bars	.32
Ivory Soap	" "	.42
White Laundry	" "	.42
Kirk's Flake	" "	.42
Fel's Naptha	" "	.42
Octagon	" "	.42
Crisco	25¢ tin	.23
Campbell's Soups	5 tins	.42
Baker's Cocoa	tin	.21
" Chocolate	cake	.19
Lewis Lye	5 tins	.42
Sol Soda	3 lbs.	.05
Mason Jars	quarts	.44
" "	pints	.39
Jar Rings, Extra heavy	3 "	.25
Parowax	pkg.	.08
Pressing's Tomatoes #3	2 tins	.25
Pioneer E. J. Peas, new	3 "	.25
Farm House Pitted Cherries	tin	.15
Rice, finest grade	3# pkg.	.20
Maple Syrup, new	quart tin	.42

3 Days Only. Mon., Tues., Wed.

Speaking of special sales which have as their object selling a wholesale quantity of goods to consumers at a reduction from the regular rate, above is a copy of a circular gotten out by the Kuhn Co. Wilksburg, Pa., to advertise such a sale. As an example of how other fellow does it, it is worth while.

A Picture of Efficiency

AFTER you have thoroughly digested the merchandising meat you will find in a copy of "The Business Builder," which we will gladly send you, you will probably proceed with an analysis of your own business needs.

If you will let us mail you our new "Service Chart," a glance will answer the questions you are asking yourself—

¶ Will this service prove effective in the community from which I draw trade for my store?

¶ As a manufacturer will it open the new territory I am after?

The *"Sperry"* Map, printed in colors, is a most graphic and convincing picture of the far reaching, National organization we are prepared to place behind our subscriber no matter where his store may be located or his product distributed.

Clip and mail us the coupon

The Sperry & Hutchinson Co.

S.H. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

**BRANCHES
EVERYWHERE
IN THE
UNITED STATES**

**MAIL
THIS!**

Please send me a copy of "The Master Builder" also your "Service Chart," showing how your system will meet my needs. This request incurs no obligation.

Name.....

Address.....

Business.....

Address Dept. "H" Service

WITH THE EDITOR

I can't seem to please Mr. E. A. Whittier, secretary of the American

Fair Trade

Friend Whittier
Again.

League, no matter what I do. Almost every one of his weekly bulletins he now devotes to me and my humble expressions on the Stevens bill, which aims to give manufacturers authority to fix the retail selling price of their products.

Last week I wrote an article on "The Bearing of the Kellogg Price-Fixing Decision on the General Price Fixing Law." Mr. Whittier writes that "as to statement of fact the paper mentioned is apparently accurate. As to reasoning and deductions it cannot be criticised." Then he argues that in spite of this the article is dangerous because it generates a "subtle physiological poison," whatever that may be. And that because I occasionally used in it the expression "price-fixing." Mr. Whittier says this is an indelicate term and therefore in using it I must have had some evil motive!

My friend Mr. Whittier is giving a convincing imitation of a fussy old maid who sees in every male figure a possible assailant upon her virtue. What does the Stevens bill aim to do if not to enable manufacturers to *fix prices*? It has all along been the trouble with some of the advocates of the Stevens bill that they are neither frank nor honest. They hide like this behind words.

The campaign to open public markets in the large cities, which shall be meeting places for producers and consumers, the stalls being usually rented by the city at nominal rent, seems to be growing. It has not struck Philadelphia yet, but in New York it has become especially virulent, and during the present week a new public market, conducted by Vincent Astor, has opened. The direct effect is of course to cut the ground from beneath the recognized middleman.

Public Markets as
Competitors of
Retailers.

They have a public market in Seattle, Wash., and J. E. Patten,

secretary of the Retail Grocers' Association there, writes this about it:—

I wish it was possible to give you some sort of an insight into the way the so-called public markets have demoralized business conditions in Seattle. To give you one little instance of how this works out: The management of one of the markets buys sugar in lots of 1,000 sacks each, distributes this sugar at a net cost to the stall holders, permits them to cut to 20, 21 or 22 pounds per dollar and the management's profit is the sack, which must be returned to them in good shape, so you see to what extent they are going "to get" the legitimate merchant. God forbid that you and your members should be saddled with anything like we have in this town. It certainly is a fright!

When a purely co-operative movement, which because it is co-operative does not need to make a profit, and can moreover reduce its expense to almost nothing, begins to compete with a non-co-operative enterprise under much greater expense as well as the need of profit, a blind man can see the result. If the co-operative movement is properly managed, it can walk all over its antagonist in a very few minutes. If the public wishes the middleman to be walked over and annihilated, well and good; I suppose it has a right to feel that way. But it will most ardently wish the middleman back, if he goes.

Wholesale buyers of sugar are complaining considerably about a new rule of the large refiners: that all orders for sugar received

A Good Move.

after last Monday, October 11th, would be invoiced at the price at the time of the purchase, irrespective of what the price should be on the day of delivery. This is not absolutely new; the refiners sold sugar that way prior to a few months ago. During the last few months they have taken orders at the price ruling at the time, but if the market was lower when the sugar was delivered, they would invoice at the lower figure and thus give the buyers the benefit of it. Of course if the market was higher at the time of delivery, the buyers paid only the purchase price.

It was generous for the refiners to grant buyers this protection on their sugar purchases, but it was not the best business, for it directly encouraged reckless and inconsiderate buying. So did another habit which the refiners fell into at the same time—of often cancelling orders entirely when the market had declined. All this prevented a buyer from educating himself to form and use judgment of his own. Nothing was to be lost by making a mistake; in fact he could not make a mistake; he landed on his feet no matter what he did. Such a condition was particularly bad for the buyer, for it completely dried up his initiative.

The best business is to make every buyer, large and small, back his own judgment to the limit. He should be compelled to take what he has ordered and to pay for it at the price he agreed to pay. If his judgment in buying is poor, because he has not taken pains to get information, then, after he is stung a few times, he may set about getting more information. This will be better for him and better for everybody.

Much discussion has been and is being bestowed upon nationally advertised products:

An Interesting Illustration of a Rule.

their desirability as merchandise, the profit, generally speaking, that they pay; and whether everything considered it is better for a retailer to push them, or to push unknown brands on which the percentage of profit may be somewhat higher. It is probably almost always true that the percentage of profit on an unknown article is higher than the percentage of profit on a nationally advertised article; it has to be; that is the manufacturer's main argument.

An interesting case in point is transpiring in Philadelphia. Recently a brand of rolled oats has been offered to the trade here. Consumers never heard of it except through one small advertising campaign a year or so ago in the "Saturday Evening Post," done at a time when the manufacturer had

not even introduced his product to the trade. Naturally its effect was practically nil.

Later the manufacturer did introduce his brand to the trade. He put out specialty salesmen of his own to canvass retailers, and recently given jobbers a special count in return for which the salesmen are supposed to push his brand. Undoubtedly the brand is in quite a few stores to-day, a result of the work that has been done.

But retailers report that it can't sell it. Consumers don't know of it; it is a strange and untimely brand, offering nothing that well-known brands do not offer; it sells no cheaper than the latter and the result is that it sits on the grocer's shelves and gathers dust and weevils.

How could a manufacturer avoid around this? In either of two ways: He could either make a nationally advertised brand of his own; or he could offer the consumer more for the same money or the same for less money. Offering an unknown brand of superior quality, at an average price, in competition with a nationally advertised brand on about the same terms, is idiotic. It never did and never could get anywhere.

In advertising, the line between good and bad, between pleasant and suggestive

Advertising Cleverness That Cuts Both Ways.

unpleasantly suggestive, is so fine that many an advertiser doesn't see it at all. The result, to a student of advertising, is sometimes funny. For instance, this advertisement of a patent medicine in a Pittsburg daily paper:

INVESTIGATE!

Bulgarian Blood Tea, vitalizing and corrective. A few doses will astonish you. At All Drug Stores.

I have taken many medicines which astonished me on the first dose. But the quality of astonishment was scarcely a recommendation.

This reminds me of other catch phrases, supposedly clever. "The te lingers." "You can't forget taste," and so on. All these both ways, like the sign in the dy-made clothing window, on't go somewhere else to be med; come in here." The users such things always seem to be last people to see this.

Chain Grocery Stores.

Norfolk, Va., Oct. 6, 1915.
the Editor.

Dear Sir:—Do you know of any or corporation in the retail grocery business that operates a in of stores in this line? If so, should be very glad if you would e me the names, and oblige,

Yours very truly,

W. D. PENDER.

The principal chains of grocery es in this country are as fol- s: Great Atlantic and Pacific Co., New York City; James ler Co., New York City; Acme Co., Philadelphia; Robinson & wford, Philadelphia; Dunlap Philadelphia; James Bell Co., adelphia; Kroger Grocery Co., cinnati, Ohio; Thos. Roulston Brooklyn, N. Y.; Childs Gro- Co., Camden, N. J.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Extracts from a Personal Talk.—

I have asked you to remain a few minutes to-night so that some little and big things may be talked over as we enter upon our fall business.

Fall business is an awakening business with us. It means an introduction of new season's goods, and to a very large extent a new arrangement of prices.

You have already been instructed in the advance on tomatoes, dried peas, beans, potatoes, Swiss cheese, eggs, butter, etc. It is up to you to emphasize the fact that market conditions are entirely beyond our control and that the situation often finds us on the losing side of the fence.

This season of the year suggests new and more elaborate displays, especially that of canned goods. One of you remarked that peaches will be out of it because of the late bumper crop and the advantage taken by so many women to do home preserving. While this condition may effect the usual early demand, yet experience proves that on the whole the difference will be very slight.

I want to impress upon you the ever-

lasting importance of bringing intelligence and tact into salesmanship—for that really is salesmanship.

An illustration happened to-day. A man came into our store to spend some like \$30 or \$35, he ran a country hotel and had incidentally about 20 steady boarders who paid him, as he said, only \$6 a week for board and room. That of itself should have been a pretty good basis to figure on. And it was, because we got his order. But not without a lot of argument. He had a quotation of 75 cents on peas, for instance, and while this price could not be met on regular Junes, we explained that his price represented soaks and that it would be cheaper for him to buy dried peas and do his own soaking, but immensely better for his business in the end to pay us 25 cents a dozen more and get real canned peas.

The important thing is to be prepared to handle a customer of that kind. He very candidly, and I think very sensibly, stated what he was getting for his goods. He gave us a good basis to work on. You wouldn't recommend fancy creamery butter to such

a buyer, nor would you show him our 38-cent coffee.

However, in dealing with the regular retail trade we must not always allow personal appearance to govern our line of talk. People must be felt out. It's easy enough to lose a sale by offering 29-cent tea to an apparently "poor" woman who drinks Golden Tip Ceylon. You must always endeavor to avoid the hurry-up spirit with a customer. It's a bad habit, and the customer catches the spirit very quickly. You give it unconsciously, and I don't know but it is often so received.

Complaints have come to us about long waiting, but long waiting may always be cut short by the "spoken word" and the proffered chair. My, what a lot there is in this action. Surely a business is largely built up by attention to niceties.

Let ours be a home store and let us be imbued with the home spirit, giving a real welcome to our friends as we do when we open to them the front door of our own home.

Avoid the too common and utterly cheap talk about people paying exorbitant prices for nationally advertised goods. By doing so you contribute largely to that national advertising.

Qualify "our own" brands first, of course, but never discredit established ones.

Keep mum about your competitors. Whatever reliable information you get about them, let it be given to your manager.

Push "Dandelion Brand" Butter Color Now

The season for heavy sales of "DANDELION BRAND" BUTTER COLOR is approaching.

"Dandelion Brand" Butter Color

Now when pasturage is becoming scanty be sure to keep a full stock of the reliable "DANDELION BRAND" BUTTER COLOR.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.

Burlington, Vermont, and 200 Mountain St., Montreal, Canada

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St.

New York

OUR NEW DEPARTURE IN ADVERTISING

THE OCTOBER LETTER—To Progressive, Experienced, Well-Principled Grocers

Our Good Friends:—

In our September Letter we took a stab or two at the great question of ADVERTISING, just touching it here and there. Last July Ye Editor was invited to auto from Albany to New Bedford, and having Advertising in his mind, what he saw by the wayside led him to realize anew the fundamental simplicity of this science at first hand. His eye caught these placards:—

FOR SALE

PIGS FOR SALE

EATING PLACE

(1). Passing a farmer's home, a horse hay-rake had been rolled on the lawn. On the seat a box cover placard told the story in rough letters, "For Sale." This was simplicity itself in advertising, more effective with any passer-by needing a hay-rake, than a whole page ad. in the Town's Paper.

(2.) Nailed to a cherry-tree farther on he read again, "Pigs for Sale."

These were on a State of Massachusetts Highway, with autos by the hundreds passing.

(3). A neat cottage, under over-hanging trees, announced itself as a Country Restaurant thus—"Eating Place."

(4). As we flew along, on a house corner we saw, "Piano for Sale" most effective and direct, certainly, recalling an ad., in a Boston Paper seven years ago: "Grand Piano for Sale, by a Lady with Turned Rosewood Legs." Here was an element of ambiguity about the Lady which provoked a smile, but still was it not a shot in the bull's eye as an ad?

(5). Another Home Restaurant by the way announced in the same fashion, "Fresh Cooked Chickens and Fixins," while later a more artistic sign in the shape and lettering, informed us that here was the "Maplewood Tea Room."

PIANO FOR SALE

FRESH COOKED CHICKEN AND FIXINS

MAPLEWOOD TEA ROOM

Many farmers made such announcements as these:—

APPLES

CHICKENS

A FINE CALF

MAN WANTED

Now here in seed was displayed the whole science and practice of ADVERTISING. Enlarge, illuminate, change the agent of presentation and display as much as you will, to win the attention of probable buyers to what you have to sell is the thing. Are we not right? But let us not simply follow our people. Is it honorable to be a "copy cat," or to use methods that tend to demoralize trade, demoralize your own customers, and thus ultimately demoralize your own business?

Some practical questions:

No. 1.—"I can't trace definite returns from my Newspaper Advertising. I have been doing it on general principles because they say 'Advertising pays' and because others do it. Every Dollar is a clean slice of hard cash from my net profit and it galls me to be uncertain about its effectiveness. How can I test the value of my Newspaper Ads?"

Suggestion A—Suppose you change the form of your Ads as to matter and space; try "Item" insertions instead of "Broad-sides;" and have them appear in different parts of your Papers. If you catch the eye and interest of the Housekeeper in one Specialty of yours, have you not "Struck a fish?"

Suggestion B—Suppose you try leaving out every other Ad for a bit, and watch results—see if your Trade in any wise shows a loss.

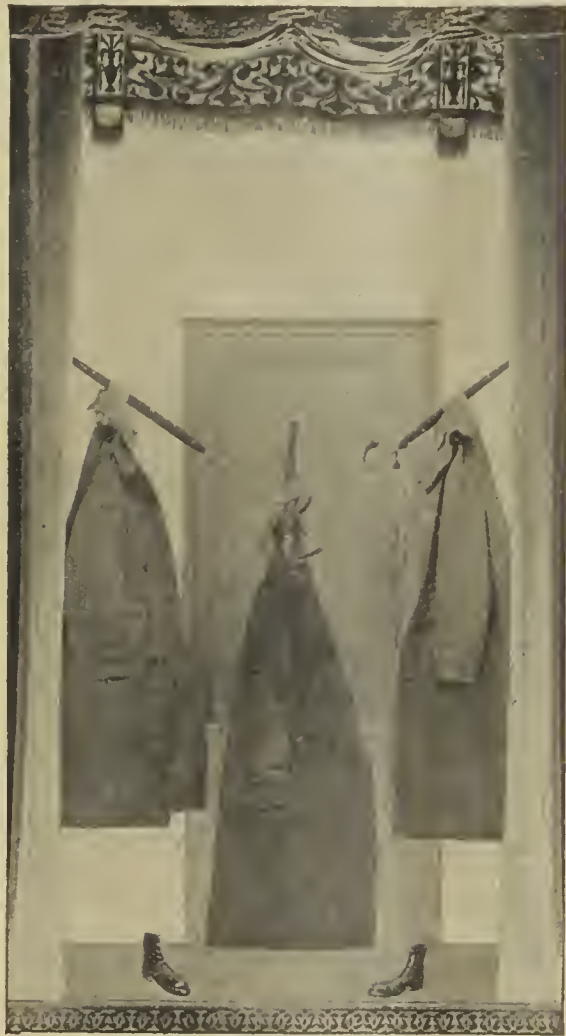
No. 2.—"I have been mailing weekly postal cards, etc. When I began they seemed to bring business, but now I doubt their value. What can I say you to say about this?"

Suggestion A—We must remember the world is full of Advertising by mail. Ye Editor opened twenty-three letters, etc., one evening last week at his home, and eighteen of these were promptly thrown in the waste-basket; they were of no interest to him. But such Ads not only failed of helpful influence for the Advertiser, but left a sense of disgust with me. Can this pay?

Suggestion B—Don't do things AS or BECAUSE others do them. If you haven't anything "fetching" to say, don't say it; but don't fall back on the crowd.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

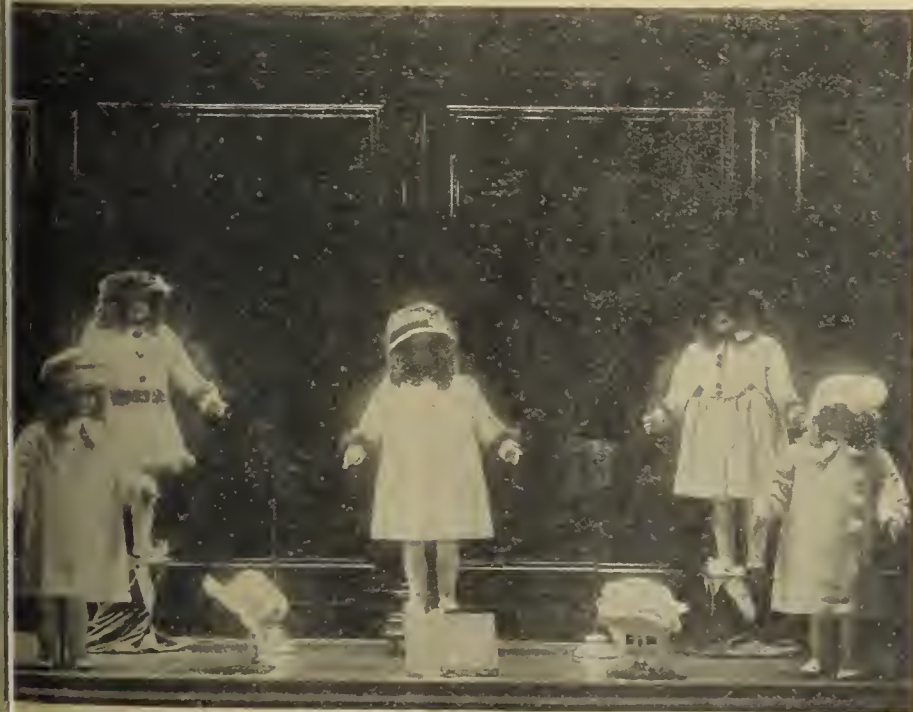
exploiting "Cut Prices;" that is a damnable way of doing business. Leave it to the "other fellow," if he will, and let him reap his ultimate reward. "For ye have sown the wind and they shall reap the whirlwind."



LORD & TAYLOR, FIFTH AVENUE.

But Ye Editor asks you, Fellow Merchant, are you making the most of your own store as a center of advertising influence? Are your windows and display shelves neat, attractive and "catchy" to the eye? Don't overlook this Display! Many windows are overloaded with scores or hundreds of individual articles—a few, or even one, attractive centerpiece may prove better than a thousand where their very numbers and incongruity confuse the passer-by and give no definite impression. The biggest brain thinks only one thought at a time, though it may go like lightning from thought to thought.

Some of our finest stores on Fifth Avenue, with immense show windows, costing thousands of dollars, specially use them for all night advertising, with brilliant electric light. Ye Editor has been staying during the summer midweeks at the Union League Club, and has watched with interest this system of advertising. He has noticed how the sidewalk crowds (who seem to have more leisure in the evening than through the busy day) turn their eyes to these bright windows and many stop to study them in detail. We take pleasure in having the Kodak snapped by way of illustration. You will see that the rule is to display only a few notable articles; at first this might appear a waste of space, but on second thought if each eye is attracted by a single object and interested in the store that offers it, has not the scheme worked well? You will notice these Display Artists have studied human nature and learned that one clear winsome perception, sticking in the memory, is better advertising than ten thousand confused impressions, which leave only hazy memories.



FRANKLIN, SIMONS & CO., FIFTH AVENUE.



THE BEDELL CO., WEST 14th STREET.

Are you using your own windows, then, day and night, without one penny's additional cost to yourself for ground rent, so they give you your most economical effective advertising? Notice the reproductions our artist has prepared for you from notable stores which draw trade from all over our Country.

Ye Editor saw a striking window display of costly Furs in restricted variety, most attractively arranged in the great store of B. Altman & Company. It was when our Kodak Man went there one evening to reproduce it for you, all those huge windows were tightly closed with steel shutters. May not these

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

notable Merchants ask themselves the question whether their firm can afford to "bottle up" these magnificent opportunities for Displays most likely to win Buyers? Would not two windows on each corner of their palatial block blaze their story with telling effect on the evening crowd at the mere cost of arrangement and electricity?

The fact that leading stores through the Country are utilizing their windows counts for much. By way of contrast Ye Editor presents an illustration of the other extreme from a modest country town. The largest family market at a Seaside Resort bought and prepared to rebuild for the next season the store adjoining their present location, and all the members were interested in telling their Lady Customers of the plans for 1916. This is a little Parish with less than a thousand winter residents, but twenty-five or thirty thousand people gather there in the summertime. Now, the store next door soon to be refitted, has been used all summer as an overflow storage place—the windows shockingly dirty and filled with fly stained and faded brown paper signs from a former occupant. Altogether, its appearance was disgusting and must have left a feeling of aversion with all passers-by. Our Artist shows you just how it looks.



Now, suppose these people had said: "We have a chance to do good advertising at a few dollars cost this summer, that will tell for next year" and had taken the matter in hand in accordance with the suggestions of our Artist, in his second presentation of the same property. All summer long the building with climbing vines and flowering plants in the windows, and a clear-cut announcement overhead, the glass and paint clean and glistening, would have done credit to the firm and paved the way for increasing interest on the part of its patrons next season. Do not these two pictures speak for themselves and enforce the lesson? However much the Merchant may pay in cash to outsiders to advertise his wares for him, can he afford to miss using to the utmost his own facilities that even at moderate cost will win best results?

Any Horse-Sense in these advertising suggestions for our October Letter which may help us both to more efficient and less wasteful Advertising? closing word about our "Life Work." Do you see the chance to play "That Ferris Irresistible Flavor" as a trump card in your own business? We are for only one Grocer in ten as they run. He is apt to be the true Merchant of the lot. So we want **YOU**. We are dead sure that uniformly fine quality in eatables brings the energetic Grocer in the long run—

- 1st—Trade that stands by.
- 2nd—Reputation that begets confidence.
- 3rd—Profits that net a worthy reward, and
- 4th—A Self-respect worth while.



Do not fool with the Ferris Trade Marks. They are worth much or nothing. Please let them alone or use them for all they are worth. Is it that Horse-Sense, too? We will work loyally with you when you mean business and say the word.

1. "Our Constant Aim is to make Them the Finest in the World."
2. One printed price for all Buyers.
3. Not one Ham or Bacon Flitch bears our Brand that is not of our own cure from start to finish.
4. Only fresh Curings in our out-turn.
5. Orders received by one o'clock can be shipped the same afternoon.

And may we be considered,

Your loyal and affectionate friends,

Ferris & Company

Nos. 262-264-266-268-270-272 Mott Street,
New York City.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The New York Letter

Cream of Wheat Case Argued on Appeal. Housewives League in Controversy Over President's Too Ready Recommendation of Food Products. Interesting Freight Decision in Local Commission Merchants Case. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 15, 1915.

The Cream of Wheat case was argued on appeal in the United States Circuit Court of Appeals last Wednesday. Readers hereof will remember that the Great Atlantic and Pacific Tea Co. sued the Cream of Wheat Co., claiming that the latter company was acting in violation of the Sherman Act because it cut the Tea Company off its own selling list and also asked its customers not to sell it. This because the Tea Company had cut the price of Cream of Wheat from 4 cents to 12 cents in its Economy stores. The lower court decided that the Cream of Wheat Co. had acted within its rights in cutting off the Tea Company and refused an injunction.

The Tea Company appealed and the argument on the appeal was heard on Wednesday. The main points in the argument of counsel for the Tea Company were as follows:—

An attempt by the vendor of an article to fix the price at which it shall be resold is an attempted restraint upon alienation, obnoxious to the public policy and void.

The seller of an article on an absolute sale, whether the article be an ordinary or unpatented article, or be produced by a secret process covered by patents or protected by copyright, cannot impose any restraint upon the further alienation thereof, "because," as Lord Coke puts it, "this whole interest and property is out of him so as he hath no possibility of reverter; and it is against trade and traffic and bargaining and contracting between man and man."

All such attempts are void and unenforceable at common law and, when they take the form of contracts, combinations or conspiracies affecting interstate commerce, are prohibited by the Sherman law.

Defendant's scheme for maintaining uniform resale prices is violative also of the second section of the Sherman anti-trust law because it produces an unlawful monopoly in Cream of Wheat by confining the trade thereof to those who maintain a resale price and excludes all other therefrom.

The damages to the plaintiff from the defendant's violation of the Sherman law are of the character known as irreparable, and a preliminary injunction, under Section 16 of the Clayton act, should issue to restrain the defendant from enforcing and carrying out its aforesaid plan or system of sales.

Under well settled principles, the complainant is unquestionably entitled to a preliminary injunction, compelling defendant to discontinue its blacklisting letters, by which it prevents or seeks to prevent complainant from obtaining a supply of Cream of Wheat.

The Housewives' League, which is an organization of women who think they know better than retail grocers how the grocery business should be run, is in considerable of a controversy over some of the practices of Mrs. Julian Heath, the president. It seems that Mrs. Heath recommended and indorsed in various public ways certain food products on behalf of the league. The manufacturers of the products in question have made widespread use of the indorsements in their advertising and the members of the league which object to this sort of thing claim that the league is being degraded and commercialized. There is some talk that Mrs. Heath has been influenced in her recommendations by the giving of advertising to the Housewives' League magazine.

W. H. Howe, whose home is in Kansas City, and who acted as organizer for the National Retail Grocers' Association last year, has been appointed secretary of the Newark (N. J.) Retail Grocers' Association. He will work to build up the local association and also to strengthen the New Jersey State Association. In addition to this, if he has time, he will work in

Yeast and Fleischmann

When your average customer thinks of yeast, she recalls the name Fleischmann.

That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

Backing Up What We Say

When you sell an advertised article, and the article proves the truth of all that's said in the advertising, it helps you.

National Biscuit Company products make for good trade and good will, because they back up, in every particular, all that is said of their high quality and goodness. These famous crackers and cookies, wafers and snaps, are national favorites, in constant demand. Hence, they are the most profitable line a grocer can sell.

If you do not know this is so, prove it by stocking with a good assortment of In-er-seal Trade Mark packages.



OYSTERETTES—The Oyster Cracker. Improves the flavor of oysters, soups, salads and chowder. A big seller. Retail at 5 cents.

NATIONAL BISCUIT COMPANY

Connecticut and Maryland for the National Association.

An interesting decision was handed down in the courts here during the week in the case of the Pennsylvania Railroad Co. against Titus Brothers, commission mer-

chants of this city. The suit was brought to recover an unpaid balance of \$3.45 representing freights which Titus Brothers had not paid on certain consignments of fruit which were delivered to them by the railroad company. It seems that in July, 1907, the railroad com-

A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH CONCERNING LICENSE, ETC.

120-122 FIRST AVE. PITTSBURGH

117 CALLOWHILL ST. PHILADELPHIA

MICHIGAN & PERRY STS. BUFFALO, N. Y.

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets



IT'S POPULAR

Those who use

MAPLEINE

like it—it fills a want.
How is your stock?

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Home Office, 113 Hudson St.,
Chicago, Fresno, Cal., New York

pany delivered to Titus Brothers 43,080 pounds of peaches. The freight charges, according to the official schedules, were \$491.45, but through some mistake the railroad company rendered a bill for \$488, which they paid. They sold the peaches and remitted to their principals, thus closing the transaction. At this juncture the railroad company sent them a balance bill for \$3.45, stating that the former one had been incorrect. Titus Brothers refused to pay on the ground that they had remitted the proceeds of the sale and had no money out of which to pay. The railroad, they said, should go after the shipper. The railroad began suit in New York against Titus Brothers and the case has been pending all this time. The decision is that Titus Brothers must pay, in spite of all the reasonable arguments which they raised in their defense.

SUMMARIZED MARKET CONDITIONS.

Tea in fair request. Market unchanged and steady. India-Ceylons firm.—Coffee in light demand. Prices about unchanged except for milds, which are a shade higher for the week on larger European demand.—Sugar weaker, both raw and refined, all refiners asking 4.90 for granulated, except the Federal, whose price is 4 cents. Raws a shade weaker for the week.—Spot prunes higher on account of scarcity and in good demand, all receipts being absorbed at top prices. Coast price for new prunes unchanged. Apricots strong and higher. Other dried fruits unchanged for the week. Currants very firm and high.—Tomatoes show easier feeling and some sales were made at 85 cents in a large way for Maryland 3s, some packers holding for 90 cents. Other canned goods unchanged. Maine corn scarce and firm. Wheat irregular with a somewhat easier feeling. Flour fairly active at about unchanged prices.

Pennsylvania Organization Notes.

The Bethlehem Association is moving forward rapidly. A large increase of membership is reported. Mr. Smedley will address the organization on November 16th.

The Johnstown Association is planning a food show, to be held in February, 1916. This should be a splendid

opportunity for manufacturers to demonstrate and introduce their products. Johnstown is a live, hustling city and is a large consumer of food products. Write for space to George L. McGarry, secretary, Johnstown.

The Bradford Association is already making plans for the next convention. This is an unusually active organization and is always on the job.

Plans are in working shape for a new street lighting system and a movement is on foot for a new public park. The association will assist in the annual Mardi Gras festival on October 30th.

Plans are also being worked out for a trade extension campaign.

Allentown merchants listened to a splendid address "Co-operation," by its president, Irvin B. Shelling, on October 11th. There was a large attendance.

Mr. Smedley has arranged to address the following associations: Plymouth, St. Clair, Ashland, Indiana, Kittanning, Bethlehem, Bellwood.

Wellsboro has invited the Organizer to be present at a banquet called for the purpose of organizing the merchants.

A district or county convention of merchants and commercial men will be held at Washington, Pa., on October 21st. The Washington Board of Trade is the father of the movement. The object is to bring commercial interests together for the purpose of organizing them into a cohesive unit in order that their interests may be conserved and their influence felt in demanding necessary mercantile legislation.

The Kittanning Association has succeeded in securing the co-operation of Ford City merchants in an early closing movement. This means that instead of closing at 8.30 to 9 P. M., stores will close at 6 P. M. This association has done a lot for the public good, hence its popularity with the people of Armstrong County.

The Philadelphia Association is adding new members at each meeting. There is no doubt but this organization will number 1,000 members by January 1st. President Kaiser and Secretary

Schoch are working hard and intelligently toward this result.

The Ashland Association is working out a comprehensive credit and collection system.

The Committee on Pennsylvania has about completed its labor and the report will be published in the next issue of the "Modern Merchant and Grocery World."

E. W. Heffner, of Lock Haven, a guest of honor at a banquet tendered Governor Brumbaugh at State College last week. Mr. Heffner is a prominent candidate for the office of Public Service Commissioner and his friends over the State are doing all in their power to help him. What a splendid thing it would be to have such a splendid man as Heffner in this office.

If organization is power, why organize? A good mercantile association is an asset to any city or town. Organize. Can we help you?

To Get Blackboard Designs.

Nanticoke, Pa., Oct. 11, 1915.
To the Editor.

Dear Sir:—Please inform where I can get an assortment of tin or cardboard perforated signs, comique designs and cuts for use on the blackboard.

While the World Series is going on some baseball designs will help sell Boston baked beans and Philadelphia textiles.

Very truly

J. V. DALY

Try E. O. Bulman, Grand Rapids, Mich., and March Bros., Marion, Ohio.

A Good Profit.

Aunt Jemima offers the retailer an active seller and a good profit.

Ninety cents a dozen is the price to the retail trade for a 10 cent seller. That's what the grocers and that's what Aunt Jemima get them. Not only that, but the are made to move fast by heavy advertising. Then also Aunt Jemima has been made better than ever year because powdered milk has been added to the goods, and now the is—Made in a minute, the Milk's in it.—Advt.

The Week's One-Time Ads.

Some of the bulkiest stuff I ever read on advertising is in this week's Ferris ad. The fellow that writes those ads. is sure some human philosopher. He sees through most everything, and it must be a great stunt to sit down in his sitting room some night and listen to him talk about anything that comes up. Anybody who does advertising, but isn't satisfied he knows how, and thinks maybe if he knew more, he could make his advertising pull better, ought to read this Ferris ad.

through four times. It's strong meat for him. Better the stuff about making your "a center of advertising influence" five times—that gets right at the bottom of the whole thing strikes me that's what the people have done with their advertising of Ferris Hams and Bacon. It has always preached quality never talked price, except to people that the price was higher than ordinary Ham and Bacon.

JIMMY MANDER

The Grocery Markets

Sugar.

sugar market appears to be a weaker for the week. Some of finers early in the week were asked for granulated, but at this all will accept business at 4.90. Buying has been rather brisk but it has come to a standstill the easier feeling. Raws are also. The price got as high as 4.13 but it declined again and can now be noted around 4.01 cents. Michigan and Ohio beet granulated are being sold in the central territory at 4.75 and in eastern territory at 4.80.

Coffee.

coffee market is doing a little better. Rio and Santos are perhaps a higher than a week ago and milds on a 1/4 to 1/2 cent higher. The reason for the advance in milds is that there is a heavy buyer of those grades in Brazil. The reason for the better feeling in Brazil is that buyers seem to be taking coffees more freely. There is a reasonable probability of any revolutionary change in prices, but the situation is undoubtedly better. Java unchanged and firm. Mocha is perhaps a

1/2 cent lower, because some Mocha has gotten in.

Tea.

The tea market shows no change for the week. The market for Congous has closed, as has the market for Japans, and the Formosa market will close in the near future. This means that the status of these teas is now fixed for the season and the low prices which some buyers expected have not materialized, and probably will not materialize. The entire tea market is steady to firm, with a good demand.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is steady, though unchanged for the week. The demand is fair. Sugar syrup is steady to firm at unchanged prices. Demand quiet. Molasses shows no change and no great activity.

Fish.

The mackerel situation is still very firm. There are some Norways on spot, but they are held at very high prices and the demand for them is quite small. Practically no fish is coming forward from Norway, either new or old. The

entire situation has a very strong outlook. Cod, hake and haddock are unchanged and quiet. Some demand has developed. Domestic sardines are dull and unchanged on the recently reported low basis of price. Imported sardines show no change and quiet demand. Salmon is about where it was a week ago, new pink salmon being steady at about 70 cents in a large way, f. o. b.

Canned Goods.

There is no change in any line of canned goods for the week. Tomatoes are still firm, some sales of Maryland 3s standard having been made at 90 cents in a large way, f. o. b. The demand is fair. Corn shows no change for the week, the situation being still rather firm. Peas comparatively dull and still heavy. Apples unchanged and quiet. California canned goods are dull in first hands, as futures are now being delivered. Prices show no change. Small Eastern staple canned goods are unchanged and dull.

Dried Fruits.

Prunes on spot are still very high by reason of the short spot stock. The slide in the Panama Canal has very greatly deranged shipments of all California products, but the owners of the merchandise en route are transshipping them largely by way of the Horn. It will make continued scarcity for a while on spot until the supplies begin to come in. Spot prunes are about a cent above the coast price on account of scarcity. Peaches show no change and quiet demand. Apricots continue

firm. Raisins are unchanged and in moderate request. Currants continue very high, the price at this writing being 11 1/2 cents in cartons in a large way. This is about 3 cents above normal.

Beans and Peas.

Pea beans have made another advance, and the situation is very high. Sales were made during the week at \$3.75 per bushel in a large way. The reason for the high prices is not the scarcity of beans, but the fact that the new crop cannot be threshed on account of unfavorable weather. Plenty of beans are available, however, and as soon as the weather settles supplies will increase and the prices probably decline. Marrows show no change and light demand on account of high prices. California limas are a shade higher to come forward, although the spot price is unchanged. Green and Scotch peas, by reason of scarcity, are about 25 cents per bushel higher.

Butter.

The butter market shows an active consumptive demand. Receipts are about normal for the season and the situation is healthy on the present basis. No immediate change seems in sight.

Eggs.

Eggs are bringing satisfactory prices on the same basis as a week ago. There is a slight falling off in the consumptive demand, no doubt due to the extreme price. Some storage eggs are coming out at prices which show the



SAFE!

So far as we know, we are the only cereal company that guarantees its product to jobber, retailer and consumer without reservation. We have such confidence in **Wheatena** that we would go further than that if we could.

There is no better merchandise, and can't be, than **Wheatena**. It is not only safe because of the guarantee, but it is a lively seller. **Wheatena** is the greatest cereal repeater in existence.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

A Hair of the Same Dog

In combating the mail order problem, why don't you cure yourself with a hair from the dog that bit you? Buy everything you can by mail, and see how much you can save.

Start with buying **Teas and Coffees** from us. The first thing you save will be the salesman's salaries. That's enough of a saving in itself. Send a sample to-day of the choicest **Coffee** you handle—see what we can do with it. We specialize in high-grade coffees.

MURPHY & BARWISE ROASTERS and PACKERS
TEAS AND COFFEES
33 Greenwich St. NEW YORK ESTABLISHED 1897

While Fels-Naptha Soap

has grown in reliability, yet it's still in the youth of its popularity.

And while millions of women now favor it, yet it would be universally used if the soap were tried by every woman according to the plain wrapper-directions.



Fels & Co.
PHILADELPHIA

holders a very fair profit. Prices of storage eggs are about where they were a week ago.

Provisions.

All smoked meats show an advance from $\frac{1}{4}$ to $\frac{1}{2}$ cent and the situation is firm at the higher prices. The consumptive demand is normal. The advance in provisions is most unusual for this season. Pure and compound lard

are also higher by about a $\frac{1}{2}$ cent per pound, due to short supply. Barreled pork and canned meats are all unchanged and steady.

Cheese.

The cheese market is steady and unchanged, with a normal consumptive demand. Stocks are reported heavier than usual, but the situation is fairly healthy under the circumstances.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

If there was any chance at all for the tomato crop to come back during October, it has been killed off by the continued wet weather and low temperature since the first of the month. In any ordinary season every tomato cannery in this section is at work full blast during the first half of October, and in some seasons until the end of the month, with an overflow of the fruit in November, when the killing frosts come later than usual. The weather and, consequently, the crop conditions throughout the entire season have been so very unfavorable that there were ten or more days' work lost in the beginning of the canning season. At the end, the season closed at least two weeks earlier than usual. The few tomatoes that may be still gathered here and there are being shipped to Baltimore and sold to the city canners at \$1 per bushel, against an average price of, say, 40 cents in ordinary times. This means a factory cost of about 95 cents a dozen, or more, according to the yield of filled cans per bushel, which forcibly illustrates the confidence of the packers that high prices have come to stay.

There was steady buying of tomatoes during the week, without any unusual activity or speculation, and the goods were as widely scattered as they were last week. This is the best character of buying when such conditions prevail, for the goods are wanted for actual trade requirements, not to be stored for speculative purposes and put out later on at higher prices. The warehouses here that make a specialty of storing canned goods are usually overcrowded at this time of the season, especially with tomatoes, but this is not the case this year. The transportation lines report increased tonnage out of this section. While the prices did not advance over those of the week previous, they did stiffen up a bit all along the line, and any increase in the buying will, it is believed, cause an advance from today's quotations.

For the other lines of vegetables there was more activity in a few special lines, for instance, in spinach, which is almost sure to advance in prices because the fall crop is light and the quality is superior; in sweet potatoes because the quotations for the new pack started at prices lower than usual, and in lima beans for the same reason. For

the highest quality of shoepeg Maine style corn because the pack those grades has been sold to a large extent than usual, and now nearly closed out, and for the cheaper grade of corn because the price is attractive. String beans and wax beans have improved by the latest methods of sorting and canning them, and the buyers are showing their appreciation by buying them. Other items of vegetables are being purchased in small lots, which gradually wears away stocks without being noticed, and without causing any advance in the quotations.

Canned fruits are being neglected at least for the time being, but they have their innings by and by. Blight in the pear crop this summer cause a smaller pack this season, apples are not over-abundant. Unripe peaches and seconds table peaches are in fair demand, but they will come in by and by.

We are reliably informed that the market for raw oysters for canning purposes is very likely to be stronger a higher cost this fall and winter cause the spawning conditions during the past summer were unfavorable. This is in line with our previous reports. It may be well to look for cove oysters now.

THOS. J. MEEHAN &
Baltimore, Md.

The Bad Check Law Passed Alabama and Nebraska.

Two more States have been added to the list of those which have adopted statutes making it a crime to issue a check or draft without funds. The check law of Alabama took effect August 31, 1915, and the bad check law of Nebraska was approved March 1915.

How About Your Computing Scale?

Ever hear of the Ohio Computing Scale? It must be a good one, because it is sold by the Howe Scale Company, 508 Market street, Philadelphia. The Howe Co. products have a capacity of 30 pounds by the ounce, and computes from 40 cents per pound. Price is right, terms are right, and it is fully guaranteed. A cut of it is in this advertisement.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple
AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia



The Psychological Moment

With labor employed and business generally on the up grade, the great American public will live better. Prices are generally low and with an increasing demand for all food products, you will see higher prices. Anticipate your wants and reap the extra profit.



SYRUPS—Now is the time to pay more attention to your Syrup trade. The demand is increasing, it always does at this time of the year. Our brands are well and favorably known, they always give satisfaction. Challenge Table, Royal Table, Starlight, Very Best, Ex. Amber, King B, White Clover, Gilt Edge, Crescent, etc. We also have some good makes of old-fashioned Sugar Syrup and a good line of New Orleans Molasses. Buy of us, satisfaction guaranteed.

MACARONI—Not imported, "Made in America," and made from selected hard wheat, equal to the imported and at a less price. Quaker City Brand—Elbows, Vermicelli, Spaghetti, in one-pound packages, 25 pounds to the box, per pound 6½c.

MINCE MEAT—Haden't you better add it to stock, this season's goods are ready for delivery. Atmore's Celebrated, in pails of 20 pounds, 35 pounds and 70 pounds, at 9½c; Atmore's Keystone, at 8c; Cookman's Choice 30-pound pails, at 7½c, and Quaker City Brand, 30-pound pails, at 6½c. Our word for it, they are all good.

CANNED CORN—Special. We offer a bargain in Maryland Crushed Corn, a real bargain—you know the pack is short and the price is low. Carroll Brand, factory shipments only, 5 and 10-case lots, per doz., at 65c or 25-case lots, per doz., at 64c.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



A Franklin Carton Sugar for Every Purpose

Franklin Fine Granulated Sugar for preserving and general use; Franklin Dainty Lumps (Small Cubes) for sweetening Tea, Coffee and Cocoa at the table; Franklin Powdered or Pulverized Sugar for dusting over Pies, Berries, etc., Franklin Confectioners' XXXX Sugar for icing cakes—there's a Franklin Sugar in a neat, tightly sealed, ready-to-sell carton for every want of your customers. This complete line of sugars saves your time because there's nothing to do but reach the carton down off the shelf and hand it to the customer as if it was a can of soup—and you can depend on it pleasing your customers because FRANKLIN CARTON SUGAR is made from SUGAR CANE, by the most modern refining process, and the FULL WEIGHT is guaranteed by us.

Original containers hold 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO., PHILADELPHIA



More Women Buy KNOX GELATINE Than Any Other Kind

It is a fact that **Knox Gelatine** outsells all others. It will not only sell better throughout the entire country, but that means it *will also sell better in your own store*. Add to this the fact that it pays you a splendid profit on every package and you can see why it pays to push the sale of **Knox Gelatine**.

Women who try **Knox Gelatine** once always like it, so it is a good idea to start new customers on it whenever possible, assuring satisfaction to them and profit to yourself at the same time.

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us

CHARLES B. KNOX COMPANY, Inc. : Johnstown, New York



Windows That Couldn't Make a Fish's Mouth Water.

You fellows in the country can teach the city fellows a lot about some things.

Particularly about fixing up windows.

Some time ago I made some wise remarks about window displays that went too far; here's something I've seen myself of displays that didn't go far enough.

Didn't go anywhere, in fact.

I worked about two weeks in Philadelphia last month, and when I started out I made up my mind I'd keep my eyes open to see what was doing in the way of windows here. I'd already had experience in the country, and I tell you there wasn't any comparison. Understand, some of the country store displays show up pretty tacky, but their windows have *something* in 'em. Usually, anyway. The city windows often didn't have anything in.

You'd hardly believe, would you, that a *grocer* wouldn't keep his window pushing for him all the time. You see there's nothing to our business but appetite. People don't have to have anything but a very few things. With most of the stuff it's a case of making 'em want it or they don't get it. Don't get as much, anyway. Ain't that right? So that it's up to you to make 'em want to eat it, and if you don't do that somehow or other, why there's nothing doing.

Nothing's in it for a minute with a good window to make people want to eat. That's what makes it so strange that these city fellows pay no attention to it. I don't mean all of 'em, but a heap more than you'd think.

I stopped in front of a store on Allegheny avenue one day last week. It wasn't any one-horse store—it was a live stand and had a couple of good bulk windows. What was in 'em to make my mouth water? Well, I'll tell you what

was in 'em—in one there was a chaste assortment of fly specked laundry soap, and in the other there was an attractive pile of empty Quaker Oats cartons—the big display kind.

Did my mouth water? Answer, no! Actually I stood there and got so mad thinking the owner would be such a plumb idiot that all the water that I had on hand dried up.

I didn't have to go in the place on business, but I did go in, more out of curiosity than anything else. I wanted to see whether the store was kept by a blind man.

A woman was behind the counter—the proprietor's wife she looked like. I bought a nickel's worth of cakes and while she was getting me fixed up her husband came in. That is I suppose it was her husband. I may be marrying a couple that oughtn't to go together at all.

We hit up a little conversation, and finally I got around to how business was.

"Well, not so good," he said. "Better than a year ago, though."

"You've got two good windows here," I said, "and a good live neighborhood. Seems like you ought to get some business out of window trims."

"Oh, I don't have time to bother with the windows," he said. "Ain't worth the time it takes anyway."

Well, I delivered to that amiable gentleman then a lecture such as he never heard before on what a decent window can do for a grocery business. I'll bet I talked for fifteen minutes straight. His wife listened to every word, too. Clever woman.

"It's all right," he said, "if you've got the time, but I ain't."

Which is what the butter-in usually gets for his labor.

That same day I saw four other windows with almost nothing in either. What are these fellows

thinking of, anyway? Seems like they must have some idea that old soap and cartons make a nice, neat modest display, and that anything more would be ungeminemly.

Where that ain't the reason, it must be laziness; I can't think of anybody really thinking it was good business to use windows that way.

Honest, I'd rather have a window display of refined bugs; they'd at least show there was some life in the place.

Speaking of how window displays get business, I'll bet my own wife has dragged me into store forty times to buy something I saw in the window. Last time was only yesterday, give you my word. It was twenty squares from where I live; I'd never seen the store before. There was a pile of maple sugar in the window marked six cents a block.

My wife made one of those delicate little hints of hers. Like this: "Wait, I want some of that maple sugar. Go in and get it." I mused by thinking hard, to understand what she meant, and dropped my little 28 for a slab of sugar. Good stuff, too. While in the store she asked me before the clerk she could have a pound of chocolate, and I, gnashing my teeth because I couldn't say no without looking stingy, had to let her have 'em.

Sixty-eight cents that window display cost me.

THE STROLLER

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 4.

Smith & Jones, general storekeepers and grocers, have a small sausage and scrapple making plant in connection with their business. Among the clerks they employ are Thomas Brown and William Jackson. These clerks do anything about the store, making sausage and scrapple whenever it is their turn.

Both of the above clerks are great practical jokers, especially where each other were concerned. One day when Brown was to make sausage, Jackson loosened the pulley on the overhead shaft so it would not hold. Brown stood on the floor below, looking up at it to see what the trouble was, when the heavy double pulley fell directly on

his head, making him unconscious and fracturing his skull. He lay after being confined to his bed a considerable time. Before he recovered the real cause of the accident came known.

Mrs. Brown made claim against Smith & Jones under the Pennsylvania Workmen's Compensation Act. The law would not be liable because the act distinctly provides that an employer shall not be liable for accidents to employees which were caused by the "intentional or wanton" acts of third persons. Neither Smith & Jones, or Brown himself, were liable; the fault was entirely that of the practical joker, Jackson. Jackson alone would be responsible.

Again in Season!

**Fresh Sausage,
Scrapple,
Soupe,
Liver Pudding**

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

New Grade ATMORE'S MINCE MEAT in Bulk

"MY customers are mighty glad to find I'm selling 'Extra Family' (Blue Label) brand in bulk as well as in glass jars.

"It satisfies the demand of quality trade for Mince Meat of the finest grade that money can buy."

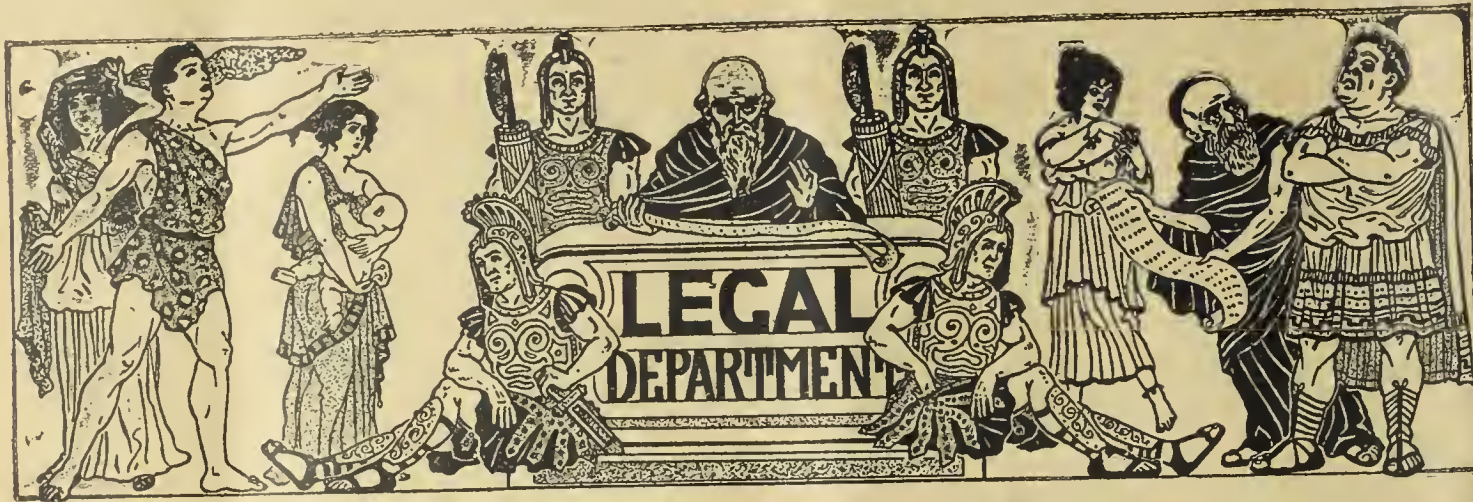
20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842

Philadelphia





333.—The Predicament of a Man Who Forgot One Thing When He Sold His Business.

This rather unfortunate but interesting case comes to me from Cincinnati, Ohio:—

Before paying over nearly a thousand dollars which a certain firm of this city are claiming I owe them, I should like to get your opinion on the matter. I have read your regular articles ever since they first commenced, and believe my problem is in your line.

I conducted a wholesale and retail business at the above address here until the first of last January. The firm name was Carter & Co., the Carter in the firm being myself. There was no company; I adopted that name because I liked it better. The business was conducted in that way for about 12 years. On January 1st last I sold out to a new firm, composed of three men who had been associated with me. One of them was named Carter and the others bore different names.

When I sold out I told a few people about it, but as the name was the same did not think it necessary to stir up anything by public report of the change. As it appears, the three men who bought me out did not have enough capital to run the business as it should be run and they are in trouble. They owe a Chicago house about \$1,000, which they cannot pay, and they are talking suit. In the suit they say they will bring me in because they never knew I was out of the business, and always supposed I was still in it. I see no reason why I should pay debts of somebody else. The name was not changed, but one of the new partners is named Carter and has a right to use his own name. I can't believe that they can collect anything from me, but will be glad to hear what you have to say.

JAMES R. CARTER.

This is not an unusual case. Men who buy an established business, with a well-known name, prefer as a rule—as they have everything to gain by it—that the name be left unchanged and that the public remain under the impression that the same blood is in the business. Therefore whenever they can prevail on the former owner to do that, they do it, but he is an exceedingly foolish man if he agrees, for it leaves him just as liable for the debts of the business as he ever was. The books are full of such cases and they have all been decided in the same way, un-

less there were some facts to take them out of the rule.

There are no facts in my Cincinnati correspondent's report of his case to take it out of the rule. If the Chicago house is not one of the "few people" that he told, he is undoubtedly liable for the \$1,000 debt, and also for every other which was incurred on the strength of the belief that he was still in the business.

I quote from the decision of the court in a well-known case, the point being the identical one under discussion:—

It may be regarded as well settled that when an ostensible or known member of a copartnership retires therefrom, and wishes to shield himself from liability for future debts of the firm, it is necessary that personal notice of his withdrawal be given to all who have had dealings with the firm, and that notice be given by publication or otherwise, to all others.

The defendant was liable to all persons, knowing his former ownership of the business, who extended credit to the firm after the transfer of the business without public or personal notice of his withdrawal therefrom, although they had not transacted business with the firm before. It follows, therefore, that the plaintiff was entitled to recover the amount of his claim.

The correspondent's fatal shortcoming is that he failed to give public notice to the world when he parted with the business. If he had done that, he would not now be responsible for these debts, even if those who sought to hold him liable *had not seen the notice and actually knew nothing of his withdrawal.*

In a very few words I can give a safe rule for withdrawing from a partnership or—if you are the sole owner—selling the business to others. A very careful list of all of the firm's creditors should be made. Not only those then selling to the firm, but those in the habit of occasionally selling to it. I repeat that this list should be compiled with the utmost care, for if the name of one creditor is omitted,

and he fails to get the notice, he may have a claim against the retiring owner or partner, particularly if the business is going to go on under the same name.

A clear announcement of the withdrawal or the sale should then be sent to every name on the list, in envelopes printed on the outside so they will either be delivered or returned.

In addition to this special notice, a general notice must also be given to the general public by advertising

the withdrawal or the sale in newspapers. Usually there is rule as to how much advertising needs to be done—the law men requires that it should be *reasonable* notice. In ordinary cases of a week for four weeks in papers would be sufficient, if it in a city. If in a country where there are fewer papers, paper would probably be enough.

The theory which the law on in these cases is thoroughly—that a man who has given credit to a firm in the belief John Jones—who was honest responsible—was a member ought to be told when Jones ce to be a member of it, so that he exercise his judgment as to who he will go on selling it.

(Copyright, October, 1915, by Elton J. Buckley.)

NOTE.—Requests for information this department should tersely set in full all the facts bearing on the and all questions should be carefully framed to avoid misconception. on one side of the sheet only. It should be received at this office later than Tuesday of each week, sure an answer in the Monday's

Weekly Window Display Suggestions



Harvest Display.

This harvest display suggestion can be adapted to suit any grocer's. Heap a large, shallow bottomed basket with all kinds of fruit. The strips of paper are arranged alternately red and brown, to suggest autumn. Cover the bottom of the window with either color. Form the letters of the word "Harvest" with ears of corn, tacking to the window through the ends of the husks.

If a large basket is not obtainable, one can be made in the following manner: Use a picnic cheese box with lid nailed on. Around the edge of the box place inch-high blocks of wood. From the center of the box slant long strips of wood, nailing them to the center and to the blocks around the edge of the box. These will form a very shallow basin, as it were. Cover the bottom with straw, binding flat with yellow cord. Bind the wire handle in the same way, with the addition of a small sheaf of grain at each side. Lay straw on the inside of the basket to prevent fruit from falling through.



UNITED COUPONS MEAN

*Bigger Sales
More Profits
Satisfied Customers*

AND

No Extra Cost to the Merchant

That's the United Coupon Plan in a nut-shell.

Manufacturers get United Coupons from us and pack them with their goods for the consumer. They are given to the consumer in return for continuous patronage—an inducement to the consumer to use these goods continuously.

Because of this increased patronage, the manufacturer gets a greater volume of sales—and corresponding profits. He pays for the coupons out of these profits. He does not decrease the profits to the merchant nor take away from the quality of the goods.

The Merchant Benefits by the Increased Sales made through the United Coupons packed by the manufacturer

Your customers will be looking for goods that contain United Coupons. They know that they can

Use United Coupons just like money

Why not make your store headquarters for these goods? By doing so you keep home money at home and still give your patrons the benefit of the premiums for which they now take their trade elsewhere.

Mr. Grocer:

Do not let misinformation prevent you from taking advantage of this opportunity. Act to-day

Write us for a copy of our Premium Catalog and a list of the goods containing United Coupons.

United Profit-Sharing Corp.
44 West 18th Street
New York City

following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Failures in Most Lines Now Less Than Same Month of 1914.

Tide Has Begun to Turn. Only Few Lines Showed More Failures in September, 1915, Than in September, 1914.

The tide has turned in business failures, apparently. The report for the month of September shows that in most lines there were fewer failures than in September, 1914. Of course September, 1914, was the first month after the war began, but the effect had not yet caused much business trouble.

The figures are as follows:—

General Stores.—September, 1915, 125; liabilities, \$822,255; September, 1914, 115; liabilities, \$719,081.

Groceries.—September, 1915, 247; liabilities, \$1,265,716; September, 1914, 287; liabilities, \$1,317,441.

Clothing.—September, 1915, 102; liabilities, \$727,280; September, 1914, 127; liabilities, \$1,157,649.

Dry Goods.—September, 1915, 65; liabilities, \$507,565; September, 1914, \$572,514.

Shoes.—September, 1915, 33; liabilities, \$231,331; September, 1914, 34; liabilities, \$939,504.

Hardware.—September, 1915, 43; liabilities, \$361,395; September, 1914, 41; liabilities, \$2,425,115.

When a Specialty Order is Cancelled.

The Chicago Auxiliary of the American Specialty Manufacturers' Association has issued a letter to the retail trade of that section which contains a very striking summary of the trouble a jobber must go to when a retailer cancels a specialty orders which he has signed, same to be delivered through some named jobber. This summary is as follows:—

TO THE RETAIL GROCER.

To cancel an order bearing this stamp and signed by the retailer causes annoyance and expense to us and loss to the manufacturer. In such instances we must

1st—Mark bill, load and cart goods to the retailer.

2d—Cart the goods back to the warehouse.

3d—Have them entered on the returned goods book.

4th—Put the goods back in stock.

5th—Look up the purchase price.

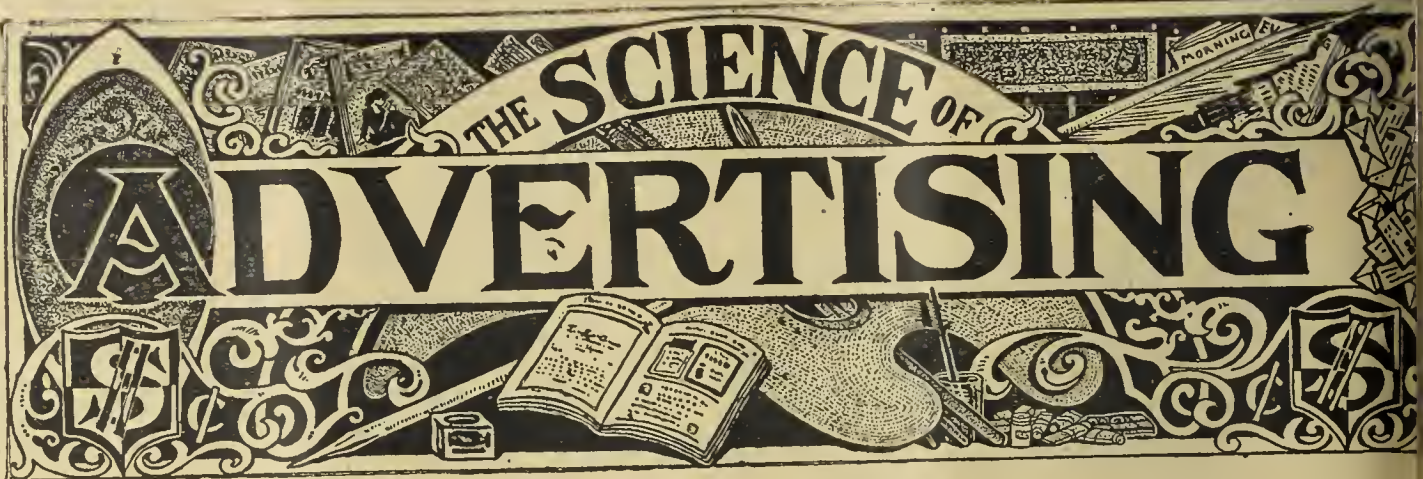
6th—Send a credit memorandum.

7th—Journalize the credit.

8th—Post the credit to the ledger.

9th—Credit the item on the retailer's statement.

10th—Resell the goods so returned.



The most elaborate store paper I know of is issued by the A. B. Cowley & Co., Marquette, Neb. They send me a copy now and then; I have the September number before me now. It has eight pages about the size of the "Saturday Evening Post," filled with original reading and advertising matter, and is quite an impressive publication. Part of

paper is Cowley & Co.'s and they have used it to very good advantage. The main object of the paper, apparently, is to fight the mail-order houses by showing that they are not really giving the values they pretend to give.

I have reproduced a page from the Cowley paper to show the way

and 3 are of the same character the effort is to show that Montgomery Ward & Co.'s offerings are exaggerated and that the Co. store can do just as well or better.

For what it is—fighting advertising—this is good. It is snappy and convincing. I thought occurred to me as I looked it over—is it a good proposition to fight a thing so hard that you try to advertise it? You know people swear by that adage, "a knock is a boost." While I believe that altogether, there is certainly harm to one's self in fighting a thing so hard as to attract the attention of people who never have paid any attention before. Somebody in Marquette among Cowley & Co.'s own customers may have heard vaguely of the mail-order houses but was attracted by them. He reads about them in Cowley & Co.'s and straightway his curiosity interest are aroused. "I'll look into this mail-order business." He does so and at once falls into the big alluring catalogue of the romance that many people to think dwells in buying goods by mail. It might be that if Cowley & Co. had let the scheme alone of people might never have been interested in it. Another order fighter I know of has had judgment a better plan. He got out from his local freight and express agent the names of the people who are already getting goods from the mail-order houses and he bombards them by mail. There is no general publicity, no stirring up of general curiosity and interest.

NOTE.—This department is devoted to the criticism of advertising matter, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent for this department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Sorry, "Dear Customer," but you live in Marquette, which is in "Kansas City Territory." 25 pounds of sugar for 98c is enough for you if you want it with a \$10.00 grocery order.

Now if you only lived in "Chicago Territory" your dollar would buy 33 1/3 pounds of sugar with a \$10.00 grocery order. However, if you must have it—see Cowley.

OUR SPECIAL SUGAR OFFERS
SEPTEMBER, OCTOBER 1915

25 Pounds of Sugar for 98 Cents

Montgomery Ward & Co.
KANSAS CITY

OUR SPECIAL SUGAR OFFERS
SEPTEMBER, OCTOBER 1915

33 1/3 Pounds of Sugar for \$1.00

Montgomery Ward & Co.
CHICAGO

You have no doubt noticed that there are no Chicago Montgomery Ward Grocery Lists to be seen in Marquette this time—not much—whether the "office boy," who balled things up last issue got "his" or "promised to do better next time" we don't know but just to convince you that the sugar discrimination as to price between the Chicago and Kansas City houses was no accident—but the usual thing, we are again reproducing their sugar offer made in Chicago territory as compared with the price you must pay.

We have insisted from the first that this sugar deal was a bait—and we believe that the Marquette people agree with us. We want your business on business principles only and refuse to resort to "cunning business tricks" regardless of what others may do.

WE WILL MEET EITHER MONTGOMERY WARD'S CHICAGO OR KANSAS CITY, OR SEARS ROEBUCK'S SUGAR DEAL AT THEIR TERMS AND CONDITIONS, IF YOU FEEL THAT YOU WISH TO BUY THAT WAY.

FROM SEARS-ROEBUCK'S JULY-AUGUST CHICAGO LIST Page 46

Corn Flakes, Toasted, Montclair Brand

Flakes are milled from plump carefully selected corn and toasted in the Montclair Brand. The process is all handled by machinery and the flakes are packed also by machinery, full 10 ounces net weight, in single boxes. This is an exceptionally delicate and appetizing breakfast food.

3 Packages, 20c
6 Packages, 39c
10-ounce packages

Sears Roebuck price in Chicago for 12 packages \$ 75
Freight to Marquette 13 lb at 50c " " " " 08
Would cost YOU delivered \$ 83

AFTER YOU REACH HOME IF YOU FIND ANY ARTICLE PURCHASED AT THIS STORE IS NOT EXACTLY WHAT YOU THOUGHT IT WAS—DO NOT HESITATE TO RETURN IT AND EITHER EXCHANGE IT FOR WHAT YOU WISH OR GET YOUR MONEY BACK

OUR PRICE RIGHT AT HOME

SUPERB BRAND CORN FLAKES

1 package 07
3 packages 18
6 packages 35
12 packages 68
36 packages 1 97

A COMPARISON OF VALUES.

All these brands are of equal quality. Montgomery Ward's price of 75c the dozen in Chicago is exactly the same delivered at Marquette 83c, as their price of 78c in Kansas City. The Sears Roebuck package contains 10 ounces, Montgomery Ward & Co.'s 9 ounces and our Superb Brand 9 ounces, so the comparative values are as follows:

Sears Roebuck price 120 ounces for 83c
Montgomery Ward gives 100 ounces for 83c
We give 100 ounces for 68c

FROM MONTGOMERY WARD'S JULY-AUGUST CHICAGO LIST Page 45

Corn Flakes Super Brand

Put up from selected white corn with no artificial coloring. The distinctive taste of the softest, fluffiest, and most nourishing, and the most healthful, pure, and delicious cereal. It is a delicious breakfast food, and is sold in 10-ounce packages. When you make your purchase, please look for the Super Brand logo. It is very important, as it is the only one of its kind. It is sold in 10-ounce packages, and is sold in 10-ounce packages. It is sold in 10-ounce packages, and is sold in 10-ounce packages.

3 packages \$ 20
6 packages 39
12 packages 75

Montgomery Ward's price in Kansas City for 12 packages \$ 75
Freight to Marquette 13 lbs at 35c 05
Would cost YOU delivered \$ 83

Montgomery Ward's price in Chicago for 12 packages 75
Freight to Marquette, 13 lbs at 50c 08
Would cost YOU delivered \$ 83

REMEMBER — NO SALE IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED TO BE SO—YOU MUST WANT OUR GOODS MORE THAN YOU WANT YOUR MONEY

FLOUR COMPARISON PRICES

Brand	40 lb. sack (net wt.)	50 lb. sack (net wt.)	60 lb. sack (net wt.)
Montclair Brand	75	1 10	1 20
Sears & Roebuck	87 50	1 20	1 30
Freight Chicago to Marquette at 50c per cwt.	30	55	1 20
Would cost you delivered	\$1 55	2 35	3 10
Montgomery Ward & Co.	81 55	2 30	3 05
Freight Chicago to Marquette at 50c per cwt.	75	35	1 10
Would cost you delivered	\$1 75	2 35	3 05
Montgomery Ward & Co.	81 55	2 30	3 05
Freight Chicago to Marquette at 50c per cwt.	75	35	1 10
Would cost you delivered	\$1 75	2 35	3 05

Cowley & Co. Best Flour—A B. Cowley & Co. Marquette price—\$1 75 2 35 3 05 3 10

Our price means NO FREIGHT—NO WAIT

Our car of CHOICE BEST FLOUR just unloaded is immediately UP TO THE HIGHEST GRADE OF FLOUR MILLED ANYWHERE. We leave the rest to YOU. If you are not perfectly satisfied IT IS OUR FLOUR and your money is ready for you.

REMEMBER—Montgomery Ward & Co. says: We reserve the right to limit the quantity of flour ordered to what we consider a fair quantity in proportion to a grocery order. We also reserve the right to refuse to fill orders for flour except when ordered with other groceries. Note: Flour of any kind cannot be included in our special sugar offer on page 3.

COWLEY SAYS: "We will sell you all the flour you want without any reservations whatever. The more you want the better it suits us and you may buy other goods or not as you please."

the expense is made up by advertisements from other Marquette merchants. There is one each from a bank, an automobile dealer, a hardware dealer, a carriage dealer, a blacksmith, a meat market, a milliner, and a doctor. The rest of the

they get at this most important mail-order problem. I suppose there is no doubt that the mail-order houses are stronger in the West than the East, though they are strong enough everywhere. I am reproducing page 8; pages 2

Two Weeks More for the Window Display Contest—Ready?

The awards in the Window Display Contest of **Lipton Teas** will be made as soon after November 1st as is practicable. The contest closes that day. You have barely three weeks more.

The contest is for the five best window displays of **Lipton's Tea**. The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP,
Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSRON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop Lax-ets, Preventics, Catarrh Cure, Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 94.

1 Heavy Spring Wagon, weight 1,000 pounds, for one or two horses; cost \$156.75, will sell for \$75.

1 Cauldron Kettle, about 60 gallons, will sell for \$15.

1 60-gallon Oil Tank, with pump, cost \$7; if bought to-day will sell for \$3.50.

All goods are in good condition.

F. O. B. Latrobe.

BRIDGE & GEARY,
Latrobe, Pa.

Offer No. 95.

I have 100 cases half-pound Inland Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 of Dustbone, or Sweeping Compound, which I will sell for 10 cents a can, or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Offer No. 97.

We have on hand one barrel Warranted Cleanser, in five-pound packages. Please make offer.

Also No. 129 Enterprise Dried Slicer; cost \$40, will sell for \$15.

One McIntire delivery auto, running gear and box in fine condition; new motor. Will sell for \$75, cost \$800.

SCHUMAN & YERKE,
Amsterdam, N. J.

Offer No. 98.

We have a slightly used Under Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price.

T. J. CRITCHLOW,
Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with real delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, four lamps, for sale cheap. Make offer.

A. H. & W. R. ANDREW,
Prattsburgh, N. Y.

Offer No. 100.

have for sale a Soda Fountain all accessories, which consist of one foot counter, one six-foot marble sterling silver draught arm, with and coarse streams; 10-gal. soda charging outfit and cooling box. ng box contains 12 syrup bottles, d, and two extra syrup bottles. All things needed to operate same, in- g 5 crushed fruit bowls and ster- silver ladles, silver soda holders, 3 silver spoons, 8 doz. tumblers, 1 10-cent and 1 doz. 5-cent Sundae 1 doz. banana split dishes, ice 1 dishers, ladle, etc. A large quan- of syrups, used very little and orig- cost \$75. The complete outfit us \$250. Will sell for a trifle less half. This outfit was used but months, and having gone out of part of the business are obliged to t. Address

Lock Box 12,
East Bangor, Pa.

Important Notice to those Advertising in the Exchange Department.

the goods advertised do not move in four weeks, will the owner kindly us, so that the offer may be dis- ued? We desire to keep the de- cent as clean and fresh as possible. goods don't move in four weeks. will probably not move at all.



is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space. Installed and extolled by successful merchants in all the States. Facts free. Act to day.

D. COMPANY, La Crosse, Wis.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—A good clerk; good chance for advancement to right person. Must be employed at his present place for at least two or three years. Salary paid, \$55 to \$65 per month, according to ability. Address C. E. Engel & Co., Union Bridge, Md. 17

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

STORES.

FOR SALE.—Stock and fixtures of a well established grocery store, with or without property, on a prominent corner, has all conveniences, all cash trade, no teams, no delivery, doing better than \$1,000 monthly; will sell at inventory; stock about \$2,000. Owner too old to continue, wishes to retire; business can be greatly increased by a hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—Meat and provision store, with fixtures. Fine residential section, West Philadelphia, fine established trade. Good reason for selling. Any one meaning business will do well to in-

vestigate. Address D. J. R., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

FOR SALE.—We have just equipped a delicatessen and confectionery store in Ardmore and are compelled to sell same at a sacrifice. Best location, in central shopping district. Excellent opportunity for a hustler. Address W. S. Ballinger, 118 Darby Road, Llanerch, Pa. 19

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco ware-houses; in center of fine farming coun- try, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FIXTURES.

FOR SALE.—Store fixtures at 6241 Arch St., including Walker counter and scales; cost \$160, will sell for \$70. Ap- ply 6135 Vine St., Philadelphia. 18

FOR SALE.—One National cash reg- ister for sale, cost \$95, only used three months, with detail slip; A No. 1 con- dition; will sell for \$50 cash; registers from 1 cent to \$50. Address Decker's Cash Store, Waynesboro, Pa. 19

MISCELLANEOUS.

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

WANTED

WANTED.—To purchase cash grocery store somewhere in Central Pennsyl- vania or Central New York State. Ad- dress B. J. M., care Grocery World Publishing Co., 927 Arch St., Philadel- phia. 16

WANTED.—A bargain new or near new late pattern adding machine and check protector. Address L. G. C., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 17

WANTED.—One second-hand paper press. State condition and price. Ad- dress Matthew Pfau, Phoenixville, Pa. 16

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

ACKERMANN'S COFFEE IMPROVER

Known for the last 66 years as Ackermann's Coffee Essence. Improves the finest or the poorest coffee. It sells quickly and it stays sold because it always sat- isfies. Good profits to you.

B. ACKERMANN COMPANY
712-14 Washington Street NEW YORK

Clean, Uncoated Rice



¶ Retailers who have given Imperator uncoated rice a chance have sometimes wondered why they sold so much more rice with no extra effort.

¶ One reason is that Imperator rice is uncoated—clean and natural—and con- sumers like that when they once under- stand it. The other reason is that it is fancy head rice of unusual quality.

¶ Write to us, please.

S. & H. CRAIG, Inc. - - Philadelphia, Pa.

HOW DO YOU DO

en you are up against the grouchy customer, fellow who overruns his account, the transient buyer who only drops in occasionally, the son who always disputes his bill, and up- just other troubles when you do not have our

Indexed Coupon Books?

expensive—all sizes—f. o. b. destination. Will e trouble—losses—bookkeeping—forgotten rges—disputes. Equally good for cash or lit business or both. Will get the cash.

HAVE SOLD MILLIONS OF THEM

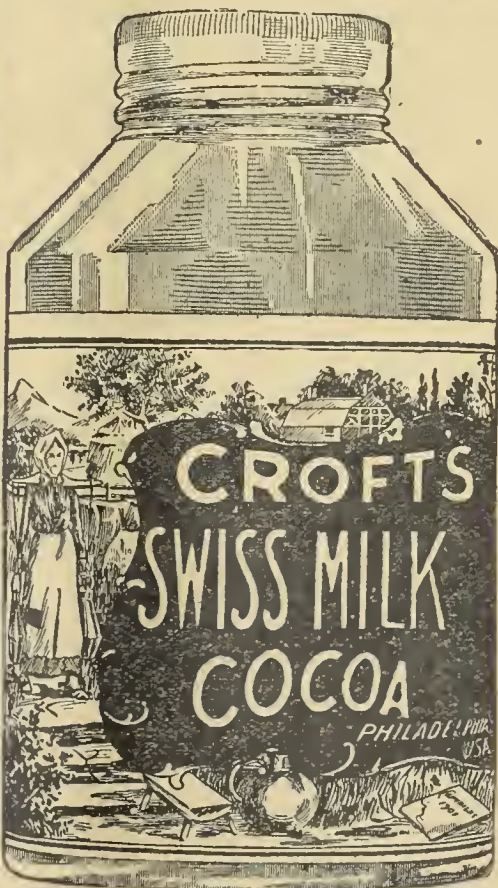
t need them. Many of our people have used m for years. Samples and literature free.

SHALL WE SEND THEM?

P. FORBES, Forbes Building, Coshocton, Ohio



How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," be- cause of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting in- gredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

CORRECTED WEEKLY. OCTOBER 18, 1915.

DECLINES

BUTTER.	
Tub Butter—	
Creamery specials	
“ extra, 60-lb. tubs.....	
“ first, “	
“ second, “	
“ third, “	
“ dairy, extra, bakers’	
“ use, 30-60 lbs.....	24
“ 5 and 10-lb rolls, 60	
“ and 100-lb. boxes ...	3
Print Butter—	
Prize.....	
Gurnse, lbs. and ½ lbs.	
Awltru.....	
Milhen Farm, lbs. and ½ lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf (“400”), Elgin, 20-50 lb. boxes....	
Sheaf.....	2
White Rock	
CANDLES.	
P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.	
Peerless, hotel, 16s, 30 lbs.	
Bright Light, 16s, 30 sets to box.....	per box
JARS AND JAR RUBBERS.	
Mason’s—	
Half gallons.....	1
Quarts	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons....	
Single lip, wide, 1 doz. cartons	
Acme, wide, 1 doz. cartons, 5 gross boxes..	
“ medium, 1 doz. cartons, 5 gross boxes.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ medium	
Black rubber, medium	
25 lb. lots 1 cent per lb. less.	
Jar Tops—	
½-gross boxes, no rubbers.....	
Jelly glasses, fluted, hbls. 24 doz....	per doz
CATSUP.	
Snider’s—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter’s—	
Tomato, ½ pint, 2 doz	
Tohasco, ½ pint, 2 doz	
Beech-Nut—	
Pints	2
½ pints	1
KETCHUP.	
Curtice’s “Blue Label,” Tomato—	
Small	
Medium	
Large	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

ed Beans—	
itter's—	
& M., No. 2.....	.95
Campbell's, 20 oz., tomato sauce or Boston style.....	1.25
Lider's, No. 2.....	1.90
an Camp's, No. 2.....	1.40
quikshank's, No. 2.....	1.35
einz's, No. 2.....	1.40
og's Head, No. 3.....	1.25
ctory, No. 1.....	.47½
atoes—	
andard, New Jersey, No. 3.....	1.05
Maryland, No. 2.....	.60
No. 3.....	.80
a Beans—	
andard, New Jersey, No. 2.....	1.15
Maryland, No. 2.....	1.20
ncy, small, No. 2.....	1.50
ig Beans—	
andard, New York, No. 2.....	1.10
tra fancy, New York, No. 2.....	2.00
ncy, New York, No. 2.....	1.50
andard, Maryland, No. 2.....	.60
Kidney Beans—	
andard, New York, No. 2.....	.95
Maryland, No. 2.....	.80
Illinois, No. 2.....	.90
andard, New York, No. 2.....	.90
ncy, New York, No. 2.....	1.00
andard, Maryland, No. 2.....	.80
Maine, No. 2.....	1.30
ncy, Maine, No. 2.....	1.30
oe Peg, No. 2.....	.85
hole grain, No. 2.....	.75
andard, New York, No. 2.....	1.25
ted, New York, No. 2.....	1.50
tra sifted, New York, No. 2.....	2.00
andard, Southern, No. 2.....	.80
ted, Southern, No. 2.....	1.00
tra sifted, Southern, No. 2.....	1.40
andard, Indiana, No. 2.....	.75
ted, Indiana, No. 2.....	1.00
tra sifted, Indiana, No. 2.....	1.40
andard, Wisconsin, No. 2.....	1.10
ted Wisconsin, No. 2.....	1.40
tra sifted, Wisconsin, No. 2.....	2.00
andard, New York, No. 2.....	
No. 3.....	1.25
New Jersey, No. 2.....	
No. 3.....	1.10
ash—	
andard, New York, No. 2.....	1.00
ncy, New York, No. 2.....	1.25
andard, Maryland, No. 2.....	.95
ncy, Michigan, No. 2.....	1.15
agus—	
all, No. 2½.....	2.00
dium, No. 2½.....	2.20
ge, No. 2½.....	2.50
is, No. 1.....	2.25
kins—	
andard, New York, No. 3.....	1.00
New Jersey, No. 3.....	.85
ch—	
andard, Maryland, No. 3.....	1.00
Krout—	
andard, New York, No. 3.....	.85
Maryland, No. 3.....	.80

California Canned Fruit.

ots—	
ra, No. 3.....	2.75
No. 2½.....	2.10
ra Standard, No. 2½.....	1.75
andard, No. 2½.....	1.50
tt Pears—	
ra, No. 3.....	
No. 2½.....	2.50
ra Standard, No. 2½.....	2.30
andard, No. 2½.....	2.15
Cherries—	
ra, No. 3.....	
No. 2½.....	2.90
ra Standard, No. 2½.....	2.50
andard, No. 2½.....	2.25
es, Lemon Cling, Sliced—	
ra, No. 3.....	2.95
No. 2½.....	2.00
ra Standard, No. 2½.....	1.75
andard, No. 2½.....	2.50
es, Lemon Cling—	
ra, No. 3.....	2.95
No. 2½.....	2.00
ra Standard, No. 2½.....	1.75
andard, No. 2½.....	1.45
es, Yellow Crawford—	
ra, No. 3.....	2.80
No. 2½.....	2.00
ra Standard, No. 2½.....	1.70
andard, No. 2½.....	1.40

Eastern Canned Fruits.

York State, No. 3.....	.90
No. 10.....	3.00
erries—	
rup, No. 2.....	2.35
ater, No. 2.....	
es—	
te Wax, light syrup, No. 2.....	1.35
heavy syrup, No. 2.....	1.50
ic, No. 3.....	1.35
nds, No. 3.....	1.15
No. 3.....	.85
lett, Extra Standard, No. 2½.....	2.00
er, syrup, No. 3.....	
water, No. 3.....	
ry syrup, No. 2½.....	1.25
at syrup, No. 2½.....	1.00
ries—	
ie, in water, No. 2.....	1.40
erries—	
a preserved, No. 2.....	2.80
erved, No. 2.....	1.60
ater, No. 2.....	1.20

Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
Standard, No. 2½.....	1.75
Extra, No. 2.....	1.50
Standard No. 2.....	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	4.50
No. 1, flat, 4 doz.....	4.50
No. ½, flat, 4 doz.....	2.30
Star, No. ½, flat, 4 doz.....	1.40
No. ½, flat, 4 doz.....	2.30
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, 100s.....	15.00
Soused, ½s, oval, 100s.....	15.00
high oval, 100s.....	18.00
Fresh Mackerel, 100s.....	19.00
dgl., Young Mackerel in Olive Oil, ½s, 100s.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kipperd Herring—	
Macconache's, plain.....	
Normanna, Tomato Sauce, 100s.....	11.00
Boneless, ½s, oval, 100s.....	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.....	15.00
Cod, 1-lb. round tins, 100s.....	23.00
high oval tins, 100s.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.36
No. 1, flat.....	2.35
Fancy Sockeye, No. 1, flat.....	2.35
No. 1, tall.....	2.00
No. ½, flat.....	1.50
Alaska, red, tall.....	1.65
medium red, tall.....	1.30
pink, No. 1, tall.....	.95
Shrimps, No. 1, wet.....	1.00

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.....	Per case
¼s, Tomato Sauce, 100s.....	11.50
¼s, oval, Royans a la Bordelaise, 100s.....	11.50
Portuguese, Olive Oil, ½s, skinless and boneless, 100s.....	24.00
Boneless and peeled, ½s.....	24.00
D. & G., ¼s.....	26.50
Ispe, ¼s.....	28.00
Gondolier, ¼s, 100.....	20.00
Landell, ¼s, 100.....	9.50
Martell, ¼s, 100.....	10.50
¼s, 100.....	15.00
Loyal, ¼s, 100.....	9.50
Argonauts, ¼s, 100.....	14.00
Orion, smoked, ¼s, key, 100.....	8.00
Tomato sauce, ¼s.....	15.00
Truffled, ¼s, key, 100.....	12.50
Spiced, ¼s, 100.....	10.00
Royanette, oval, ¼s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100.....	15.00
¼s, tomato sauce, 100.....	15.00
¼s, olive oil, 50.....	13.25
¼s, tomato sauce, 50.....	13.25
Sea Queen, ¼s, olive oil, 100.....	11.25
Sea Pearl, ¼s, olive oil, 100.....	9.40
Tea Time, ¼s, olive oil, 100.....	7.80
"Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s.....	2.90
No. 2, ¼s, 100.....	2.50
¼s, key, 100.....	2.75
Irma, ¼s, 100.....	4.00
Pickert's, Rival brand, carton, ¼s, 100.....	3.90
¼s, 100.....	6.00
Mustard—	
Irma, ¼s, 100.....	4.00
¼s, 100.....	2.25
¼s, 48.....	3.60
Continental, ¼s, key, 48.....	3.15
Irma, fancy, ¼s, 50.....	3.80
Gold Label, ¼s, 50.....	4.50
¼s, 100.....	7.00
Underwood's, ¼s, 50.....	4.50
Pickert's, Crown brand, ¼s, 48.....	4.00
Columbias, ¼s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.70
Hash, No. ½, 2 doz.....	1.00
No. 1, 2 doz.....	2.25
No. 2, 1 or 2 doz.....	3.50
No. 6, ¼ or 1 doz.....	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
No. 2, key, 1 doz.....	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.90
No. 1, 2 doz.....	1.85
No. 2, 1 doz.....	3.70

Sliced Beef.

Armour's—	
Glass, small.....	1.60
large.....	2.50
Swift's—	
Premlum, No. 1, glass.....	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.....	1.80
Eric brand, large, 1 doz.....	1.80

Loaf Goods.

Armour's—	
Beef, No. ¼.....	1.40
Chicken, No. ¼.....	2.25
Ham, No. ¼.....	1.40
Veal, No. ¼.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.50
No. 2, 2 doz.....	4.70
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.65
Kingan's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
No. 1½, 1 doz.....	8.35
No. 2, 1 doz.....	9.15
No. 2½, 1 doz.....	11.95
No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.....	2.50
Chicken Liver, 4 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & R., No. ¼, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
No. ½, 2 doz.....	3.45
No. 1, 2 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	
No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ¼.....	3.45
No. 1.....	6.10
Turkey, No. ¼.....	3.45
No. 1.....	6.10
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
No. 2.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
sonme, Chicken Gum-			
bo (Okra), Mulligata-			
wny, Clear Ox Tail,			
Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.....			.90
Campbell's, No. 13, 10½ oz., 4 doz.—			Per case
All kinds.....			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case.....			3.25

SPECIAL ASSORTMENTS.

Order by number.

All kinds.....	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.....	3.25
SPECIAL ASSORTMENTS.	
Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspar- agus.....	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege- table.....	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....	case 3.60
Curtice Brothers' Blue Label	

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb
roc. tins, 6-lb. boxes35
¾-lb. tins, 6-lb. boxes30
¾-lb. tins, 6-lb. boxes20
1-lb. tins, 6-lb. boxes28
5-lb. canisters30
Wilbur's Premium Chocolate—	
¾ lb., 6 and 12-lb. boxes32
¾ lb., 6 and 12-lb. boxes31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.55
24 cakes, 10c. size.....	1.50
Capitol, sweet, ¼s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb
Premium, ¾ lb., 12 lbs.....	.29
“ ¾ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
“ ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ¾-lb. size33½
“ ½-lb. size33½
Premium Chocolate, ¼s, 12 lbs29
“ ¼s, 12 lbs29
Best Sweet Chocolate, ¼s, 6 lbs20
“ ¼s, 6 lbs.....	.20
Vanilla Chocolate, ⅞s, 6 lbs26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars.....	.40
Cocoa, ½-lb. tins.....	.29
“ ¾-lb. tins.....	.30
“ ½-lb. tins.....	.33
“ 6 5-lb. cans30
Baking Chocolate, ¼s.....	.29
“ ⅞s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.80
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
“ “ ¼ lb. size, 6 or 12 lb. bxs.	.28
“ “ ½ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz.
Grand brand, ¾-lb. tins, 2 doz.....	1.88
“ ½-lb. tins, 2 doz.....	3.50
“ 1-lb. tins, 1 doz.....	6.50
“ 5-lb. tins, 1 doz.....	pe lb. .52
“ 10-lb. bags, 100-lb. case50
Daalder's brand, ½-lb. tins, 12-lb. box40
“ ¾-lb. tins, 12-lb. box39
“ 1-lb. tins, 12-lb. box38
“ 2-lb. tins, 12-lb. box37
“ 5-lb. tins, 60-lb. box36
“ 10-lb. bags, 100-lb. case.....	“ .35
Runkels—	
Decorated Cocoa, ¼s, 6 and 12-lb. boxes...	.36
Labelled Cocoa, ¼s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, ¼s, 6 and 12-lb. boxes30
“ ¼s, 6 and 12-lb. boxes31
Dairy Milk Chocolate, 24 cakes to carton....	.80
Almond Bars, 24 cakes to carton.....	.80
“ 12 roc. cakes to carton.....	.80
Vanilla Sweet Chocolate, 24 cakes to carton80
“ ¼s, 6 and 12-lb. boxes.....	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes24
Vienna Sweet, ¼s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
Lowney's—	Per lb
Cooking Chocolate, unsweeteued, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.31
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs31
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs.....	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box.....	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins.....	
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins34
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ¼-lb. tins35
“Diamond” Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box80

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box.....	per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	per case	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per case	.29
Medal Lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per case	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can. Per	.90
2-oz. oval cans, 4 doz. in box.....		.07 1/2
5-oz. oval cans, 3 doz. in box.....		.18 1/2
1/2-lb. round cans.....		.29
1-lb. round cans.....		.57
60 lbs. in case.....	Per can. Per lb.	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	.28
Sweet Vanilla, 4 cakes to lb.....		.28
" 8 cakes to lb.....		.45
Milk Chocolate, 6 cakes to lb.....		.45
" 12 cakes to lb.....		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	Per lb.	.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....		.56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	Per tin	.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....		.50
1 lb. boxes, 30 boxes in case.....		.55
1/2 lb. boxes, 60 boxes in case.....		.55
1/3 lb. boxes, 90 boxes in case.....		.56
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....		.36
" 6-lb. boxes, 1/4-lb. tins.....		.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2-lb. packages.....		.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....		.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....		1.10
No. 3, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....		1.10
No. 53, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39

PAPER.

Scott Paper Co.—		
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls.....		3.00
Stock No. 33, Scott Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons.....		3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls.....		3.25
Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S. Republic (White) S. O. S.		
1/4 lb.....	1/4 lb.....	.26
1/2 ".....	1/2 ".....	.31 1/2
1 ".....	1 ".....	.42
2 ".....	2 ".....	.55
3 ".....	3 ".....	.65 1/2
4 ".....	4 ".....	.81 1/2
5 ".....	5 ".....	.94 1/2
6 ".....	6 ".....	1.15 1/2
8 ".....	8 ".....	1.34
10 ".....	10 ".....	1.52
12 ".....	12 ".....	1.78 1/2
14 ".....	14 ".....	2.25 1/2
16 ".....	16 ".....	2.41 1/2
20 ".....	20 ".....	2.70 1/2
25 ".....	25 ".....	2.99
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....		.90
20x30, ".....		1.20
24x36, ".....		1.60
Butter, Parchment—	Per pkg.	
8x11, 1000 sheets.....		.70
9x12, ".....		.70
18x24, 50-lb. bundles of about 1200 sheets.....	per lb.	.10
Toilet—		
Extra quality, 100 rolls.....	Per case	5.75
Good " 200 ".....		4.95
Butter, Wax—	Per pkg.	
9x12, about 480 sheets.....		.14 1/2
White Tea—	Per bundle	
8x11, 100 sheets to pkg., 10 pkgs. to bundle.....		.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle.....		.70
Bags, price per M—		
Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.....	15M.....	.33.....
1/2 ".....	10M.....	.41.....
1 ".....	8M.....	.53.....
2 ".....	6M.....	.71.....
3 ".....	5M.....	.84.....
4 ".....	4M.....	1.08.....
5 ".....	3M.....	1.24.....
6 ".....	2M.....	1.54.....
8 ".....	2M.....	1.73.....
10 ".....	2M.....	1.95.....
12 ".....	2M.....	2.30.....
14 ".....	1M.....	2.85.....
16 ".....	1M.....	3.15.....
20 ".....	1M.....	3.45.....
25 ".....	1M.....	3.95.....

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Flour Sacks, satchel bottom—		
Majestic	Plain	
Ex. Heavy	per 10c	
12 1/2 lbs., 1/2 bbl.....		.42
24 1/2 lbs., 1/2 bbl.....		.70
49 lbs., 1/2 bbl.....		1.40
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
Silk Fibre, No. 1—		
9 in. rolls.....		.02 3/4
12 ".....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
30 ".....		.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket.....	per case	10.00
10 roll lots.....	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.35
Magnolia.....		4.85
Dime.....		3.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.40
Star, 4 doz.....		4.85
Anchor, skimmed.....		3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.25
" " small, 6 doz.....	2.25
" " family size.....	2.55
" " hotel size.....	3.25
" " confectioners' size.....	3.50
Silver Cow, small, 6 doz.....	2.25
St. Charles, small, 4 doz.....	1.65
" " tall.....	3.25
" " hotel size.....	3.25
" " confectioners' size.....	3.50
Pearl, tall.....	3.25
" " small, 4 doz.....	1.65

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.60
Queen.....		4.60
Premium.....		4.15
Blue Ribbon.....		4.15
Gold (Baby).....		2.35
Gold (Tall).....		3.35
St. Elmo.....		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....		.10
Cocoa Nut Ripple.....		.11
Fruit Cookies.....		.10
Graham Wafers.....		.11
Grandma Cookies.....		.10
Honey Jumbles, XX.....		.10
Iced Honey Jumbles.....		.12
Lemon Bar.....		.09
Lunch Biscuit.....		.12
Marshmallow Mayblossoms.....		.11
Newtons.....		.13
Saltines.....		.09
Spiced Wafers.....		.10
Sugar Cookies.....		.12
Sweethearts.....		.08
Water Crackers.....		.16
7-lb. tin pails.....		.16
Arrowroot Biscuit.....		.17
Assorted Bon Bons.....		.17
" " Teas.....		.17
" " Slices.....		.16
Butters.....		.17
Chocolate Bon Bons.....		.16
" " Butters.....		.16
Cocoa Nut Macaroon.....		.16
Fancy Jumbles.....		.16
Fruit Sundae.....		.20
Lady Creams.....		.16
Lemon Sundae.....		.15
Sweet Marie.....		.15
Package goods—	Per doz.	
Animals.....		.45
Cracker Meal, large.....		.90
" " small.....		.45
Gingerettes.....		.90
Gold Medal Soda, small.....		.45
" " large.....		.90
Graham Wafers.....		1.25
Lunch-on-Thins.....		.90
Milk Lunch.....		.90
Ginger Snaps.....		.45
Pink Tea.....		.90
Saltona Biscuit.....		.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. E. T. Co.—	Bbls. Boxes	
Butter Crackers.....		.09 1/2
Oyster Crackers.....		.09 1/2
Wine Scroll.....		.11 1/2
Cracker Dust.....		.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.
Wein Senf, Prepared Mustard.
Dove Brand.

Stone pots, small, 2 doz.....	per doz.	1.40
" " with horseradish.....	"	2.00
" " large, 1 doz.....	"	2.00
" " with horseradish.....	"	2.00
Wein Senf, bbls.....	per gal.	.85
1-gal. stone jars.....	per jar	.85
5-gal. kegs.....	per keg	3.50
Prepared Mustard, bbls.....	per gal.	.85
" " 15-gal. kegs.....	"	1.75
" " 10-gal. kegs.....	"	.90
" " 5-gal. kegs.....	per keg	1.75
" " 2-gal. pails.....	per pail	.50
" " 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" " sitting top, 2 doz.....	"	.46
" " with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	loaf	1.75
Sap Sago, 3 to 1 lb.....	case, per lb.	1.75
" " less than case.....	"	1.75
Roquefort.....	12 in case, " "	1.75
" " less than case.....	"	1.75
Parmesan, about 30 lbs.....	loaf, " "	1.75
" " less than loaf.....	"	1.75
Edam, 12 in case.....	single	1.75
" " in tin.....	per lb.	1.75
" " 1-lb. tins.....	per case	1.75
Camembert, domestic, wood boxes.....	per doz.	1.75
" " Autocrat brand, large.....	"	1.75
" " medium.....	"	1.75
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz.	1.75
Parmesan, grated, ready for use, small bottles.....	per doz.	1.75
Olmutter Hand, 100 in box.....	per doz.	1.75
Edelweis, Romatour and Bier-Kase.....	per doz.	1.75
American Swiss, No. 1.....	loaf	1.75
" " less than loaf.....	"	1.75
" " square loaves, No. 1, about 25 lbs. each.....	per lb.	1.75
Limburger, No. 1.....	box and 1/2 box	1.75
" " less than 1/2 box.....	"	1.75
Pinxter, from Holland, in tins.....	per doz.	1.75
Muenster.....	per lb.	1.75
Brick, No. 1.....	"	1.75
English Dairy.....	"	1.75
Pineapple, picnic size, 6 in box.....	per box	1.75
" " gem size, 6 in box.....	"	1.75
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Tral size.....		1.00
MacLaren Imperial, club size.....		1.00
" " No. 1 size.....		2.40
" " Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		1.45
" " 4 doz.....		.85
" " Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	1.75
Weiner Wurstel, 16 in tin.....	per doz.	1.75
" " 8 in tin.....	"	1.75
Imported Cervelat Sausage, Rolf's.....	per lb.	1.75
Imported Frankfurters.....	per doz.	1.75
Goose Breast, imported, marked weight, per lb.....		1.75
Pate de fois Gras, small.....	per doz.	3.00
American.....	50 and 100-lb. boxes.	Less.
Cervelat (Circle S.).....		.27
" (Diamond S.).....		.26
" " Peutonic.....		.24
" " Gothaer.....		.32
Salami (Circle S.).....		.27
" (Diamond S.).....		.26
" (G. A. P.).....		.27
Landjager, short.....	per lb.	.35
" " long.....	"	.35
Mortadella, dry.....	"	.35
Knackwurst, 25 in box.....	per box	4.75
" " 10 in box.....	per doz.	2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	"	.18
Lachs Ham.....	per doz.	.39
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	.20
Paprika Speck.....	"	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"	.18
" " Pfefferwurst.....	"	.18

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" " 5-gal. kegs.....	per keg	2.25
Russian Sardines.....	per pail	.65
" " 5-lb. pails.....	"	1.25
" " 10-lb. pails.....	"	1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	1.75
Milkers, Y. M.....	per keg	1.75

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Mixed, standard, bbls.....	1/2 bbls	1.75
Milkers, standard, bbls.....	1/2 bbls	1.75
Scotland—		
Mixed, large, fulls, bbls.....	1/2 bbls	1.75
Milkers, " " bbls.....	1/2 bbls	1.75
Marinirte Herring, imported, about 40 in pail.....		1.75
Roll Herring, imported, about 25 in pail.....		1.75
Spiced Herring, imported, about 40 in pail.....		1.75
Norway Stockfish, dry.....	per lb.	1.75
Matjes Herring.....	piece	1.75

Bismarck Herring.

Round tins, with key, pint.....	per doz.	2.00
" " quart.....	per tin	.75
" " 2 quarts.....	"	.75
" " 4 quarts.....	"	1.25
Roll Mops, 4-quart tin.....		1.35
" " 2-quart tin.....		.75
" " quart tin.....		.75
Kruger's Roll and Brat Haring, oval tins, doz.....		1.75

Russian Sardines.

Imported, Walkoff brand.....	per keg	1.75
" " 5-lb. pails.....	per pail	1.75
" " 10-lb. pails.....	"	1.75
Cut Spiced, 10-lb. pails.....	"	1.75
" " 5-gal. keg.....	per keg	2.25
Russian, in glass jars.....	per doz.	1.75

Norway Anchovies.

Fancy, keg.....		1.75
" 1/2 keg.....		1.00
" 1/4 keg.....		.75
" 1/8 keg.....	per doz.	2.12
Original package.....	per 1/2 bbl.	
Repacked, 5-lb. pails.....	per pail	
" 10-lb. pails.....	"	
" 5-gal. kegs.....	per keg	
" 1/2-lb. flat tins.....	per doz.	
" 1/2-lb. tall tins.....	"	
" 1-lb. tall tins.....	"	2

EGGS.

	Per doz.
ry, candled and selected, 30 doz.....	.34
ern, selected.....	.32
in Farm35
u, packed in cartons.....	.33

ad Staple Paste, 5-lb. cans.....	per lb.	.33
pies, in oil, 6 ring bottle.....	per doz.	5.00
" 3 ring bottle.....	"	3.25
" Nonpareil, 1/2-gal. kegs.....		1.25
" quart, glass.....	per doz.	7.50
" 1/2 size.....	"	2.25
" 1/4 size.....	"	2.00
" 1/8 size.....	"	1.20
" Ginger, large pots, 6 to case.....	per case	4.25
" medium, 12 to case.....	"	4.50
" small, 24 to case.....	"	4.25
les in Maraschino, glass, 1 doz.....	"	7.00
Chowder, Burnham, 4 doz. 1-lb. per doz.		.90
" 2 doz. 3-lb.....		2.20
" Powder, pints.....		3.60
" 4 oz.....	"	2.40
" 2 oz.....	"	1.40
" Peas, extra fins.....	per case	21.00
" fins.....	"
" moyens.....	"

nn's Irish Oatmeal—		
1. cans.....	per doz.	3.00
2. cans.....	per tin	.65
3. cans.....	
ey & Palmer's Petit Beurre Biscuit.....lb.		.24
“ Dloner Biscuit.....”		.33
“ Breakfast Biscuit.....”		.33
Packed 7 and 5 lbs. in a can.		
Pepper, ring, pints.....	per doz.	1.25
$\frac{1}{2}$ pints.....		.60
tone jars, 4 doz.....		1.75
ore Marquett Mushrooms—		
1 choice.....	per case
ice, 100 tins.....	“	25.00
al, 100 tins.....	“	30.00
el, 100 tins.....	“
3, 1.....	per tin	.25
$\frac{1}{2}$	“	.40
$\frac{1}{4}$	“	.75
$\frac{1}{8}$	“	1.50
3s, pickled, small size.....		1.70
Dunbar's, 2 doz.....	per doz.	2.50
1 Cordial, Bishop's, 1 doz.....	“	6.50
lized Ginger, 1-lb. tins.....	“	3.75
“ $\frac{1}{2}$ -lb. tins.....	“	2.25
ulce, Rose's.....	“	4.50
Rose Water.....	“	2.25
Peach Water.....	“	2.25
Olives.....	“	5.25
anco-American Food Co.—		
Per doz		
is for invalids, all kinds, $\frac{1}{2}$ pints, 4 doz.		1.40

Bouillon Cubes—	
in, 100 cubes.....	1.70
50 cubes.....	.90
10z. tins, 12 cubes each.....	2.75
Clam Bouillon—	
bottles, 1 doz.....	2.00
bottles, 1 doz.....	3.75
Oxo Cubes—	
10c. size.....per doz.	.85
25c. size....."	2.00
100 cubes.....per 100	1.65
Beef, Clam and Chicken Cubes—	
boxes, 12 cubes, 1 doz.....	2.50
tin boxes, 50 cubes.....per tin	.90
boxes, 100 cubes....."	1.70
Concentrated Bouillon—	
size 2, 1 doz.....	3.50
4, 1 doz.....	6.75
8, 1 doz.....	13.00
16, ½ doz.....	25.00
Tomato Bouillon—	
size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 5.....per bottle	3.00
jugs, size 2.....per jug	1.25

No. 1 Solid Extract of Beef—		Per doz.
size 2, 1 doz.....		4.45
4, 1 doz.....		8.20
8, 1 doz.....		15.90
16, ½ doz.....		29.75
No. 2 Fluid Beef Extract—		
size 4, 1 doz.....		5.00
8, 1 doz.....		9.00
16, ½ doz.....		17.00

	Per bbl.
Idas	6.25
Idal.	7.65
Idal.	6.00
Idal.	6.60
Idal.	6.85
's Best	6.25
Idem	5.90
the West	5.45
oil	5.35
oil	6.25
oil	6.00
oil	5.50
White	6.75
's Best	5.85
Imperial	6.00

Prepared Doughnut, Cake, Ginger- d and Tea Biscuit Flour—		Per case
14-oz.....		1.44
28-oz.....		2.40
(Either straight or assorted cases)		

Buckwheat, medium, 12s.....	1.50
Flap Jack Flour, 18s.....	1.42½
rry Buckwheat, 36 2s ;.....	2.75
Pancake, 36 2s.....	2.60

Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" Pancake, 18s.....	1.45

Beans—	Per bushel
California Lima, fancy, bags	per lb. .055
New York State Marrows, new, bags about 2½ bushel.....
Michigan Pea, new, bags about 2½ bushel...	3.37½
Red Kidney, fancy, new, grain bags about 2½ bushel.....	3.80

Peas—	
Scotch, domestic, bags about 2½ bushel.....	2.75
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags	
Less quantity.....	

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00

Marina—		1.00
Hecker's Cream, 18 pkgs		1.50
Shaker Corn—		
Fancy, bbls.
Less quantity
Hominy—		
Lea's Grits, 24 25	per case	1.80
Pearl, 100-lb. bags	per bag	2.30
Grits, 100-lb. bags	"	2.25
Ralston Hominy Grits, 36 25 (2 pkgs. free with every case)
Barley—		
No. 2, 100-lb. bags		3.30
No. 3, 100-lb. bags		3.30
Oatmeal—		
B, bbls.	per bbl.	6.25
B, 100 lbs.	per keg	3.25
Rolled Oats—		
Avena, 180 lbs.	per bbl.	6.00
" 90 lbs.	per keg	3.14
" 90 lbs.	per sack	2.88
Tapioca—		Per lb.
Dromedary, 36 pkgs	per case	2.50
Instantaneous, 50 15	"	4.00
Colburn's Hasty, 36 pkgs.	per doz.	.85
Pearl, fancy, loose04 ³ / ₄
Flake06 ³ / ₄
Minute, 3 doz	per caso	2.75

	Per case
Ralston Wheat Food, 18s, large.....	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and ½ doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
½ doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., Tbe—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s... ..	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.05
Royal Seal, 36s.....	4.05
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Cakes.....	

Corn Goods—	
Quaker Cornmeal, yellow or white, 24 25s.	1.80
" " family, 10s	1.80
Quaker F. S. Hominy, pearl or gran., 24s	1.80
" " 10s	2.80
Mother's Hominy, pearl or gran., 24s	1.80
" Cornmeal, large, yellow, square, 10s	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s	2.70
Pettijohn's Breakfast Food, 18s	2.15
Quaker F. S. Farina, 24s	1.45
Saxon Wheat Food, 24s	2.70
Mother's Wheat Hearts, 18s	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s	1.90
Corn Puffs, 36s	4.30
Puffed Rice, 36s	4.30
" Wheat, 36s	3.45
Mother's Corn Flakes	3.10

Sundries—	
Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s..	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Tolland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Reihofer's Bread Crumbs, 1 lb.....	.06
" Unsweetened Zwiebach.....	.08 1/2

Knox Plain Sparkling Gelatine, 2 qt.	Per doz.	1.20
“ Acidulated Gelatine, lemon flavor, 2 qt.		1.20
Cox's, instant, powdered, large.....		1.45
“ “ “ small.....		.90
“ “ “ large, gross.....		17.25
“ “ “ small, gross.....		10.80
Plymouth Rock, pink or white.....		1.17½
Nelson's, large.....		1.50
Bromangelon, assorted, 3 doz.....		.87½
Jellycon, assorted flavors, 2 doz.....		.85
Chalmers' Shredded Gelatine, 10c. size—		
Per doz.....		.95
Per gross.....		11.25
5 gross lots, with ¼ gross free.....per gross		11.00
Chalmers' Shredded Gelatine, 5c. size—		
Per doz.....		.45
Per gross.....		5.25
Chalmers' Granulated Gelatine, 15c. size—		
Per doz.....		1.20
Per gross.....		13.80
5 gross lots, with ¼ gross free.....per gross		13.50
Mother's, small, 1 doz.....		.45
“ large, 1 doz.....		.85
Cooper's, 1 doz.....		.88
Tryphosa.....		.88
Pudding, assorted, 2 doz.....per case		1.60
Minute Gelatine, 3 doz.....per case		3.25
Jello, theainty dessert—	Per case	
Assorted, 3 doz.....		2.70
Straight flavors, 3 doz.....		2.70
Jello Ice Cream Powder—	Per case	
Assorted, 3 doz.....		2.70
Straight flavors, 3 doz.....		2.70
Lipton's Jelly Tablets (not a powder), Fruit		
Flavors: Raspberry, Strawberry, Orange,		
Lemon, Vanilla, Black Currant: Wine		
Flavors: Port, Sherry, Madeira.....per doz.		.90

Bradshaw Co.—		
Brad's Tip-Top,	24 10-oz. pkgs.....	.90
"	50 10-oz. pkgs.....	1.75
"	100 10-oz. pkgs.....	3.25
"	24 20-oz. pkgs.....	1.75
"	48 20-oz. pkgs.....	3.25
Brad's "I-X-L,"	40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs	03½-.04
The Albert Dickinson Co.—		
Snow Ball, 40 1-lb. pkgs.....		2.00
Santa Claus, 100 10-oz. pkgs.....		2.75
"	50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....		3.00
"	50 12-oz. pkgs.....	1.60

Long, 25 1s.....	Per lb.
Short, 25 1s.....	
Cubes or Elbows, 24 1s.....	.12
Spaghetti, 25 1s.....	
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....	

The Franco-American Food Co.—		Per doz.
Spaghetti a la Milanaise, No. 1, 4 doz.....	.90	
" " " " " " " " " " " " " " " " " "	No. 2, 2 doz.....	1.35
Freibofer's—		Per lb.
Elbow Macaroni, 36 ls.....	.10	
Straight Macaroni, 36 ls.....	.10	
Pastels, 36 ls.....	.10	
Spaghetti, 36 ls.....	.10	
Elbow Spaghetti, 36 ls.....	.10	
All styles, 10c.....	.07½	
Noodles, ½ lb., 248.....	.06	
Fancy, long, 25 ls.....	.07¾	
Cubes or Elbows, 24 ls.....	.07¾	
Spaghetti, 25 ls.....	.07¾	
Vermicelli, 25 ls.....	.07¾	

Macaroni, short, 25 ls.....	.083½
" 50 ½-lb. pkgs.....	.04½
Cubes or Elbows, 24 ls.....	.073½
Spaghetti, 25 ls.....	.073½
Vermicelli, 25 ls.....	

New.	Count.	200lb.	100lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	36.00	18.60	9.50	2.05
Ex. Norway, No. 2.....	170-260	29.00	15.10	7.75	1.70
Ex. Norway, No. 3.....	320-360	26.00	13.60	7.00	1.55
Ex. Norway, No. 4.....	400-450	23.00	12.10	6.25	1.45
Ex. Norway, No. 5.....	550-650	17.00	9.10	4.75	1.10
Shore Bloaters.....	100-120	30.00	15.60	8.00	1.75
Ex. Shore, No. 1.....	170-190	27.00	14.10	7.25	1.60
Med. Shore, No. 1.....	200-220	25.00	13.10	6.75	1.50
Ex. Shore, No. 2.....	225-250	23.00	12.10	6.25	1.40
Extra Irish, No. 2.....	300-350
Medium Irish, No. 2.....	350-450
Irish, No. 4.....	400-450
Large Cape Shore.....	100-120
Med. Cape Shore.....	180-220

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1, Lab. Splits.....	7.50	4.35
Herring, large No. 2, Lab. Splits.....
Shore, round, large
" " medium..
Ocean Fish	5.50	3.3550	.45
Salmon, red, fancy No. 1	18.00	9.60	5.00
Shad, Mess.....	14.00	7.00	4.00

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....	per lb. .18

"Gilt Edge," 24 pkgs.....	.80
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Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....
Gilt Edge, 40 lbs.....	.06½
Favorite, Middle, 60 lbs.....	.15

Gilt Edge, 2-lb. bricks, 40 lbs.....	.07
Snow White, 1-lb. bricks, 20 lbs.....	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.00 1/4

Beardsley—	
Tins, large size, 1 and 2 doz.....	1.35
“ small size, 2 doz.....	.90
Small tumblers, 2 doz.....	.90
Large jars, sealed, 2 doz.....	1.35

Bank Cod, large08 1/2
medium08
Pollock	
Hake	
In original cases, 450 lbs., 1/4 c. less.	

New Extra Scaled Herring.....	per box
Boneless Herring, fancy 10-lb. boxes.....	per lb.	.16
Smoked Salmon, whole fish	"	.30
Smoked Bloaters, 50s	per box
Finnan Haddies, 30-lb. boxes.....	per lb.

	Per lb.
Hallbut.....	..16
Bass Native.....	..12
Salmon, fresh.....	..12
Eastern Cod.....	..12
Croakers.....	..05
Large Hake.....	..07½
Haddock.....	..06
White Cat Fish.....	..14
Red Cat Fish.....	..12
Spanish Mackerel.....	..12
Snappers.....	..18
Eels.....	..12
Rock Fish.....	..12
Lobsters.....	..16
Flounders.....	..33
Large White Perch.....	..10
Sea Bass.....	..14
Blue Fish.....	..16
Porgies.....	..07
Fresh Mackerel.....	each
King Fish.....	..10
Weak Fish.....	..12
Butter Fish.....	..10
Steak Fish ¼c. per lb. additional,	

Absecons, Primes.....	8.50	-	9.00
" Culls.....	4.00	-	4.50
Tuckerton, Primes.....			9.00
" Culls.....			4.50
Cove, Primes.....	9.00	-	10.00
" Culls.....	4.50	-	5.25
Blue Points.....			6.00
Rockaway.....			5.50
" 			5.75

Pickert's, cans, No. 1.....	per doz.	1.00
" " No. 2.....	"	1.45
Clams.....	per M	7.50 - 9.50
Necks.....	"	5.00 - 6.00

Barrels, 30 lbs.....	Per lb.
Cases, 17 lbs.....	.20
" 16 1-lb. cartons.....	.20
" 30 ½-lb. cartons.....	.20
10c. size.....	Per doz

Caraway.....	per lb.	.12 1/2 - .13
Celery.....	"	.40 - .42
Poppy.....	"	.17 - .18
Canary, bags.....		-.08
Rape, bags.....		.13
Hemp, bags.....		.04 1/2
Millet, 50 lbs.....	per bush.	.50

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DRIED FRUITS.

Domestic.

Apples, Evaporated—	Per lb.
Choice, 50 lbs.	.08 1/2
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 1/2
Apricots—	
Knighthood, 10-lb. boxes.	.17
Dos Palmos, choice.	.09 1/2
" crown slabs.	.08 1/2
" standard.	.09 1/2
Cherries—	
California, pitted, 25 lbs.	.16 3/4
Eastern, pitted, 25 lbs.	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/4
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08 1/2
Dates—	
Dromedary, 35 pkgs.	per case 2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 10c. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11
6 crown, 14 lbs.	.11
California, 12 pkgs.	per box .11

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.	.11 1/4
50-60.	.11 1/4
60-70.	.11 1/4
California, 25-lb. boxes—	
40-50.	.12 1/4
50-60.	.10 1/4
60-70.	.09 3/4
90-100.	.08 1/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box .30
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.00
Connoisseur, 20 pkgs.	.09 1/4
California Seedless—	
Thompson, 50 lbs.	.09 1/4
Sultana, fancy, 50 lbs.	.09 1/4
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08 1/4
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.09
Fancy Ondara Layers, 28 lbs.	.09
Seeded—	
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.07 1/2
Crystal, 40 pkgs.	.08
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09 1/2

COCOANUT.

Dromedary—	Per case
48 1-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/4-lb. pkgs.	1.75
12 1/2-lb. pkgs.	1.65
Dunham's—	Per lb.
1/4-lb. pkgs., 15 lbs.	.29
1/2 and 3/4-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	.87 1/2
Millemann's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32.	per bottle .50
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	per box .67 1/2
" Writing Fluid.	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32.	.60
Thaddeus Davis Co.—	Per doz.
Electro Chemical Writing Fluid.	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz., 1 doz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors.	1.60

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LAMP GOODS.

Lamp Chimneys—	Per case of 6 doz.
Sun, Crimp, Lustre brand	No. 0. No. 1. No. 2.
Electric, No. 2.	Per doz. .80
" No. 2, slum.	.80
Rochester, No. 2.	.80
" No. 2, 12 inch.	1.25
Success, No. 1, 10 inch.	.90
" No. 1, 12 inch.	1.25
No. 0, Tubular Lantern Globes	5 doz. 2.75
Cold Blast	5 doz. 3.25
Jumbo Chimneys, plain	per doz. .75
" dec., 207.	.90
Banner Burners	No. 0. No. 1. No. 2.
No charge for packages.	.40 .50 .70
Oil Cans—	Per doz.
1 gal., glass.	2.40
1 gal., galvanized, Pearl.	2.00
5 gal., Lennox, spout.	6.00
5 gal., " spigot.	6.75
5 gal., Columbia.	8.00
5 gal., Banner.	9.00
5 gal., Climax, pump.	10.00
5 gal., Home Rule, pump.	12.00
Lanterns—	
No. 0, Standard.	4.00
No. 0, Dash.	7.50
Cold Blast.	7.50
No Style.	8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye.	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs.	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs.	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs.	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs.	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs.	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs.	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs.	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs.	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs.	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs.	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs.	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs.	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs.	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs.	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs.	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.	

MINCE MEAT.

None Such—	Per case
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case 2.70
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	.13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 1/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 1/2

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National—	Per lb.
18-lb. canakins.	.07 3/4
30-lb. pails.	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05 3/4
" " " 3-box lots	.05
" Banner, sifting, 25 lbs.	.06 1/2

OILS.

Stove Gasoline	Per gal.
Headlight, 150 test	

OLIVES.

Extra Queen—	Per doz
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles.	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles.	4.50
1/2-gal. tins, 5 gal.	16.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 24 oz.	10.50
" 16 oz.	7.75
" 4 oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5-lb. bottles.	.90
48 5-lb. bottles.	.90
Pint cans, 24 to case.	1.90
Quart cans, 24 to case.	3.35
Gallon cans, 6 to case.	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Louboin, large, 1 doz.	1.55
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.0
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 1 1/4 oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 3/4-oz. jars, 2 doz.	1.35
" 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	Per doz. 2.30
Medium, 2 doz.	1.40
Small, 2 doz.	.90

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NUTS.

Almonds, California, Nonpareil, paper shell,	Per lb.
bags, about 80 lbs.	.24 1/2
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.13 1/2
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13 1/2
" medium.	.12 1/2
Mixed Table Nuts, 25 lbs.	.14 1/2
Peanuts, Green—	
Jumbo	.067 1/2
Fancy, hand picked	.05 1/2
Virginia, choice.	.04 1/2
Peanuts, Roasted—	Per bush.
Jumbo	1.70
Fancy, hand picked	1.40
Virginia, choice.	1.65
B g Nickel	100 cartons 3.75

PICKLES.

Sweets—	
16 gals., 1800.	14.00
32 gals., 5600.	27.00
48 gals., 5400.	40.00
16 gals., 2400.	16.00
32 gals., 4800.	31.00
48 gals., 7200.	46.00
16 gals., 5000.	20.00
32 gals., 10000.	39.00
16 gals., 7500.	22.00
Sweet M xed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.25
Sour and Dills—	
16 gals., 600.	6.00
32 gals., 1200.	11.00
45 gals., 1800.	16.00
16 gals., 800.	6.50
32 gals., 1600.	12.00
48 gals., 2400.	17.50
16 gals., 1200.	7.00
32 gals., 2400.	13.00
45 gals., 3600.	19.00
Chow Chow—	
16 gals.	9.00
10 gals.	6.50
5 gals.	3.50
Cuban Relish—	
16 gals.	11.00
10 gals.	7.50
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain.	Per gal. .13
" 40 grain.	.12
Distilled, 45 grain.	.06
" 40 grain.	.06
Fermented, 45 grain.	.06
" 40 grain.	.06
Beech-Nut, quarts.	per doz. 2.50
" pints.	" .00
" 1/2 pints.	" .00
Cruikshank, distilled, white.	per gal. .1

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	
" " 10-12 lbs.	
" " 14-16 lbs.	
" Skinned Hams.	
" Cooked Hams	
" Bacon	
" Dried Beef, insides	
" Beef, knuckles	
Empire Brand Hams, 10-12 lbs.	
" Skinned Hams, 18-20 lbs.	
" Picnic Shoulders.	
Hams, skinback, 18-20 lbs.	
" 14-16 lbs	
" 8-12 lbs.	
Picnics, 6-8 lbs.	
Dried Beef, sets, city smoked	
" tenders and knucks.	
" air dried, sets.	
" tenders and knucks].	
Brisket Pork	21
Jersey Pork, butt.	per bbl. 19
" family	22
Breakfast Bacon, rib in	
" boneless.	
S. P. Bellies, 14 lbs. average	
Bologna, 25-lb. boxes	
Boiled Boneless Ham	
Beef Tongues, smoked, 5-6 lbs.	per lb.
Cooked Compressed Ham, 25-lb. boxes	
Covered Hams 1/4 ct. extra.	Covered Shoulders
Picnics and Bacon, 1/2 ct. extra.	
Next's Baked Meatcake, 2 doz. 3 1/2-oz. cans.	

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chips..	40 16-oz	3.20
Acme, Lautz	100	3.75
Babbitt's White Floating	100	3.85
" Naptha	100	3.90
Best, B. T. Babbitt	100 75	3.80
Borax, Pearl, Young & Co	40 40	2.80
" Naptha, Evenson	100 br.l.	4.00
" Dreydoppel	40 40	2.70
" Novelty, Day & Frick	40 40	2.70
" Red Seal, Tomson	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Fairy, Fairbank's	100 5ct.	4.00
Fels-Naptha, Fels & Co.	100 10ct.	6.75
Fels-Naptha, Fels & Co.	100 75	4.00
5-case lots		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
	50 small	1.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
" "	100 6 oz.	4.00
Lautz Naptha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white	100 1dry.	5.20
" "	100 5ct.	3.90
Marselles, Lautz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners	100	3.05
Mystic White Borax	100	4.00
Mayer's, Elkinton	100	4.00
Noxal	100 7 oz.	1.50
New Process	25	3.80
" "	30	3.80
Oak Leaf	100	3.05
Octagon, Colgate & Co	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Evenson	84 60	3.15
" Penna., Miller	60 50	1.95
" Phila., Lautz	60 60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co	60 5ct.	2.40
Oxone, Fairchild & Son	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naptha	100	3.90
Railroad	120	2.50
Star, P. & G.	80	3.20
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
Swift & Co.		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naptha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.85
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size		3.75
" 20 25c. size		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" " 100 bars	3.90
Cygnat, Floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Cont'l, white	per bar .75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	6.75
Fairy, Fairbank's, 100 10c.	3.75
Glycerine Tar, Fairbank's, 100 5c.	1.95
" 50 5c.	2.00
Glycerine, Evenson, 50 5c. cakes	per pall 9.50
Hand Sapolio, 1/2 gross	3.85
Lava	50 cakes 2.00
Marselles, white, 100 pkgs., Lautz	200 cakes 4.00
" 50 pkgs., Lautz	50 cakes 2.10
Miller's	50 cakes 1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	per box 3.85
" Haskin's, 368	per box 1.45
Sweetheart, 50 cakes	per box 1.90
" 100 cakes	3.80
Witch Hazel, 3 cakes	per gross 3.60
Glycerine Tar, Fairbank's	100 cakes 3.75
Swift & Co.	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz. box	3.60
Gold Dust	4.30
" 100 5c.	3.85
Oak Leaf, 24s	3.75
" 100s, 5c. size	3.75
Sospine, No. 1, 36 1s	2.50
" No. 2, 100 7-oz.	2.85
Pearline, 36 10c. pkgs.	3.75
" 100 5c. pkgs.	3.75
Red Star, Gowan's, 24s	3.75
" 100s, 5c. size	3.75

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size	3.75
" " 100 5c. size	3.75
" " 24 family size	3.75
" " 20 laundry size, 6 teaspoons in each pkg.	4.00
Lautz Naptha Soap Powder	60 pkgs. 2.40
" "	100 pkgs. 3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naptha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2.25
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs	3.75
Tomson's Red Seal Soap Powder, 50 pkgs	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.	Per box 2.30
Less than 5 boxes	2.25
5 boxes or more	2.20
10 "	2.15
25 "	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz	1.05
Beer Mug, fancy, large size, 2 doz	.67 1/2
Milk Jar, glass top, 2 doz	.85
Water Tumblers, glass, 6 oz., 4 doz	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
50 lb.	6, 10, 25 lb.
McCormick & Co., Ground—	Per lb.
Allspice	.10 1/2
Cinnamon	.13 1/2
" "	.18 1/2
" Col. Cinnabar	.21
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 1/2
Cocbin	.14 1/2
Mace	.24
Nutmegs, ground	.17
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17 1/2
less quantity	.19 1/2
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
large	.21
Pepper, black, original bags	.14 1/2
less quantity	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, 10-lb. glass front, 10c., 2 doz	.70
" 5c., 4 doz	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .03 1/2
" 48 1s	" .03 1/2
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs	" .05 1/2
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 1/2
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/2
Duryea's, Superior, 3-lb. cartons	.06 1/2
" Satin Gloss, 1-lb. pkgs	.07 1/2
" 12 6-lb. boxes	.08 1/2
" Superior B, bulk, 40 lbs.	.03 1/2
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.05 1/2
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons	.05 1/2
" 6-lb. boxes	.06 1/2
Celluloid, 64 10c. pkgs	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz, free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07 1/2
Weikel's, 24 pkgs	per doz. .90
Bird Gravel—	
Red, 36 pkgs	per doz. 1.05
Silver, 36 pkgs	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz.	" .30
" 1 doz	" .80
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.10
12 oz., "	.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.10
No. 11, "	per gross .85
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz	per doz. .20
Poison	1 doz. sheets .60
1-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools, 1/4 inch	per lb. .10 1/2
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.18
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 20	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 3.00

HONEY.

	Per doz
Selzer's, small bottles, 2 doz	.95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz	1.78
No. 2 1/2, 2 doz	2.32
Karo, cane flavor, 24 2 lb.	1.90
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.75
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.65
" 12 5 lb.	2.60
" 6 10 lb.	2.50
Lassies, 24 2 lb	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz	1.90
10c. size, 4 doz	.94
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2 1/2, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2 1/2, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" 2s	1.90
" cups	1.25
Turkey, No. 2, 2 doz	per doz. .85

-28-

MAPLE SYRUP.

Old Colony, large, 1 doz	4.50
" medium, 2 doz	4.50
Golden Tree, large, 1 doz	4.50
" medium, 2 doz	4.50

WOOD AND WILLOW WARE.

Brooms.

No.	
6, R. P., fancy	
7, Household	
7, Monogram	
7, Daisy	

Washboards.

Single Zinc—	
No. 100, Northern Queen, Protector	
No. 101, Tidal Wave	
No. 123, Seal Globe	
No. 126, Ruby	
Double Zinc—	
No. 56, Red Cross Swing, Protector	
No. 80, Double Seal Globe, Protector	
No. 85, Double Stag, Wide Head	
No. 687, Double Leader Swing, Protector	

Buckets.

Painted, 2 hoops, flat	
" 3 hoops, flat	
Galvanized, 10 qt.	
" 12 qt.	
Indurated Fibre	

Butter Dishes.

Wire ends, 1 lb.	per 1000
" 2 lb	per 1000

Clothes Pins.

5 gross	
---------	--

Mops.

O-Cedar—	
Polish Mop, large size.....	
" smaller size.....	
Triangle Mop, large size.....	
" small size.....	
Dusting Mop, black, large size.....	
" small size.....	
Discount to dealer 33½ per cent.	

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

LX.

PHILADELPHIA, October 25, 1915.

No. 17.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

27 Arch Street, Philadelphia.

TELEPHONES:

Libert 3286

Libert 3287

Exchange.

Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada..... 3.50
Britain and Continent of Europe..... 4.50
Asia..... 4.50
Copies..... .10

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This Association Says, After Investigation, That Retailers Do Not Favor Stevens Bill

National Retail Dry Goods Association Sends Agents Over Country and Issues Letters. Over Ninety Per Cent. of All Retailers Who Expressed Themselves Said They Did Not Want Manufacturers to Fix Retail Prices. A Summary of Objections from the Retailer's Standpoint.

Some time ago the National Retail Dry Goods Association started out to find out whether the retailers of the country were really in favor of the Stevens bill or not. The Stevens bill is pending in Congress and will come up for passage during the coming winter session. It will give the manufacturer the authority which the courts now deny him, of compelling retailers to sell at prices which he fixes. The bill has been discussed both pro and con in this paper, and a series of arguments for it are being published weekly.

The National Retail Dry Goods Association sent agents through the country and also sent out letters. The agents covered the whole United States from coast to coast, and even went into the South. They have just returned with a report that over 90 per cent. of the retailers seen—and these comprised large and small—are against the bill.

To the letters sent out the association received 200 replies, of which 94 per cent. said the writers were against the bill and 6 per cent. favored it. The assertion of the American Fair Trade League that practically the united retail trade of the United States were demanding the passage of the Stevens bill, appears to have been untrue. The American Fair Trade League is composed of manufacturers who want the power which the act would give them.

As a result of the above canvass the National Retail Dry Goods Association has issued the following summary of objections to the Stevens bill from the retailer's standpoint:—

1. Such a law would be unconstitutional as class legislation, being in favor of a few thousand manufacturers at the expense of the retail merchants and the consumer.

2. It would make the retailer the agent of the manufacturer without the usual privilege of an agent of being permitted to return unsold

stock. The merchants would supply all of the capital that was invested in the stock that they carried, whereas usually an agent has little or none of his capital invested. In other words, the control of the retail price would be placed in the hands of the manufacturer, although he has no financial risk or equity in the business.

3. It would prohibit low price opportunities to the consumer who wishes to economize. It would, for example, prevent important seasonal reductions in prices upon which most housewives depend—especially those of limited means. It would furthermore produce dull seasons, not relieved by special sales, and therefore discourage employment of a considerable number of salespeople in various department stores.

4. It would deprive the consuming public of the benefits of merchants' competition, which, if properly conducted, is not only in the interest of the public, but is recognized as an incentive to promote business efficiency among merchants.

5. It would give the manufacturer the right to name the retailer's purchasing price and his selling price, thereby controlling his profits. Thus the manufacturer could arbitrarily raise his price to the merchant's, while keeping the retail price at a fixed figure, or even reduce the latter, thereby curtailing the profits of the merchant.

6. It is contrary to the understanding which has always existed, in that a person who purchases an article outright has a right to do with it as he deems best. In the case of the retailer, to resell it at any price to the mutual advantage of himself and his customer.

7. It does not take into consideration different conditions under which an article might be resold. The merchant with large overhead charges, such as big rental, high priced selling force, the necessity for giving unusual service, would require a greater mark-up on his goods than the merchant with a less expensive establishment, in order to get a fair profit on his sales.

8. It would prevent legitimate competition of the small manufacturer who cannot engage in business against the large manufacturer who has created a demand for his brands by a long and continued advertising campaign. Thus it would encourage trusts as the large and wealthier manufacturer alone can afford to take advantage of his privileges under this bill by forcing a demand for his merchandise by publicity, and maintaining a proportionately high price. Having choked out competition he will raise his retail price; the consumer being, as in the case of the other trusts (Standard Oil) made to stand the burden.

9. It would encourage every manufacturer to brand his merchandise and then add to this cost by expensive advertising campaigns in order to create a consumer demand for it.

10. It would lower wages by so increasing the retail costs that many retailers would either be obliged to reduce wages or face bankruptcy.

11. It would not take into consideration the difference in cost between the stores situated near the source of supply and those at great distance. In some cases this difference in cost, transportation, insurance, etc., amounts to over 5 per cent.

12. The retailer who is in favor of such a law must feel the need of assistance in meeting competition which would be an acknowledgment of weakness on his part.

13. It would cause the consumer to look to the manufacturer to make good all defective merchandise instead of relying upon the reputation and responsibility of the retailer with whom he does business. This would be an expensive and inconvenient method for the consumer.

14. It has been condemned in principle by the courts as illegal,

and in many States has been specifically prohibited in many laws passed for the protection of the public.

English Co-operative Buying Concern Still Making Profits.

The Leeds Industrial Co-operative Society, a big co-operative buying concern of England, reports \$5,166,909 total sales for the half year ended June 1915, or an increase of \$1,225,696 over the like period of 1914 and a record for the society. The share capital stood at \$4,703,277, an increase of \$226,462, and members increased 1,818 to 49,785. After allowing \$80,900 for interest on capital and \$53,453 for depreciation, the amount available for distribution was \$662,353, which was disposed of as follows: Dividend on members' purchases aggregating \$4,708,866, at 2s. 9d. in the pound (about 12 cents on each dollar's worth purchases) \$655,030; for educational purposes \$4,858; balance to next half year \$2,465.

Ross Food Company Sued By Shredded Wheat Company

Asks for Injunction on the Ground That the Ross Shredded Wheat Biscuit is an Imitation of Shredded Wheat Biscuit and Will Be Confused With It by the Public When Separated from the Carton.

In New London, Conn., during the week the Shredded Wheat Co. has begun a suit against a firm of wholesale grocers and the Ross Food Co., of Batavia, N. Y., charging it with unfair competition in marketing a shredded wheat biscuit which is practically an exact duplicate of the product of the Shredded Wheat Co. The real defendant in the case is the Humphrey Cornell Co., wholesale grocers of New London, who are selling the Ross biscuit. Included in the suit are the Ross Food Co. and Andrew Ross, Frederick H. Towne and Ralph Valentine, its officers.

Andrew Ross, president of the Ross Food Co., is well known to the trade of the entire United States. He was formerly Philadelphia agent of the Shredded Wheat Co. and later was general sales manager for the Kellogg Toasted Corn Flake Co. He left the latter position more than a year ago and organized the Ross Food Co. at Batavia, N. Y. For some reason great delay has attended the efforts to introduce the Ross biscuit, and even now it is being offered and distributed in small way only. More pressure has been exerted in New

England than anywhere else, and that is why the suit is brought there.

The Shredded Wheat Co. says their suit that the Ross Co. is making a shredded wheat biscuit which outside the carton is practically a facsimile of theirs. It is the same size, the same shape, the same color. As a large percentage of shredded wheat biscuit are sold by restaurants, being served from glass jars, the Shredded Wheat Co. says the Ross biscuit will frequently be confused with theirs. This, they say, constitutes unfair competition under the law.

Another charge is that the Ross carton is substantially of the same size, but contains only 10 biscuits (instead of 12 as packed by the Shredded Wheat Co.); that the Ross is not stated how many biscuits are in the Ross carton, which alone indicates and constitutes

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

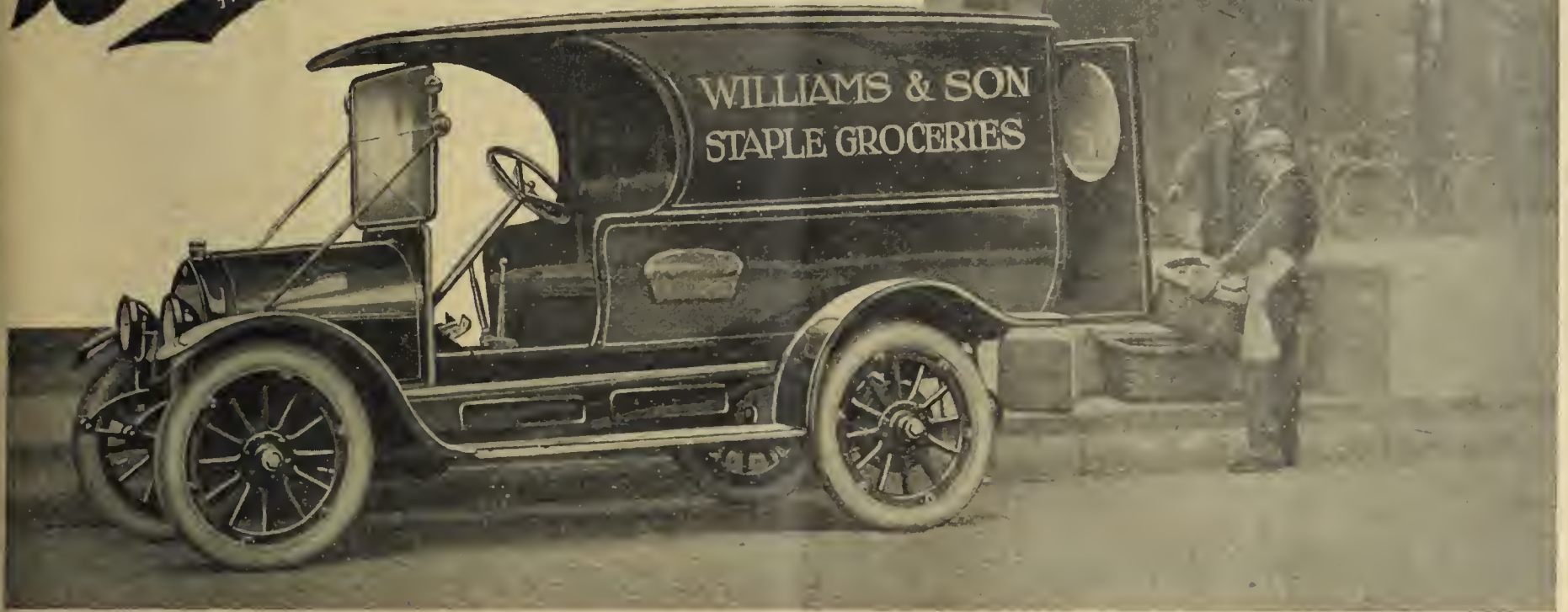
643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Overland
TRADE MARK REG.

DELIVERY
CAR



Certain and Satisfactory Delivery Service

WHEN your competitor has a delivery car, you must have one too or become a back number.

If you get one first you win increased prestige and increased sales at your competitor's expense. For your patrons already are convinced that motor delivery cars furnish the *only* prompt and satisfactory service.

The Overland Delivery Car has proved a sound business investment—a money maker for many grocers.

We receive letters daily from progressive grocers declaring that the Overland Delivery Car is ideal for their work.

Here is one from Robert Elgin, of the Elgin Grocery Company, Kansas City, Mo.:

"On January 23, 1915, we purchased one Overland Delivery Car, and have run this car 7,500 miles over all kinds of roads and hills.

"The car has not been in the shop for repairs and up to date we have not spent one cent for repairs.

"Gas and oil consumed in car per month, \$16.50.

"To-day we would not trade the Overland for any other make Delivery Car on the market."

What the Overland Delivery Car is doing for others it will also do for you.

It will pay you to investigate.

"Made
in
U. S. A."

Write for a Special Delivery Car Catalog
Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio



tentional unfair trading upon the part of the defendants, inasmuch as it is asserted the price is \$2.80 for 36 packages, as against \$3.60 for "Shredded Wheat."

An injunction is asked for, to prevent the Ross Co. and its customers from selling any shredded wheat biscuit which can be mistaken for the original product of the Shredded Wheat Co.

The core of the suit is contained in the following extract from the bill in equity:—

Your orator further shows unto your Honors that the manifest fraud of these defendants, corporations and individuals, in the manufacture and sale of whole wheat biscuit, appears in this that said defendants manufacture and sell these whole wheat biscuits in the same size, shape, peculiar formation and general appearance as your orator and that when said defendants' biscuits are separated from their carton or package and thus presented for actual sale or use to the consuming public, said defendants' biscuits are without any capability or possibility of distinction from the whole wheat biscuit of your orator, and that as a matter of fact the whole wheat biscuit of your orator and the whole wheat biscuit of these defendants are always presented to the ultimate consumer separate from their respective cartons, and that it is thus impossible by mere eye inspection to distinguish the biscuit product of your orator from the biscuit product of said defendants, thus intending as to result and purpose upon the part of the defendants, as your orator is informed and believes, to confuse and sell the whole wheat biscuit of these defendants as the whole wheat biscuit of your orator.

It is also claimed that the Ross Co. has used certain phraseology peculiar to the Shredded Wheat, such words as "contains all the elements necessary for building, nourishing and sustaining the human body," "shreds," "s h r e d d e d," "Shredded Wheat," "crispness of shreds," "heat the biscuit in oven to restore crispness." The Ross Co. is even accused of having used a "Shredded Wheat" biscuit from which to make the cut of a Ross biscuit on its carton. Yet it is claimed that the Ross biscuits are "much inferior in quality, both as to material and baking"; that the Ross biscuits are "produced in an attempted reconstructed ancient frame building, intended as a wheel factory, at Batavia, N. Y., without the possibility of the clean, sanitary and hygienic conditions present in the orator's plant and necessary to the production of a wholesome food product."

If the Ross biscuit is illegal, any person selling it is as liable under the law as the Ross Food Co. itself.

A Picture of English Association Meetings

Some Interesting Extracts from the Minutes of Three English Associations. Give Vivid Picture of Retailers Meeting for Self Improvement. Paramount Object is to Present Something Instructive.

We have received this week some matter by the English Institute of Certificated Grocers which supplies a very interesting glimpse into some of the meetings of some English grocers' associations. One can read this and almost see these grocers of another land in session. In some respects the English manner of conducting association meetings resembles ours, and in other respects it differs. We shall reproduce some of the matter referred to, pointing out the obvious effort at all of the meetings reported to present something *instructive*. This is practically the minutes of the meetings referred to.

The following is part of a report of a meeting held at Ashton-on-Tyne:—

After routine business Mr. Beeching expressed his great pleasure at meeting for the first time a branch of the Companionship in session assembled. He looked upon them as brothers in the great army of those who were working for improvement in their trade. His address would be on "Profit and the Means to Attain It"—by which he meant something more than the net £ s. d. gained by a business, important as that was. They would lead profitable lives only by realizing themselves physically, mentally, morally and socially. The Companionship would help them, and other means were the cultivation of their personality and persistent striving for an enlarged outlook and a greater capacity for affairs. Here comes in the programme of the Grocers' Institute with its provision of technical classes, and its encouragement by means of certificates and prizes. He exhorted them to lay hold of these means and to influence others.

Mr. Hilton, in moving a vote of thanks, said he would add another "P"—a man must be a plodder. He detailed the steps of his own strenuous career, and said that it was not so much knowledge, but the use one made of it that profited.

This is what took place at a meeting of the Rochdale Association:—

We held our monthly meeting of the Companionship on Wednesday. We had the pleasure of listening to a chatty address by Mr. C. L. T. Beeching, F.G.I., the Organizing Secretary of the Grocers' Institute, at a well-attended meeting held in the Education Guild Rooms, Acker street, Rochdale. Mr. J. L. Ratcliffe, F.G.I., president of the Rochdale Branch of the Companionship, was in the chair; others present included Messrs. A. Dixon, F.G.I., and Councilor Henry Wycherley,

F.G.I. Mr. Beeching said that looking at the grocery trade from the beginning it had greatly benefited by being organized. In the thirteenth century, when the trade was founded, grocers were called spicers, because all the goods they dealt in were classed as spices. There was a trace of that now, for the French name for a grocer was "épicer," or spicer. Later these spicers enrolled themselves into the Guild of Spicers, more for charitable, benevolent and religious purposes than for any other object. Incidentally they adopted St. Anthony as the patron saint of the trade. They went on increasing and multiplying for a certain number of years, until they came to call themselves "grocers," meaning dealers in large quantities. It was thus early in the day that grocers began banding themselves together, and for many years it was impossible for a man to become a grocer in the city of London unless he was a member of the Guild of Grocers or Worshipful Company of Grocers, as it came to be called. The only way to enter the trade at that time was to be apprenticed for seven years to a master grocer. Very soon the apprentices formed societies of their own—another instance of the inclination of people connected with the grocery trade to organize. To cut a long story short, the apprentice of those days really learned his trade and emerged from apprenticeship, if not a master in it, at least a master of it. Reviewing this penchant for organization in the grocery trade, he was glad to be able to say it had done a great amount of good, and recent events had proved its value. About 13 months ago we were in the convulsions of the first days of the war. The population of this country were very excited, because they did not know whether there was going to be a famine in the land, and whether groceries would be procurable or not. So they made a stampede for the grocers' shops. What was it that allayed that excitement? Who was it that took the situation in hand and succeeded in restoring public confidence? It was the associated grocers, with the Federation at their back, and if the Federation had never proved its value before, it certainly proved it then.

The association at Hull seems especially active and enthusiastic:—

The Hull Branch of the Companionship held its meeting on Monday to hear two papers, one on "Tea," by Mr. J. T. Gibbons, A.G.I., and one on "Sugar," by Mr. W. B. Wright.

The minutes were read and carried. Then came the correspondence; a letter from Mr. W. Hudson, F.G.I., was read, expressing his inability to be present. He hoped we should have a splendid meeting. His wish came true, for more chairs had to be sent for. Mr. G. H. Williams, M.G.I., secretary of Pontypridd Branch, expressed sorrow for not being able to hold a meeting, owing to holidays of assistants, causing others to work late, but he

expected a big rally in September's meeting. He kindly offered a second prize of 2/6 in the Badge Competition. Mr. P. T. Heath, of Hereford, wrote that he was confident of starting a grocers' class this year. He thought it would be a good thing if we could arrange an annual conference for Companionships.

Mr. Gibbons, A.G.I., then gave his paper on "Indian Tea." He traced the history of the tea plant from the time it was discovered by Capt. Charlton in 1831, up to quite modern times. In 1838, twelve boxes were shipped to England from Calcutta and sold in London at about 30/- per pound. Then followed ninety-five chests, realizing 11/- per pound. He then dwelt upon the most important tea-growing districts in India: Assam, Darjeeling, Nilgiri, and many more with very peculiar names. Mr. Gibbons dwelt most carefully on the gathering of the crops, and the very many different processes the leaf had to pass through before being ready for shipment, e. g., withering, rolling, fermenting, drying or firing, sorting and cutting. In the year 1913 the vast amount of 172,761,200 pounds of Indian tea was consumed in this country, equal to 6½ pounds per head. Then came how to make a cup of tea: (1) Get a good Indian tea, to suit the water of Hull; (2) put in one teaspoonful to every two breakfast cups; (3) use only fresh water; (4) stand for three to six minutes; (5) pour off immediately. The samples on view were examined very carefully.

Mr. G. Wood, F.G.I., of Messrs. Nichol & Wood, tea blenders, said he was pleased to be with us. He complimented Mr. Gibbons on his paper, which was very fine, indeed. Mr. Wood then told a story of a lady out visiting, and on being asked to take a cup of tea asked the question, "How long has the kettle been on the hob?" The answer immediately came, "Oh! I never take it off!" Then he had once heard that the Chinese covered their dead with tea leaves, and then exported the tea which had been used to us. Whether true or not he left it to the meeting. You must have a clean kettle and an earthenware teapot, well rinsed out and warm. He brought with him four samples and showed them to the members, who greatly benefited by his advice and description of each. The kinds shown were: (1) Mazingah; (2) Gelakey; (3) Doom Durma; (4) Itakovle; (5) Budlabet.

Mr. W. B. Wright then proceeded to give his paper on "Sugar." In its raw state sugar contains syrup, fiber, sand, mud, fluff from bagasse, glucose and salt of potash. All these impurities have to be removed. The process of refining was especially thorough. Commencing with the dirty looking mass, he proceeded step by step until the pure white crystals were obtained. This was a valuable and most instructive paper. Messrs. Henry Tate & Sons, Ltd., sugar refiners, had kindly sent samples illustrating the various stages of manufacture.

Mr. F. Atkinson, F.G.I., expressed his pleasure in being present and stated it was a privilege to listen to Messrs. Gibbons and Wright. He laid great stress on the dignity of the grocery trade, which was an honorable one, the finest and most interesting distributive trade in the country, and every member should endeavor to put it on a high plane. We had been twitted as "nation of shop keepers." He then carried our minds back to the Dela-

les, who were great traders, and when Edward I gave Hull its charter, then came Wm. Delapole, merchant. Of his two sons, Richard came a wine merchant and William a banker. The son of William came first Mayor of Hull and established the Charterhouse. Richard, the other son of William, became the Earl of Suffolk, and here we find a trader becoming a member of the House of Lords. Then eventually the Earl of Suffolk rose to be Duke of Suffolk, who married the sister of the King, and their spring, John of Lincoln, was eventually named for the throne of England, but the battle of Bosworth turned the tide. Were it not for

that we should have had the descendant of a trader aspiring to wear the royal crown. There was indeed something in the dignity of the grocery trade.

A football club has been formed, E. Marshall, captain; I. Goy, vice-captain; C. A. Green, secretary and treasurer; committee, Messrs. Cattle, Green, Goodwill, Todd, Good and J. G. Rider.

One gets from these reports a vivid picture of a company of earnest business men, meeting together on association nights for the purpose of self improvement.

en for the "Modern Merchant and Grocery World."

Participant in Local Jobbers' Cutting Campaign Tells How It Has Worked Out

Reduced Either Profits or Sales. Salesmen Inspired to Harder Work to Sell Something Else Which Pays a Profit.

There is considerable speculation and curiosity as to what effect the plan of several Philadelphia wholesalers to cut prices on packaged and proprietary goods has had. As was explained in your paper some time ago, the plan was created to meet the competition of the Standard Grocery Co. and the chain stores. My belief is that all wholesalers who went into the plan are now cutting prices of a long list of advertised goods to cost, if necessary, wherever it is necessary to hold a customer.

Having participated to some extent in the plan, the writer says without hesitation that it has been a great success.

Some of the participants got back some of their customers who had "gone after strange goods" some time ago. He did it by cutting one or two prices and the whole order came back.

There has been, so far as we know, no reckless cutting whatsoever.

The jobbers who are working together cut only when they are forced to in order to hold trade. Some of the jobbers in the plan tells that his salesmen have not cut anything any to speak of, although he is ready to do so any time he finds it necessary. The whole tendency is away from cutting, not only with the house but with the salesman, the share of the profits will increase every time he cuts.

In one case one wholesale house lost a good customer by the cutting of a competitor. Be-

fore this plan was put into execution, the first named house would have preserved its dignity by staying away, but they considered themselves warranted by the plan in going in and competing for the business, which they did. They made a few cuts and got the customer back. This would not have been done in this way six months ago.

I can frankly say that the cutting of price has caused no falling off of profits and no falling off in sales. It has caused harder work on the part of the salesmen. A salesman who cuts a price to cost, works twice as hard to get an order for something else out of the customer which he can make a profit on. This has worked out very well, and the loss on the goods cut has amounted in sum total to very little.

The jobbers do not like to appear in the position in which the New York "Journal of Commerce" has placed them in its columns, of having gone into an era of reckless cutting, and all that sort of thing. They have not done any such thing. They have simply done what anybody would have done—protected themselves against being driven out of business. They cannot sit still and do nothing, and the only way open to them is to meet the prices which their competitors are making.

* * *

Philadelphia, Pa.,

October 21, 1915.

A Picture of Efficiency

AFTER you have thoroughly digested the merchandising meat you will find in a copy of "The Business Builder," which we will gladly send you, you will probably proceed with an analysis of your own business needs.

If you will let us mail you our new "Service Chart," a glance will answer the questions you are asking yourself—

¶ Will this service prove effective in the community from which I draw trade for my store?

¶ As a manufacturer will it open the new territory I am after?

The *Sperry* Map, printed in colors, is a most graphic and convincing picture of the far reaching, National organization we are prepared to place behind our subscriber no matter where his store may be located or his product distributed.

Clip and mail us the coupon

The Sperry & Hutchinson Co.

2nd Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

2 West 45th Street

New York City

**BRANCHES
EVERYWHERE
IN THE
UNITED STATES**

**MAIL
THIS!**

Please send me a copy of "The Master Builder" also your "Service Chart," showing how your system will meet my needs. This request incurs no obligation.

Name.....

Address.....

Business.....

Address Dept. "H" Service

WITH THE EDITOR

I venture to make a prediction regarding the Stevens bill, which has been many times discussed, as befits its importance, in this paper. The Stevens bill, which will come before Congress for passage this winter, seeks to give manufacturers the right to command retailers to sell at prices which the manufacturers shall fix. The only conspicuous advocates of the measure are the manufacturers who compose the American Fair Trade League of New York. They say the entire distributing trade want the bill passed too, but an article in another column would seem to cast doubt on this statement.

My prediction is this: that if the Stevens bill is defeated, this one argument will defeat it: that it seeks to prescribe a fixed and invariable profit for retailers whose need of a profit varies very greatly, and who cannot possibly be well served when all are given the same profit, any more than they can all be equally well fitted when all are given the same suit of clothes.

If the Stevens bill passes, the manufacturer of any proprietary article will have the right to prescribe the same profit for the small retailer with heavy proportionate expenses; for the large retailer with heavy expenses, whose business is done mostly on credit; and for the large or small retailer who sells close for cash.

These retailers, and many other variations from these classes, have widely different needs as to profit. The large dealer with close expenses who sells for cash can probably get along on less profit than anybody else. And he is willing to get along on less—probably that is the chief factor in his business. The Stevens bill would *compel* a man like that to get a larger profit than he needed or even wanted; it would *compel* him to extort from his customers money whose collection he considered unfair. And what is more, it would probably destroy his business, for it would prevent him from using the business genius which enabled him to sell below his competitors and still suc-

ceed. Such a man is not a cutter; he sells regularly and systematically below his competitors because he can afford to. Nevertheless, under the Stevens bill, all this is ignored. A condition will exist as absurd as the condition surrounding union labor, wherein, in certain lines, all men get the same wage whether they are good, bad or indifferent workmen.

Of course the manufacturer has an answer to the above, but it is the selfish answer that *his* interests demand protection even at the expense of everything else. I don't agree with that and I don't believe Congress will agree with it.

You can say what you please about trading stamps—damn them or praise them as you like—but the fact remains that they seem to bear

A Charmed Life.

a charmed life. Although made the subject of the bitterest attacks all over the United States, although laws have been passed against them in probably half the States, not in one case have they been even seriously inconvenienced. One after the other, the laws seeking to cripple or destroy them have been upset by the courts, and the position of the trading stamp to-day seems, from a legal standpoint, practically invincible.

The latest anti-stamp law to be upset is that recently passed in Oregon. It pretended to be a tax law, but was really aimed to destroy the stamp scheme, because it imposed a tax which nobody could have paid. The same law was introduced in the Pennsylvania Legislature last year; if I remember correctly, it imposed a \$2,000 tax on everybody handling the stamps. At the time I expressed the opinion that the law would not hold water because it sought to destroy a business under the guise of merely taxing it. This has been tried a thousand times, but has never once succeeded. If the tax is heavier than taxes usually are, the courts are quick to see the destructive motive behind it and that is precisely what they did in Oregon. There is no principle more firmly established

than that a legitimate business—and trading stamps, whatever one may think of their advisability, are legitimate—cannot be destroyed by excessive taxation.

I greatly regret that Andrew Ross, whom I should say has the respect of the entire trade and the liking of most of it, should have

A Mistake.

made what seems to have been a serious mistake in launching his shredded wheat biscuit business. There is perhaps room for another shredded wheat biscuit, if its product is as good as the present company's product, and it is sold fairly and honestly on its own merits. The Shredded Wheat Co. would be the last concern, I am sure, to interfere with a business like that. It has seen fit to interfere by an injunction suit, with the Ross business because it says that the Ross shredded wheat biscuit is merely an imitation of its own and will inevitably be confused with it by the public. And whether it is an imitation or not, the Ross biscuit is practically an exact facsimile, having the same size, shape and color. Put a jar of Shredded Wheat biscuit beside a jar of Ross biscuit and probably their own manufacturers couldn't pick which was which.

We believe that launching a new business with this questionable ingredient in it was a very serious mistake. There is nothing particularly desirable about the present shape of shredded wheat biscuit. It can be given another shape just as easily. Mr. Ross therefore laid himself open to the suspicion of having deliberately adopted a competitor's trade-mark, so to speak, from an unfair and improper motive. It appears that he could not have had any good motive for doing what he did; there is only one other motive he could have had. It is a pity that anybody is so shortsighted as to do such a thing. In this case the founder of a new business—for which, properly conducted, there is plenty of room—is confronted at its outset with expensive litigation which will very possibly result in his being com-

pelled to change his entire equipment.

Not only that, but the business everywhere is given a black eye. the Ross biscuit is illegal, every one who sells it—broker, jobber, retailer—is as liable to the penalty of the law as the Ross Food Co. itself.

Retail merchants often make one of two mistakes, either of which is exceedingly hurtful to their business. 1—They forget that consumers are not obliged to come to their stores, and are overly independent; or 2—They look on the fact that consumers do come, as a sort of charitable favor, and fawning on customers, excite contempt.

Two Bad Mistakes.

The real merchant assumes an attitude as nearly between these extremes as he can make it. He remembers constantly that there are plenty of other stores as good as his, and is therefore careful not needlessly antagonize consumers and send them to those other stores.

On the other hand he refuses to agree that consumers do him a charitable favor when they come with him. He assumes—which is usually true—that they choose his store because they prefer his merchandise or his manners, and because they feel that they get their money's worth. Therefore it is a business transaction in which he gives as good as he gets and nobody anything.

The store that makes this policy and avoids the two mistakes spoken of will be twice as attractive to consumers as the other kind.

Big Southern Exemptions Unfair to Creditors.

Business interests of the Southern States encounter great hardships because the exemption laws of that territory allow debtors to hold so much of themselves. A man can fail with a debt of several thousand dollars, all of which he can hold under the exemption law. A Georgia referee wrote that in a chelle case no dividend would be paid for of the assets realized, amounting to about \$3,000, all was to be turned over to the bankrupts as homestead exemption.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

—By M. Zimmerman, Special Trade Investigator, 375 Manhattan Avenue, New York.

The growth of chain stores has recently been referred to in the paper columns, and not long ago the Kellogg Toasted Corn Co. startled the grocery trade with a roadside challenge to the grocers of the country to wake up what was going on in Philadelphia in extending the chain system and squeezing the jobber and independent retailer out of a living. Such articles as this have only stirred trade circles, and there is a disposition among the grocers to pay some attention to analyzing the situation and perhaps doing what can be done to prevent the ultimate absorption of the independent retail mercantile field into the hands of a few gigantic monopoly systems.

The chain store is a manipulator of prices. We will say the chain-store concern has a hundred stores. It can manipulate those stores in the same manner in which the Standard Oil Co. could manipulate its various branch companies, by manipulating its various territories. In one section it may do that by going down the price of every standard brand of article it carries, and in another section, where they do not have the competition, they will raise the price or keep the price at the same high point as was charged by the other retail stores.

And they will do that. They will cut standard brands and cut the price on them down in some places. When you come into that store you must remember that the store of to-day is one of the most impressive you can walk into. A person is absorbed by the sight of many clerks and all the modern equipment which the chain store has, and so the purchaser,

almost overcome by all this modern equipment and all these modern arrangements, will not have the nerve to question the price which the chain store puts on an article, but he will have the nerve to question the price charged by the smaller retailer, and he will frequently put it up to the small retailer where the great advantage of the chain store lies.

This is unfair competition; it is cut-throat competition. It is unfair advertising, and it is a common thing which is done by these cut-throat artists.

And then I want to tell you about another thing which they do. Suppose a customer asks for a demonstration of a machine, a certain brand of machine. They will take that brand of machine and bring it up to the customer and demonstrate it in the same way, and every time they will convince that customer that that machine is a bad machine. They will do that with the other man's machine. This is being practiced constantly by the chain stores and by every dealer who uses the cut-price articles as a basis of his trade.

I was talking to a dealer not long ago in regard to this question of cutting prices, and he told me—he gave me his usual hard-luck story, which I had been listening to for some time. He said, "there is a nasal douche which I sell for 25 cents, and I make a decent profit on that. One of my customers came in the other day and asked me for that kind of a douche, and she wanted it in a hurry. I did not have it in stock, and I sent my boy down to one of the big chain stores to get one of those nasal douches. He paid 35 cents for it. It was a good thing that my boy brought

back the bill for that. If he had not brought back the bill, and if I had charged that customer of mine 35 or 40 cents for that douche she would have thought that I was robbing her, and I would have lost a customer right there." That is what they are doing right along.

I was talking the other day with a manufacturer of a vacuum cleaner. He said, "Is there any chance of this price-cutting bill getting through Congress?" I said, "I hope so." He said, "I am up against it hard, and unless we have legislation immediately in regard to this subject I am going to go out of business." He said, "I am putting out a fine vacuum cleaner, for which I receive, at retail, \$38.50." He said, "There is a certain company in New York which also manufactures a vacuum cleaner of their own. This manufacturer, who is cutting the price, advertises about half a dozen different makes of vacuum cleaners, which he gets from other manufacturers.

"He takes my vacuum cleaner which I sell for \$38.50—that is, the retailers who handle my vacuum cleaner get \$38.50 for it—and he cuts the price on that to \$29.50."

He said, "I would not mind it so much if he sold the very same machine, the very same model I have," but, he said, "he does not do that; he takes an old model of my machine, a model that I have discarded for several years, and he puts that machine on sale."

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The New York Letter

Scheme to Boom Apples Supported by Retailers, According to State Commissioner. Revolutions in Sugar Selling. Proposal to Tax Sugar Consumed Instead of Sugar Imported. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 22, 1915.

The controversy between the State of New York, or, more accurately, the New York State Department of Foods and the Markets, and the wholesale apple dealers of this city still continues. Commissioner Dillon, of the Department, gave out a statement during the week that 300 retail dealers are now handling New York State apples as a result of the Department's effort to introduce the fruit. He further said that nearly all these retailers were selling apples to the consumer at unusually low prices, netting a profit of not more than 20 per cent. According to Mr. Dillon, the retailers attend the auctions personally or have a broker go there. He says the Jas. Butler stores are among the largest users under the new plan. These stores, according to the Commissioner, are selling apples at a profit of less than 17 per cent.

The trade are exceedingly exercised over the recent revolutions announced by the sugar refiners. These are general throughout the refiners' territory and have already been commented upon in your paper. The first was an announcement last week that from then on refiners would invoice sugar at the price ruling when it was purchased instead of the price ruling when it was delivered. The second announcement was made during the past week that henceforth when an advance in price is made, no orders will be accepted by the refiners at the old prices. Heretofore there has been considerable manipulation of sugar prices. In order to bull the market refiners would announce an advance, but would state that they would accept orders at the old price. Since it appeared to be good business to give them, a large number of orders would be received. From this time on, when a price is advanced, all orders taken subsequent to that will be at the new price. The new plan will also stop a general habit of the brokers of entering an order for their customers without specific authority immediately after the market has advanced.

Mr. F. C. Lowry, sales manager of the Federal Sugar Refining Co., whose literature in favor of free sugar, ostensibly written as secretary of the "Wholesale Grocers' Committee," has not been forgotten, is out this week with a new statement. He has sent a letter to President Wilson opposing the present plan of retaining the sugar tariff which was to have been removed May 1, 1916. Mr. Lowry thinks that sugar should go on the free list next May,

but that the loss of revenue which that would cause should be made up by putting on what he calls a "consumption tax" of 1 cent per pound. The Lowry letter to the President is very long and cannot be reproduced here.

His plan, in a nutshell, which he says would yield \$84,000,000 a year, involves taxing all sugar consumed in this country. It would be an internal revenue tax similar to the tax imposed on certain other products, such as tobacco, liquor and oleomargarine. Meanwhile sugar would enter the country free of duty.

The American Specialty Manufacturers' Association has issued invitations

for its seventh annual convention, to be held at the Hotel Statler, Detroit, Mich., on November 18th and 19th.

The new Vincent Astor Public Market, which is located at Broadway and Ninety-fifth street, opened last Saturday and was attended by large crowds. The management had two wagons on hand to deliver goods to buyers, but was compelled to hire five more. The market was established to give farmers and fruit producers a chance to go in there at small rent and deal with consumers directly. It is open from 7 in the morning until 8 in the evening, except on Saturdays, when it is open until 11. The prices charged there so far have been a shade below the average retail grocery prices in the neighborhood.

SUMMARIZED MARKET CONDITIONS.

Tea somewhat improved in demand. Low grades, especially Congous, firmer on account of scarcity. Other grades unchanged.—Coffee perhaps a shade better on improved demand. Rio and Santos are wanted, at a shade higher.

Milds fairly active, with some grades such as low-grade Maracaibos, being cleaned up.—Sugar much excited on account of large foreign demand. Cuban sugars, this being due to closing down of the Panama Canal, preventing the making of shipments. Refiners selling 5.25 cents for granulated; domestic and beet sugar ranging from 5.05 to 5.25 cents. Raws are quoted as high as 5.25 cents.—Tomatoes somewhat easier on account of lack of demand. Potatoes about 5 cents per dozen for Maryland, below the highest point. Canned goods unchanged, and fairly active.—Spot prunes still steady and high. Coast market about steady. Currants scarce and high, with no immediate prospect of more stocks. Raisins steady to firm. Seedless very firm. Market strengthened on account of freight upset in the West. Citron in primary markets on account of city.—Canned salmon quiet and unchanged.—Wheat easier on account of very heavy receipts. Market a cent a bushel lower than a week.—Flour quiet and about unchanged price.

Small Hope Just Now of Bankruptcy Amendment Eliminating Grocery Bills

National Retail Grocers' Association Continues Its Campaign, But Letters Received from Congressmen Show Obstacles in Amendment's Way.

The National Retail Grocers' Association has been laudably trying for years to have the National Bankruptcy Act amended so that debts for necessities, such as groceries, will not be discharged by bankruptcy proceedings. In other words, a man may go through bankruptcy and be discharged, but he will still owe his grocery bill and it can be collected from him if he ever gets anything.

Some time ago Secretary Ryan, of the National Retail Grocers' Association, addressed letters to several Senators and Congressmen asking them what they thought the chances were of passing such an amendment. We reproduce some of the replies below. They do not give a great deal of hope:—

From Sydney Anderson, of Minnesota, Former Secretary of the Retail Merchants' Association of His County.

In my opinion, no injustice would result from the passage of an amendment to the bankruptcy law which in effect would provide that claims for necessities in the common law sense of that term should not be affected by a discharge in bankruptcy. Of course, the present law requires the scheduling of such debts, and such claims are therefore discharged by the discharge of the bankrupt under existing laws.

If Section 17 of the Act of July 1, 1898, were amended so as to except from the debts of a bankrupt which are released by his discharge, such as are incurred for necessities for the use of the bankrupt and his family within five years prior to the date of the application, the result desired would be effected, I think. If this amendment were adopted, and the debt nevertheless scheduled by the bankrupt, the creditor could still bring an action upon it, and if the defense of a discharge in bankruptcy were imposed, recover upon proof that the debt was incurred for necessities for the bankrupt and his family within five years prior to the application. As far as I can see now, there is no just objection to such an amendment, and I think I should have no hesitancy in favoring it.

In my own practice, wherever it has been necessary to schedule debts for necessities, I have always endeavored to have the bankrupt arrange for that payment after discharge.

From Knute Nelson, of Minnesota.

Some years ago I attempted to have the bankruptcy law amended so as to meet such cases as those to which you refer, and would have succeeded if it had not been for the interference of the labor organizations. They have their representatives in Washington during sessions and at other times watching legislation. Their representatives appeared before the Judiciary Committee of the Senate and insisted that to make such changes would be a discrimination against the laboring men; that they ought to have the same privilege of going into bankruptcy as other people, and

that there should be no discrimination. In view of this opposition I found it uphill work at that time to accomplish what I desired. I am still in favor of an amendment along those lines, but whether it can be accomplished or not, I do not know. This administration has been, to a large extent, catering to the labor organizations and I imagine we could get little support from the higher authorities.

By Moses E. Clapp, of Minnesota.

My own judgment is that Congress would be in no temper in winter to deal with the bankruptcy law. The question of military preparedness will be put forward, and that with the question of revenue will undoubtedly about sidetrack other legislation. My own judgment is that as soon as the country quiets down again, one of the things to be taken up will be the repeal of the bankruptcy law, but I doubt very much whether anything can be done until that condition is reached.

A Tale of Two Cents.

It is so unusual for coffee importers and roasters to pay more than the market price for coffee that the firm Wm. B. Harris Co., of New York, call attention to the fact that the usual is the usual thing for them. Recently they paid 2 cents a pound above the market for some Java in order that their entire line of coffee should be above the average. They make a specialty of Cup Quality coffee, and they believe they have a monopoly of quality—because everything that is the best that is in the market. Maybe you have or would like to have such a reputation in your local market. Advt.

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B. ACKERMANN COMPANY
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The Grocery Markets

Tea.

The tea market shows no particular change during the week, except that the situation in new Congous is somewhat unsettled. There have been preliminary indications of new Congous which, if indicated what the Government is going to do about the Congous still to be, will mean that several millions of pounds of this grade of tea will be sent out of this country. This has also its effect upon the market. Other grades of tea show no change for the week and fair demand.

Coffee.

There is no change to report in the coffee market during the past week. Domestic demand for Rio and Santos coffees is very fair, but prices unchanged from a week ago. Mild grades show no change for the week. High-priced Maracaibos are becoming scarce and there is a prediction that soon the supply will be gone. Java and Mocha show no change.

Sugar.

The sugar market has been booming during the week and as the week closes prices generally are asking 5.25 cents for granulated, while raws have advanced to around 4.39 cents. The main cause of the advance is the closing of the Panama Canal. This prevented the United States and France from getting Peruvian sugars that they had bought and shipped them to go into the market freely and buy Cubas. This had an instantaneous effect upon the market. The present situation is very strong. Prices are expected to go higher. As for raws that had been bought and made available, however, the situation will probably ease off.

Syrup and Molasses.

Glucose is unchanged at a 10-point advance noted last week. Sugar syrup is quiet, due to the resumption of warm weather and prices are unchanged. Corn pound syrup is feeling a little higher on account of the advance in price, but shows no material change. Molasses is unchanged and quiet.

Canned Goods.

Tomatoes are easier, due apparently to falling off in the demand. Plenty of stock can now be bought at 85 cents per bushel in Maryland 3s in a large way, f. o. b. New York. This is from 2½ to 5 cents higher than the top prices. Buyers are getting very few tomatoes now, and if they come in with any kind of orders the market will probably react, but it will not get quite as high in as short a time as was prophesied some time ago. Doubtless the supply of tomatoes will be short during the coming season. The situation shows no change. The situation is still firm. Peas continue to be heavy and rather easy. The trade has predicted that New York State gallon ap-

ples will make a sharp advance within the next few months, as it is evident, the prophets say, that the pack is not going to be very heavy. This has not stimulated buying, however, as yet. California canned goods show no change and quiet demand. Small Eastern staple canned goods unchanged and dull.

Fish.

The Norway mackerel situation has not improved. Spot stocks are very small and prices firm. It looks like practically no new Norway mackerel this year. Salmon shows no change for the week and the demand is fair. Domestic sardines quiet. The foreign sardine situation continues to get worse. French sardines are practically out of the market. Portuguese are still offered to some extent, but at very high prices. Norwegian sardines are also moving upward; scarcity, rather than manipulation appears to be the cause of the movement. Kipper herring are almost out of the market. Instead of a normal price at \$1.10, sales have been made during the week at \$1.80.

Dried Fruits.

Prunes on spot continue to be very firm and high, at unchanged prices, however, for the week. The scarcity of prunes on spot, due in part to the closing of the Panama Canal, is the reason. There are plenty of prunes on the coast, and out there the market is not so firm. Peaches are quiet and unchanged. Apricots largely on foreign demand, but particularly on domestic demand, are still very firm, but at unchanged prices. Seedless raisins are going to be very scarce and high during the entire season. No change has occurred during the week. Currants are exceedingly scarce on spot and the price is almost impossible to quote. It is difficult to see how any new ones can be gotten much inside of a month.

Beans and Peas.

The bad weather is still interfering with the threshing of beans, and domestic pea beans are therefore ruling at \$3.80 per bushel in a large way. This is a shade above a week ago. Marrows are unchanged and quiet. California limas are somewhat higher for the week, due in part to the congestion in freights on the coast. The latter is due to the Panama Canal situation. Shippers are being compelled to ship East by a much more expensive route, and this has had an effect upon

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THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. “Indoor Daylight” can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

the price. Green and Scotch peas, by reason of scarcity, have advanced from 20 to 30 cents per bushel, and are ranging now around \$2.80 in a large way.

Butter.

The butter market is steady, with a good consumptive demand. Prices are unchanged for the week. Arrivals of butter show an average good quality for the season, and the quantity is also about normal.

Eggs.

The egg market is firm and unchanged with the usual consumptive demand for the season. Very few of the present arrivals are showing high grade and the bulk of the receipts therefore have to be sold at prices based upon their varying quality. The market is steady on the present basis.

Cheese.

Cheese is firm at an advance of $\frac{1}{4}$ cent. The consumptive demand is good and the quality of the receipts is good. The market is healthy throughout.

Provisions.

The provision market is showing some very unusual advances for the season. An advance was noted last week and this week there has been another advance in all cuts of smoked meats of $\frac{1}{4}$ cent. The consumptive demand is only moderate, but apparently the export demand is the cause of the higher prices. Pure and compound lard are also firm at an advance of a $\frac{1}{2}$ cent. The consumptive demand is good. Dried beef, barreled pork and canned meats are all unchanged and in moderate demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The buying of tomatoes during the week was very steady, and the goods were just as widely scattered as heretofore. The average size of the orders received was not any larger, and there was a lack of that "touch and go" spirit that usually prevails during October in this market. The "big" buyers of tomatoes held aloof in the early part of the season, when the prices were at the lowest point, and now they are watching for the crop to come back in October in anticipation of a chance to buy to better advantage than at to-day's quotations. Nothing of special interest occurred during the week to strengthen the market, while, on the other hand, there were no developments in any direction to weaken it. The buying is sufficient to keep the market on an even keel, and the closing of navigation via the lake and rail lines is expected to bring, as usual, an increased number of orders from those sections of the West and Northwest which have the benefit of the cheaper freight rates.

Corn is in fair demand from the lowest priced quality up to the highest priced goods, especially the fancy shoe-peg variety. The demand from the West for the new pack of sweet potatoes is larger than usual, first, because the present prices are low and attractive, and, also, because the canners and jobbers were entirely sold out last spring. They will do to buy now. The improvement in the quality of spinach canned in Baltimore is attracting more orders than in previous seasons, and purchases made now are safe. The same may be said of the highest grades of stringless and cut beans, both green and white wax. For the other items of

vegetables the demand is light and the quotations are unchanged.

The canning season is on for pears and apples. The buying of them has not started up in a large way, as yet, but the daily small orders show they will be wanted later on. Pie peaches and second peaches are selling moderately; the higher grades being neglected. Very little business is doing these days in berries, cherries and pineapples, but they will all have their day.

Quiet market for cove oysters this week, and the prices are unchanged. The fall canning season will open shortly.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Spices.

The market continues active and very much unsettled. There has been a general stiffening throughout the list. This, we believe, is due largely to shortage in supply of many grades and there is a small chance for replenishment of stocks for several months to come.

Peppers.—Are fairly active and prices continue steady. Supplies here are very small. There is very little pepper coming here except Lampong. This grade of pepper has been practically off the market for some time.

Red Peppers.—Are firmly held at steady prices. We believe higher prices will be realized.

Cloves.—Very scarce here. Prices in London are far above those ruling in our country.

Pimento (Allspice).—Higher, due to heavy buying by England. This spice has been unusually low and higher prices are in order.

Mace.—In better demand. Cheap grades are reported scarce.

Nutmegs.—Unchanged and not very active. Present prices we consider safe.

Cassias.—In better demand at generally firm and somewhat higher prices, especially for China grades.

Gingers.—Unchanged during the week—demand fair.

Green Ginger Root.—In fair demand. Prices continue low.

Paprikas.—There has been a better demand for this article at steady prices. Stocks in our country are small and any unusual demand will have a tendency to advance prices.

MCCORMICK & Co.

Baltimore, Md.

Imported Fish Specialties.

Imported food products seem to be getting scarcer every day, and prices are going higher. We have just cabled an order to Norway for some fat herring at a price which is just 50 per cent. higher than we paid four or six weeks ago for exactly the same goods. We were afraid then that we could not sell those herrings at the high price, but they went like hot cakes, and we are obliged to pay this enormous new price, trembling in our shoes for fear our trade will object to pay this new and enormous advance. But what are we to do? If we want to stay in business we simply have to follow the market and buy at the prevailing market. Of course, we are not swallowing more than we can chew, and we are buying in a hand-to-mouth way.

Prices for Holland herrings have somewhat receded in anticipation of an enormous catch, and it is the opinion of our correspondents in Holland that we shall see lower prices for this commodity, so there will probably be a chance for us to import some of these Holland herrings in the near future.

Scotch herrings, of course, are scarce, particularly those of fancy and desirable quality. Our correspondents in Norway cable that it is rather too early to quote a price on new Norway mackerel. If we may believe their reports, the catch is short, the quality not at all

desirable this season and size, practically all small; but we venture to say these reports are not absolutely reliable, and we prefer to wait for developments before acquiring what we need for this season's supply. Of course, we may be mistaken, but this is our opinion.

An unfortunate situation exists in the Norwegian sardine market. Prices have advanced by leaps and bounds, owing to the enormous demand which Norwegian packers had from the countries now at war. It seems that they have been buying those sardines irrespective of cost. Unfortunately, or probably fortunately, the American public is not so hungry for Norwegian sardines as others seem to be, and they are not falling over each other to pay the advanced prices. There is a good, steady hand-to-mouth business done in Norwegian sardines, and of course all lots that are offered below the market are being snapped up quickly by eager buyers, but to buy at present exorbitant prices, in our opinion, would be folly. French sardines do not enter into competition, because there are hardly any of them. In Portugal the catch has been disappointing and the little that has been shipped has found ready buyers, but we should not forget that the catch ought to be going on now in Portugal waters, and if a lot of fish strikes the coasts we may be able to get supplies. Of course, we cannot reckon with the usual low prices at which Portuguese sardines are sold, and we will have to allow for an advance, owing to the advance of raw materials, scarcity of labor, etc.

STROHMEYER & ARPE Co.

New York.

CORRESPONDENCE.

Basket Ball Outfits.

Birdsboro, Pa., Oct. 14, 1915.

To the Editor.

Dear Sir:—Can you tell me where I can place an order for seven complete basketball outfits—uniforms and shoes, sweaters, etc., that is, to buy them wholesale? The goods to be of good, high grade quality.

Yours truly,

R. A. HUYETT.

Edw. K. Tryon & Co., 10 North Sixth street, Philadelphia.

Books on Tea and Coffee.

Miles City, Mont.,

October 11, 1915.

To the Editor.

Dear Sir:—Will you kindly inform me from whom I may obtain a copy of "Tea Blending as a Fine Art," which was advertised in your paper when I lived in Washington, D. C., five years ago. Is there a book on coffee blending also?

What is the price for subscription to the "Modern Merchant and Grocery World," and would it be of much assistance so far from base? I expect to open a specialty grocery house here about November 1st.

Thanking you for any information, I am,

Yours very truly,

RUSSELL G. ABBOTT.

There is a book called "Tea Blending as a Fine Art," by Joseph M. Walsh, which is published by the Spice Mill Publishing Co., 97

Water street, New York City. The same man wrote "Coffee: Its History, Classification and Description." This contains information about coffee blending, etc., and is published by the same concern as the book on tea.

Another better book on tea called "Tea Hints for Retailers" is written by John H. Blake, published in Denver Col., by the Williams and Haffner Engraving Co.

Oil Trade Journal.

Medford, Md., Oct. 11, 1915.

To the Editor.

Dear Sir:—Would you please advise where we could get a journal or paper of some kind that quotes the markets on gasoline oils and is published for the oil and gasoline trade.

Yours very truly,

THE MEDFORD GROCERY CO.

There is a paper published weekly called "Oil and Drug Reporter," 100 Williams street, New York City, which covers the field of oils and gasolines pretty well, understand. Its subscription price is \$4 a year.

Pennsylvania Organization Notes.

The Lock Haven Association is making strenuous efforts to induce the State Highway Department to build a badly needed road between city and Renova. Two routes have been selected, and as soon as a choice has been made the work will be commenced.

The Lock Haven Board of Trade considering consolidation with the Merchants' Association. The matter will be decided by the merchants at the meeting of the association.

The Apollo Business Men's Association at its last meeting passed a resolution recommending to national advertisers that they use the local town papers for their advertising, believing that by using local papers their message would go direct to the homes of individual customers and thus be of direct benefit to the merchant.

The Kittanning Association held a big meeting on October 14th. The association now has over 100 members and is working to obtain an enrollment of 300 members. Another big meeting is planned for November 11th, at which time Organizer Smedley will be present and make an address.

The Pottstown Association is planning a big winter's work.

M. B. Keane made an address before the Reading Tail Grocers' Association on October



Watch the Turnover

THERE is nothing in your store which moves faster than sugar.

It flows in and out each week with the regularity of day and night. Your problem is to *secure* a moderate profit on each sale of sugar, so that multiplied by thousands of sales, your final profit will overtop the slow, large profit sellers.

The solution is in Crystal Domino Sugar Products—a right one for every purpose, always in sealed cartons, with weight and purity guaranteed. They save the multitude of small losses constantly present in over-weights, leakage, bags, twine and the open barrel.

The 10c. retail price of this carton makes these half-size tablets for tea and coffee a convenient purchase for everyone—everywhere.



American Sugar Refining Company

BABBITT'S CLEANSER

The Big Seller

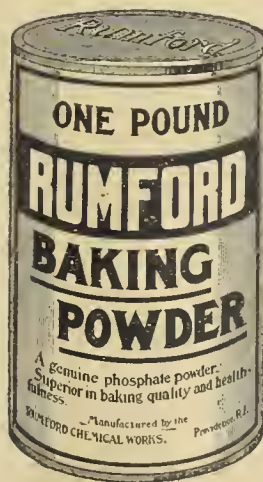
The large, new can of Babbitt's Cleanser that sells for 5 cents enables our customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.



B. T. BABBITT, Inc.
NEW YORK CITY

RECOMMEND RUMFORD

The Wholesome Baking Powder.



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

RECOMMEND RUMFORD.

RUMFORD CHEMICAL WORKS, Providence, R. I.



My Aunt Mary, Friend Wildey and the Mail Order Game.

I been reading the stuff of that man Wildey on how to burn up the mail-order people. Reads fine, don't it? Wild stuff by Wildey, if you ask me.

He only left out one thing. All he's got to do, to make his scheme work like a breeze, is to change people's human dispositions. And of course that's a cinch. Anybody can change anybody else's disposition. All they got to do is to kill 'em.

Why neither Wildey or anybody else has any idea of this mail-order game, unless they've lived with it. Take it from me, it's the strongest game that's ever been put across. It's got the people plumb dippy. People that you wouldn't think would bother with it at all are all wrapped up with the idea of buying stuff from a great big catalogue by mail.

Not long ago I stopped a night at my Aunt Mary's. You've heard me tell of my Aunt Mary—as good a soul as ever lived. Her name fits her *right*—she's just the kind of a woman you think of when anybody says "Aunt Mary."

Well, Aunt Mary's pretty long headed for a female about a lot of things, but the mail-order game's got her plumb foozled and she's wild about it. She's as wild about it in her way as Wildey's wild about it in his way. She's been buying stuff by mail for ten years—bought of Larkin and of Montgomery Ward and of some New York house, I don't remember its name.

The night I got there the first thing I saw was the great big Montgomery Ward book on the table in the sitting room. Just come in by mail.

"By George, Aunt Mary," I said, "I see you're still dippy over the mail-order business. I thought you'd have come to your senses by this time."

"Now you just be still!" she said, "if you start on that again you'll

get no waffles for your supper. Mind what I say now—I mean it!"

Aunt Mary wouldn't hurt the filthiest fly that ever laid its million rotten eggs in her little boy's hair, so I didn't get cold feet about the waffles.

Pretty soon Sue, her married daughter that lives with her, came in. She had been up to the city all day, but she didn't do much shopping. Said she wanted to wait till she saw what was in the Montgomery Ward book.

The first thing Sue heard when she got in the house was Aunt Mary calling out from the kitchen "it's come, Sue; there it is on the table."

It turned out they had been waiting for it for days.

D'ye know any local storekeeper that can make people wait for his ads. for days? Take it from me, it's some job to get people to pay any attention to 'em when they come.

All during supper Aunt Mary and Sue talked about what Sue'd seen in the city stores, and how it wouldn't *compare* with Montgomery Ward stuff. I asked myself did it really compare, or is it possible that these mail-order people are really selling stuff lower than everybody else? Don't make any difference as long as people are fooled about it.

After the dishes were done—I offered to help, but they both insulted me—they came in and began to eat up the catalogue.

"I know you're not interested in this, Percy," said Aunt Mary to me, "but we've got to look up some things. It'll only take five or ten minutes."

As a matter of fact it took two hours. Those two women didn't get through chewing over that book till half past ten!

"What are you going to buy, Aunt Mary?" I asked.

"We don't know yet," said Sue,

"we're just looking. Just shopping, so to speak," she added with a laugh. "Oh, look here mother, here's an all silk petticoat for \$2.89! All colors. Simpson's cheapest today was \$3.50!"

"Maybe Simpson don't sell that kind of stuff," I said.

Neither of 'em paid any attention to that. I tried again.

"Is Aunt Mary buying any silk petticoats?" I said.

"No," said Sue, "but it goes to show the values you can get, don't it?"

"No, it don't," I said, but nobody heard it, for by that time they were on a journey through the aluminum ware department.

"Listen here, Aunt Mary," I said after they had finally put the book down, "do you really think you stuff cheaper from these people?"

"Some things I know I do," said.

"And are they the only things you buy from the catalogue?"

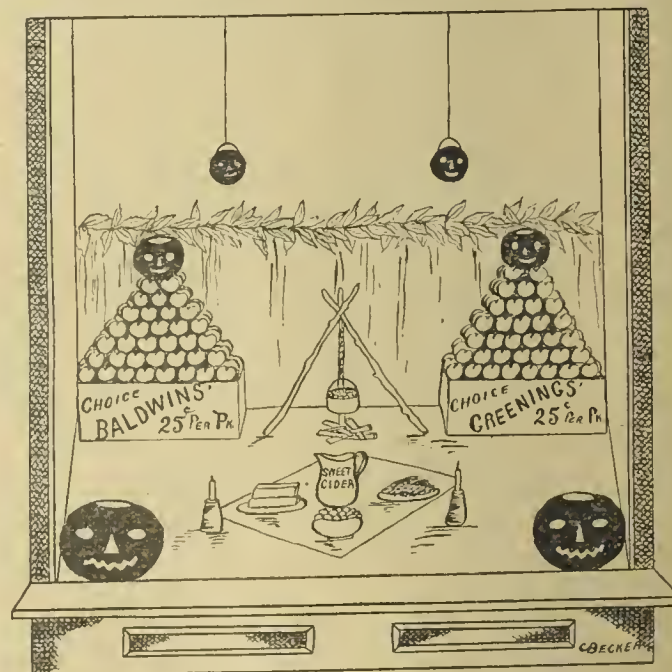
"No," she said, "I buy a lot of things that I can't get at any of our town stores at all. Where stores have a dozen styles, Montgomery Ward will have fifty. I have so much wider choice."

Just at the minute I could think of any come-back to that. I was talking about being loyal to the home stores or anything that—not to a woman, even a good soul like Aunt Mary. She'd till she dropped for anybody she liked, but you could talk till your tongue wore out about being loyal to her own stores and she could see it.

I'll tell you how to get Aunt Mary away from the mail-order books. Put a store with a catalogue just like theirs right in her town, selling at the same price, handing out the same guff—and have no doubt Aunt Mary'll be there. Get that, Wildey?

THE STROLLER

Weekly Window Display Suggestions



Hallowe'en Display.

Cover floor of window with green crepe paper. Use a width of paper across the rear, tacking a long strip of ivy leaves along the top. Cover suspended lights with paper pumpkin heads. Make two pyramids of choice, well-shined apples on boxes, capping each pyramid with a pumpkin face. An effective Hallowe'en touch is the camp fire made of wood and red tissue paper. At night an electric light bulb, hidden in the red paper, will heighten the illusion. Fill the boiler which hangs from three rustic sticks with chestnuts. A little spread of cider or grape juice, nuts, old-fashioned ginger cakes and candies on a white cloth, with candles for candle sticks, finishes the window.



How to Sell More Rice

Put a sample of **Imperator** coated rice in your window beside a sample of the ordinary rice loaded with starch and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

S. & H. Craig
INCORPORATED
Philadelphia, Pa.

You, We and the Mails

all we need to do some business with a **Coffee** business which will save you considerable money, if we know anything about it.

Which would you rather pay for—a salesman or a two-cent stamp? You've got to pay for one unless you come to the market and buy. If you'd rather pay for the two-cent stamps, you'll buy of us. If you'd rather pay for the salesman, go ahead—but be sure your competitor does it, or you'll be at a serious disadvantage.

You can try us out any time by sending a sample to us and quote.

RYE & BARWISE
Wholesalers and Packers Teas and Coffees
53 Greenwich St., NEW YORK
ESTABLISHED 1897

New Grade ATMORE'S MINCE MEAT in Bulk

"YES, indeed, we have 'Extra Family' (Blue Label) in bulk.

"The same delicious Mince Meat that you formerly got in glass jars—the top-notch brand put out by the makers of the purest, richest Mince Meat sold."

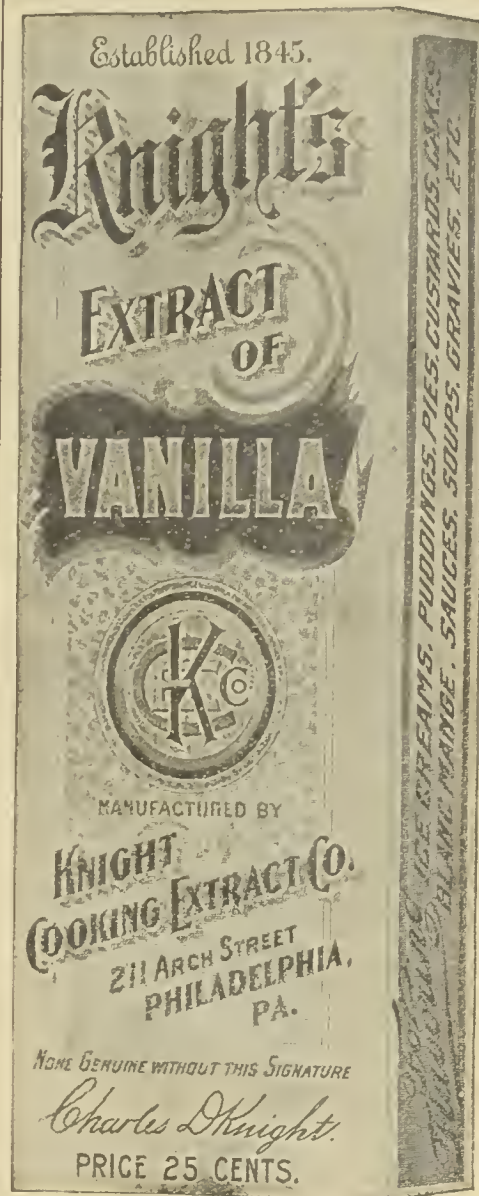
20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842
Philadelphia



This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT
Cooking Extract Co.

No. 211 Arch Street
PHILADELPHIA, PA.



334.—Ask to Be Shown When a Debtor Offers Less Than 100 Per Cent.

I feel like emphasizing in this article the importance of a fight which the National Credit Men's Association is making to induce creditors to act a little more stiff-backed in considering offers of settlement from embarrassed debtors. The association contends that a constant series of bad frauds are being perpetrated by alleged bankrupts or financially embarrassed business people, right under the noses of their creditors, merely because the latter are too ready to accept almost any offer that is made.

In writing on the subject the association says:—

When a business man becomes financially embarrassed, and offers a certain percentage in settlement, if a creditor holds back and begins to show signs of wanting to know a little about the case, the reply is apt to be to the effect that he is the only creditor who hasn't come in, that he is showing a very unco-operative spirit, or else there is a hint that he is holding out for a preferential payment. The idea clearly is to stampede the creditor into an acceptance of the offer through sharp criticism to the effect that he is playing the part of an obstructionist. To such tactics most creditors are weak-kneed enough to capitulate.

The association cites a case where a debtor, as late as last January, gave his creditors a statement of assets and liabilities which showed ownership of two pieces of valuable real estate. A few months later, this man sent out notices to his creditors that he was financially embarrassed and offered a certain percentage in compromise. He accompanied it with a statement of assets and liabilities, but the former this time contained no real estate. One of the creditors wanted to know where it had gone, but the other creditors cried him down because he was threatening a fight which would tie the thing up, eat up the funds, and delay settlement. He persisted for a little, but was finally overborne, and the mystery of the missing real estate was never

solved. Very likely it had been manipulated in some way which would not have stood the test of an investigation—if only some one had been man enough to make it. Had it been recovered, the percentage of settlement would have been about doubled, but the creditors believed the bird in the hand to be worth the two in the bush.

If a few more creditors would be slower to accept the first offer of settlement made them by embarrassed debtors, bankruptcy and insolvent business frauds would probably be reduced one-half in a very short while. Debtors have grown astonishingly bold, so confident are they that creditors will gladly and gratefully take whatever is offered them and ask no questions.

Let me cite a few cases from my own experience, and from the records, to show how this works:—

A retail hardware dealer became embarrassed and called a meeting of his creditors. His assets were about \$6,000 and his liabilities over \$12,000. The assets had to be scaled down because book accounts were a part of them. The hardware dealer offered 35 per cent. in full, payable in cash. Practically all the creditors favored taking it, after the manner of creditors. One fairly large creditor held off and the bankrupt began to talk about going into bankruptcy, and the expense and the fees of that, and so on, until the other creditors actually began to get indignant at the obstructionist, as they considered him. He persisted, however, and to make a long story short, the investigation that ensued unearthed the fact that the hardware dealer owned a share in a prosperous hotel business, which, of course by oversight he had neglected to list among his assets. The percentage of settlement was finally 55 per cent. instead of 35.

In another case a wholesale grocer offered his creditors 50 per cent., professing that in order to offer even that, he had had to borrow from his wife. It would have gone through with a rush had not two of the creditors been a little suspicious. They insisted on being shown and finally the wholesale

grocer was compelled to admit that he, or somebody for him—the thickest kind of a subterfuge had been used—held a block of stock in a chain of retail stores. When they were added to his assets the man proved to be solvent and he promptly arranged to pay in full. The creditors got out of about forty who all that had the courage of their convictions here. The rest were afraid something would happen and reduce the 50 per cent. they had been offered, that they were impatient with the two who stood out.

In a third case, one creditor of quite a number insisted that item of "stock on hand" which the debtor had included in a statement on which he based an offer of 50 per cent., was suspiciously small. He presented good reasons for his opinion, but the other cred-

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 5.

Brown & Jones are wholesale grocers doing business in Philadelphia. They employ traveling salesmen, one of them William Smith, who covers the territory around Lancaster, Pa. Smith is married and has five children. He is out on one of his regular trips, and in the course of it goes into a customer's store. While in the act of taking the customer's order, a portion of the ceiling collapses under the weight of a safe on the floor above and the safe falls directly on Smith, who is instantly killed.

Under the act Brown & Jones, though before the act passed they would not have been in the least responsible, must now pay damages to Smith's family, for the act covers accidents happening to employees in the course of their employment even though not on the employer's premises. As there are

five children the compensation would be 60 per cent. of his wages for 300 weeks, unless some of the children reach the age of sixteen before that time. Here a question will arise, for no answer is given in the act: What were Smith's "wages"? He was not on salary but was paid a commission, of course varied. The only employees spoken of in the act are those who receive regular wages, but it is not to be supposed for an instant that there was intent to exclude those employees on commission or percentage. Shall Smith's "wages" be determined?

If Smith's average income was \$30 per week, the accident would cost his employers, or their insurance company, the approximate sum of \$4,500.

practically all anxious to accept the 40 per cent. and get out. In the other cases, they looked for the one man who held out as an exception. The one man persisted, however, and finally made the offer to disgorge \$4,000 of goods which he had "sold" to another.

There are quite a number of such cases, but cases which *don't* happen in this way are of course much more numerous. I heard a bankruptcy lawyer not long ago offer to make a wager that he could induce the creditors of any solvent debtor to accept settlement of around 50 per cent. merely by writing one letter. Perhaps it was exaggerated, but not necessarily a great deal. In such cases I have no doubt it could be done.

The creditor when offered a percentage settlement by a debtor, should not be too quick to accept. It is remarkable how many such settlements are increased merely by the creditors holding off. It will be a benefit not only to one's self, but to the whole cause of commercial honor, if a creditor will insist on being shown before he accepts any settlement of less than 100 per cent.

Copyright, October, 1915, by
Elton J. Buckley.)

E.—Requests for information in this department should tersely set out all the facts bearing on the case, and all questions should be carefully worded to avoid misconception. Write on one side of the sheet only. Letters will be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Advertising Matter Must Be Pretty Good to Get Retailers' Attention.

Contributor Tells of Interview with a Retailer Who Passes Almost Everything Up Because It Was Mostly About Free Deals.

Once asked a grocer in a little town of about two thousand people to give me all the literature which he received from manufacturers and jobbers. He said he would, because "it was just as easy to put it in a drawer for me as in a waste basket."

When I went to his store a week later he handed me a bunch of literature, ranging from a

poorly mimeographed jobber's bulletin to an elaborate folder featuring oil pumps. I asked him if there was anything particularly interesting in the lot. "I haven't looked at them," he said. "That is, I haven't looked at any but the oil pump circular, and those fellows evidently took me for a garage. I don't sell any oil, except kerosene, and not much of that."

Passing up the subject of oil pumps for the moment, I asked him why he hadn't read the other literature. His answer was very significant—he never looked at circulars or letters from manufacturers of grocery products "because they were nothing but free deals." The oil pump folder he had looked at because it showed on the outside that it referred to no item of his regular stock, and because it was distinctive in its get up.

He told me that there was no money in the grocery business. His store had kept his nose to the grindstone for eight years and he hadn't anything to show for it. He admitted that he would rather sell advertised brands, provided there was an equal profit in them, because "people seem to know about them."

I looked through the assortment of literature he had handed me. There was nothing worth commenting upon. Fourteen out of the eighteen pieces embodied the "free deal" in some shape or form—either free goods or free display racks or premiums for clerks and proprietors.

The co-operation which a national advertiser offers to his small retailers must represent real help to them if it is to survive in the battle against the waste basket and accomplish the purpose expected of it.

JOHN A. UNDERWOOD.
Piqua, Ohio, October 21, 1915.

Dry Goods Business Better Than for Two Years.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods shows considerable increase over the corresponding periods of the past two years.

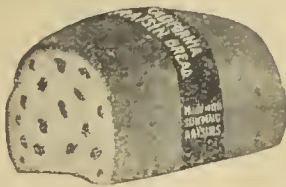
Buyers continue to come to market in much larger numbers.

Collections are about normal.

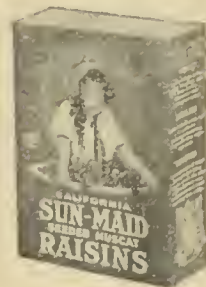
The cotton market is strong, with continued advances, and the trade in domestic cotton cloths is fairly active. The raw silk market has also shown considerable advance during the week and still has a strong upward tendency. Finishers of cotton and silk goods have advanced their prices considerably the last few days.

They Make Money Together

California Raisin Bread



The Bread Sells the Package



SUN-MAID Raisins

The Package Sells the Bread

You Sell Both Let's Make More Money Together

You've got a store where people come. We've got something more people will come for—and come for oftener.

Something you would have been making more money out of all these years if you had been given half a chance. If you don't make more money out of raisins *now* it will be your fault, for we are giving you a chance which grocers have never had before.

Raisins Have Never Had a Chance

Raisins have been left to shift pretty much for themselves. No one has ever had much to say about them. Now, for the first time in history, we are talking about them in a big, national, convincing way. We have already stirred up the country over them. We have made hundreds of thousands of new raisin users; we will make millions more before we get through. And we have made old raisin users use more raisins.

They Are Having It Now

We have done this with Sun-Maid (Package) Raisins, and California Raisin Bread—made with Sun-Maid Raisins, after our own recipe. We have done it by talking about this new raisin bread and the luscious, sun-cured product of California with which it is made, in a new, compelling way, in full pages in the Saturday Evening Post, the Ladies' Home Journal, and in local campaigns in connection with grocers and bakers everywhere. And we are going to keep on doing it—we have just begun.

Let's Work This Chance Together

This is helping both of us. It is helping *us* by increasing the consumption of raisins, in bread and out of it, and it is helping *you* by putting new life into *two* of your lines—by making *raisin bread* sell *package goods*, and by making *package goods* sell *raisin bread*. You are bound to get something out of it in any event; but you cannot make the most of this chance in your business, unless you identify yourself with Sun-Maid Raisins and California Raisin Bread—unless you sell them *both*, and make *each one* sell the *other*. We'll be glad to tell you how we can help you to increase your profits with this double-barreled chance, if you will send us the attached coupon, asking for full particulars. We urge you, for your sake, to send it at once. Don't trail on raisins, now that they have started at last.

CALIFORNIA ASSOCIATED RAISIN CO.

Home Office, Fresno, California

Hearst Building, Chicago

113 Hudson Street, New York

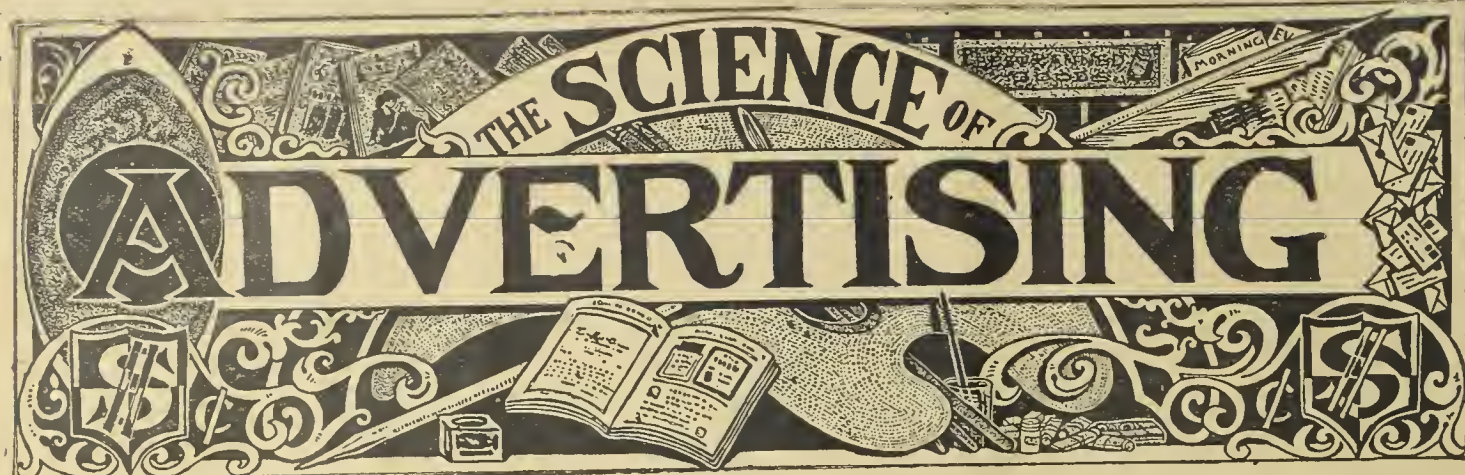
Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (34)

Name

Street

City State



I have several letters asking advice on various points which I shall take up and answer this week, not only for the information of the correspondents themselves, but also of the other readers of this department. I have not the space to reproduce the letters, but will indicate their contents.

R. O. Masterson, of York, Pa., wants to know whether it would pay him to take a correspondence course in advertising. He is a clerk and wants to perfect himself in advertising. Thinks he has some talent in that direction and sends along a sample advertisement. I think he has too, and I believe a course in advertising would help him, particularly in the technical end of it. Apparently he doesn't know how to lay out an advertisement—how to plan the typographical part—the heads, and the border and so on. The appearance, in a word. That is extremely important, for it is the thing that gets the advertisement seen. A good correspondence school will give him that. Another good plan of getting training in advertising construction is to go to an expert advertising writer—a man holding a position so good as to make you sure he must be able to do good work, and get him to criticise your efforts. Write some advertisements and have them set as you think they should be, and then tell him to tear them apart. He will show you where the text could be improved, and very likely the general appearance. This is not so well-rounded a training as a good correspondence course could give you, but if you can get hold of the right man, it will within its limitations be better than a correspondence course.

B. R. Johnson, of Jennings, N. J., asks whether I think he could make anything out of a mail-order business, and what advertising mediums

to use. It depends on whether he has anything to advertise by mail. I judge he lives in a small country village, and he might be able to get hold of something that would go. Sausage or scrapple, or a gilt-edged brand of butter or eggs, or something home-made. I remember a grocer in Oxford, Pa., who used to do a large mail-order business in Pennsylvania scrapple. I haven't seen any of his advertising lately and don't know what has become of his scheme, but I know it succeeded at one time. A mail-order advertising scheme will not go unless you are offering something which the people to whom you are advertising can't get so well—or think they can't—at their own stores. Something different, or something better. If you can dig up something like that it ought to go if you do the right sort of advertising in the right sort of papers. My judgment is that to begin with, your advertising ought to be done in papers within fifty miles of your town.

E. N. Bunting, of Albany, N. Y., says he did advertising regularly for five years, and then stopped all advertising and for the last five years he hasn't spent a cent for advertising of any kind. His business did not fall off during the second five years; in fact it went ahead a little. He asks whether that does not prove that advertising does not pay him. It certainly proves that the kind of advertising he did didn't pay him, but it by no means proves that he could not be helped by the right sort of advertising. I can express no opinion as to what ailed his advertising, if anything ailed it, because he does not send any in. But he can rest assured that if after advertising for five years, his business went ahead just the same when he stopped it, he was doing the wrong sort of advertising. If his advertising had made any impression at all, he would surely have

noticed something when he stopped it.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

National Retail Grocers' Association Fights Parcel Post Extension.

The National Retail Grocers' Association through its secretary, John J. Ryan, has issued the following to retail secretaries all over the United States, re-

garding the coming effort to extend parcels post:—

Dear Brother Secretary:—Every retail grocer will be interested in the efforts the Postal Progress League is making to secure an extension of parcels post to one rate for the entire country, as explained in Leaflet No. 266, issued by the National One-Cent Letter Postage Association.

In our opinion the only way to prevent such a bill is to assist the association in its fight to compel each class of mail to pay the cost of its service for this, and this alone will prevent any further reduction in parcel post rates.

We are permitted by the Letter Postage Association to authorize you to offer free membership in that organization to any of your members with your compliments, and if you will promptly have your members each sign one of the enclosed complimentary membership blanks and mail same to Mr. M. Intosh, in stamped envelope enclosed, his association will send free 500 stamps to each, together with other literature, and will continue to furnish the same free any quantity.

Won't you please attend to this promptly and thus without any expense to our association or members assist in this movement in our interest? Very sincerely,
NATIONAL ASSOCIATION OF RETAIL GROCERS OF UNITED STATES.
John J. Ryan, Secretary

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

At the Butter Counter.—If you handle butterine and sell any reasonable amount of it, you must often have been struck with one funny phase of human nature. It's the apologetic air that is often assumed in calling for this article. At times it has reminded the writer of the old days when he had charge of the liquor department.

Now, any butter clerk who uses common business sense can dignify the butterine end of his department. It should be talked right out openly the same as any other legitimate article. It was the "interests" who succeeded in putting a stigma on it and it was Wiley and his able assistants who called it off.

It's some problem for the wife of a workingman to-day to fill the stomachs of, say, six hungry kids at three settings. The butter end is a big item and it is your duty to keep that item down by pushing your 25-cent tub butterine. Not altogether because your customer may be poor, but because it is a good business proposition from your standpoint as well as hers. We used to think that handling butterine cheapened this department. Not a bit of it. It made it more popular and positively increased sales and profits.

It's progressive. It's meeting public demand, and this is what a live firm must do to keep "live."

Keep Your Coffee in Sight.—A few days after that the coffee dropped into one of the Ginter shelves in this busy store right before the front counter were packed pound bags of coffee, and I think as well.

If you want to keep your coffee business up and over, place the good attractive bags constantly before you. If you are not carrying your own specially named brands, suggest it to your employer. These bags may be had at a very reasonable price, and there is practically no limit to the beauty of sign and variety of color for your selection.

Even throughout the late depression the firm who stuck to this shelf showed a big increase in coffee over the previous two years.

Foreign goods and fancy bottles very pretty and all that—they're expensive, to be sure, and no doubt a tone to a store, but "tone" doesn't do the trick when the yearly balance is struck off, and it's only your fancy grocer who can afford to put prominent things of luxury.

One Week More for the Window Display Contest—Ready?

The awards in the Window Display Contest of **Lipton Teas** will be made as soon after November 1st as is practicable. The contest closes that day. You have barely three weeks more.

The contest is for the five best window displays of **Lipton's Tea**. The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	-	-	-	-	\$75
For the Second	-	-	-	-	\$50
For the Third	-	-	-	-	\$25
For the Fourth	-	-	-	-	\$15
For the Fifth	-	-	-	-	\$10

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.
2. The display must remain in the window one week.
3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.
4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.
5. The contest closes November 1, 1915.

Modern Merchant and Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. HUBBS,

West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON Co.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 87.

I have for sale one Sanitary Slicing Machine, made by the Sanitary Slicing Machine Co., Grand Rapids, Mich. This machine was used less than a year and is in good condition. Has 11 feed adjustments and will slice ham, bacon, chip beef, etc. Reason for selling, I am replacing same with larger machine.

E. M. HEIMAN,
138 Baltimore St., Hanover, Pa.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

I power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

I Sausage Stuffer, cost \$20, will sell for \$10.

I Lard Skinner, cost \$1.25, will sell for 50 cents.

I Lard Stirrer, cost \$1.10, will sell for 50 cents.

I 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

I Revolving Post Card Rack, holding 200 different views, 75 cents.

I Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. The salmon is guaranteed to be in a first class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do this through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 cans of Dustbone, or Sweeping Compound, which I will sell for 10 cents a can, or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Offer No. 97.

We have on hand one barrel Wyndott Cleanser, in five-pound packages. Please make offer.

Also No. 129 Enterprise Dried Slicer; cost \$40, will sell for \$15.

One McIntire delivery auto, running gear and box in fine condition; new motor. Will sell for \$75, cost \$800.

SCHUMAN & YERKE,
Amsterdam, N. Y.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price.

T. J. CRITCHLOW,
Prospect, I.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, four lamps, for sale cheap. Make offer.

A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of six-foot counter, one six-foot marble slab, sterling silver draught arm, fine and coarse streams; 10-gal. tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles, the things needed to operate same, including 5 crushed fruit bowls and 10 silver ladles, silver soda holder, 10 doz. silver spoons, 8 doz. tumbler, 10-cent and 1 doz. 5-cent Sugar cups, 1 doz. banana split dishes, cream dishers, ladle, etc. A large quantity of syrups, used very little and finally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used three months, and having gone out of this part of the business are obliged to sell it. Address

Lock Box 12,
East Bangor,

Offer No. 101.

I have for sale one twin cylinder model Eagle Motorcycle, rated at 10 horse-power, but will develop 12 horse-power. Is equipped with light and horn. This machine in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin,

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS OPPORTUNITIES

SALE.—The right man with \$2,000 secure interest and management of operative delivery with good cons; life-long business and sure if attended properly; have larger contract larger city too far distant to attend properly. Give age, reference, Address Harvey W. Baxter, Florn, N. Y. 17

SALE.—Established trade, grow every year, in prosperous farming community. Best dairy and fruit section. Last year sales, \$23,000. General merchandise stock, \$6,500. Store build—eleven-room house, barn and out, good fixtures, horse, wagons, etc. Owner must sell at once to take advantage of family opportunity. Proprietor will bear investigation. No stock. Address John W. Bailey, Prattstown, N. Y. 17

FOR SALE OR RENT

STORES.

FOR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent corner, has all conveniences, all cash, no teams, no delivery, doing between \$1,000 monthly; will sell at once; stock about \$2,000. Owner would like to continue, wishes to retire; price can be greatly increased by a

hustler; fullest investigation solicited. Address P. J. Rumbaugh, 52 N. Third street, Reading Pa. 18

FOR SALE.—Meat and provision store, with fixtures. Fine residential section, West Philadelphia, fine established trade. Good reason for selling. Any one meaning business will do well to investigate. Address D. J. R., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

FOR SALE.—Stock and fixtures of an old-established general store in railroad town, Chester County; stock will inventory about \$3,000; doing over \$1,000 business monthly. Address B. E. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 18

FOR SALE.—We have just equipped a delicatessen and confectionery store in Ardmore and are compelled to sell same at a sacrifice. Best location, in central shopping district. Excellent opportunity for a hustler. Address W. S. Ballinger, 118 Darby Road, Llanerch, Pa. 19

FOR SALE.—Will sell cheap to quick buyer, eight-room, two-story store and dwelling with three adjoining lots, \$4,000; stock of general merchandise all new, as have only been in business since February, 1914, one of the best stands in town of 1,000 containing good school, three churches and three tobacco warehouses; in center of fine farming country, growing all of the crops of the

South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FIXTURES.

FOR SALE.—Store fixtures at 6241 Arch St., including Walker counter and scales; cost \$160, will sell for \$70. Apply 6135 Vine St., Philadelphia. 18

FOR SALE.—One National cash register for sale, cost \$95, only used three months, with detail slip; A No. 1 condition; will sell for \$50 cash; registers from 1 cent to \$50. Address Decker's Cash Store, Waynesboro, Pa. 19

MISCELLANEOUS.

FOR SALE.—Choice hand-picked winter apples, \$2 per barrel; York Imperial, Ben Davis, York Striped, Baldwin, etc. Cash and A No. 1 reference. Address W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 20

FOR SALE.—I have one Blodgett oven, 48 loaves, burns coal. Also one coffee urn, never been used. Oven used five months; cost \$45; urn cost \$10; if sold at once will take \$25 for both, delivered at your station. Address John Harris, Locke, N. Y. 20

FOR SALE.—We have on hand six of Robinson's folding bath tubs that we will sell at a bargain; cost \$36, will sell for \$24, f. o. b. Franklin. Address P. G. F., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new \$17, will sell same for \$8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

WANTED

WANTED.—A bargain new or near new late pattern adding machine and check protector. Address L. G. C., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 17

HELP WANTED

WANTED.—A good clerk; good chance for advancement to right person. Must be employed at his present place for at least two or three years. Salary paid, \$55 to \$65 per month, according to ability. Address C. E. Engel & Co., Union Bridge, Md. 17

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.



Don't Make This Mistake

If you don't handle **Wheatena**, don't put it down as "just another of those breakfast foods." **Wheatena** is as different from the others as tea is different from coffee. If it wasn't it wouldn't sell as it does, for we spend one dollar in advertising where the others spend ten.

Wheatena is the hearts of fine wheat, prepared as no one else could do it. Guaranteed without limit to everybody.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

expensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

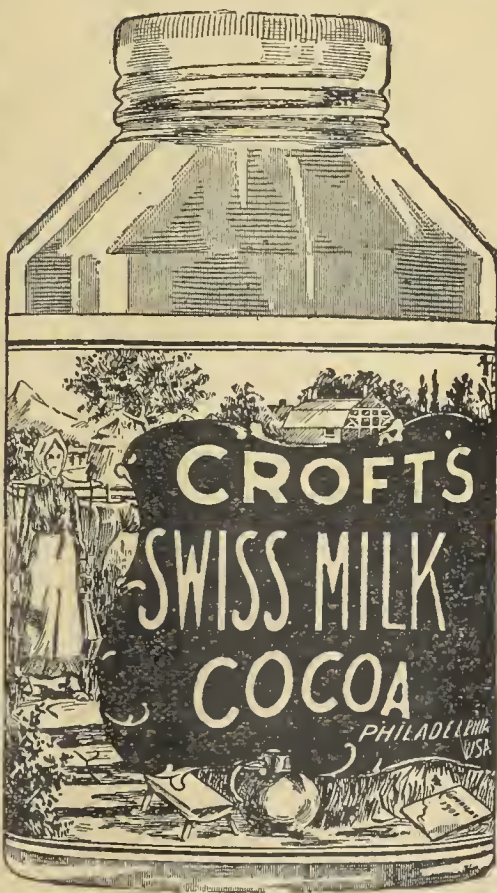
You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

P. FORBES, Forbes Building, Coshocton, Ohio



Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. OCTOBER 25, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma	21	Table and Cooking Oil.....	COL.
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	COL.
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	20
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug.....	19
Beans.....	14	Dried Fruits.....	17	Lime.....	21	Pure Olive Oil.....	19	Toilet Soaps.....	19
Blackening—Shoe.....	2	Drugs.....	22	Live Poultry.....	21	Raisins.....	17	Vinegar.....	27
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Refined Molasses and Syrups.....	27	Wood and Willow Ware.....	23
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Rice.....	23	Yeast Cakes.....	3
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Mapleine.....	23	Roasted Coffee in Bulk.....	27		
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	18	Rope, Tie Yarn, etc.....	3		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Matches.....	18				
Butter.....	4	Farinaceous Goods.....	14	Mince Meat.....	13	Salad Dressing.....	23		
Candles.....	4	Flour Polish.....	24	Mint Tablets.....	23	Sal Soda.....	24		
Canned Goods.....	5	Flour.....	13	Mops.....	28	Salt.....	23		
Canned Meats.....	6	Fresh Fish.....	16	Mustard—Prepared.....	26	Saratoga Chips.....	16		
Catsup.....	4			Nuts.....	20	Sardines.....	6		
Cereal Specialties.....	14	Gelatine and Prepared Desserts.....	15	Oatmeal.....	14	Sauces.....	24		
Cheese.....	12	Green Coffee.....	3	Oils.....	19	Scouring Soaps.....	24		
Chewing Gum.....	23	Hominy.....	14	Olives.....	19	Scraple.....	20		
Chocolate and Cocoa.....	8	Honey.....	27	Oysters.....	16	Seeds.....	16		
Cider.....	23	Horseradish.....	17	Package Coffee.....	3	Shoe Dressing.....	2		
Clams.....	16	Ink.....	17	Paper.....	9	Smoked Fish, Codfish and Mackerel.....	15		
Cleansers and Polishing Compounds.....	24	Jars and Jar Rubbers.....	4	Peas.....	14	Smoking Tobacco.....	28		
Cocoanut.....	17	Ketchup.....	4	Peanut Butter.....	19	Soap Powder.....	25		
Coffee Essence and Chicory.....	3			Pickled Meats and Fish.....	11	Soda—Bi-Carb.....	24		
Cornmeal.....	14	Lamp Goods.....	18	Pickles.....	20	Soft Drinks.....	24		
Cornstarch.....	26	Lard and Compounds.....	20	Plum Pudding.....	24	Soups.....	7		
Condensed Milk.....	10			Popping Corn.....	15	Spices.....	26		
Cottolene.....	12					Stove Polish.....	26		
Crackers and Cakes.....	10					Sugar.....	1		
Cut Plug Tobacco.....	28					Sundries.....	27		
						Syrup and Molasses.....	27		

ADVANCES.

Condensed Milk.....	24
Evaporated Milk.....	24
Flour.....	16
Mackerel.....	2
Provisions.....	15
Lard and Compound.....	28
Dressed Poultry.....	25

DECLINES.

Fresh Fish.....	27
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SUGAR.

Cut Leaf.....	Barrels.	
Equal Tablets.....	6.05	
Crystal Dominoes, 24 5-lb. pkgs.....	6.55	
“ 60 2-lb. pkgs.....	7.65	
Patent Cubes.....	8.15	
Confectioners' Lozenge.....	5.15	
Powdered.....	5.20	
Fruit Powdered.....	5.05	
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.35	
Granulated, fine or standard, McCahan.....	5.05	
“ extra fine, bbls.....	5.10	
“ 2 lb. bags.....	5.05	
“ 5-lb. bags.....	5.35	
“ 10-lb. bags.....	5.25	
“ 25-lb. bags.....	5.20	
“ 100-lb. bags.....	5.05	
“ coarse.....	5.15	
Confectioners' Crystal A.....	5.05	
A Confectioners'.....	4.95	
A No. 1.....	4.80	
A No. 2.....	4.75	
Franklin B.....	4.50	
Extra C.....	4.35	
C.....	4.20	

TEA.

Formosa.....	Per lb.	
Extra choicest, 1/2 and 1/4 chests.....	.40	-.45
Choice, 1/2 and 1/4 chests.....	.35	-.38
Finest, 1/2 and 1/4 chests.....	.27	-.30
Fine, 1/2 and 1/4 chests.....	.23	-.25
O long, black.....		
Extra choicest, 1/2 and 1/4 chests.....	.30	-.35
Choice, 1/2 and 1/4 chests.....	.27	-.29
Finest, 1/2 and 1/4 chests.....	.26	-.28
Superior, 1/2 and 1/4 chests.....	.22	-.24
English Breakfast, black.....		
First picking, 1/2 and 1/4 chests.....	.30	-.35
Choicest, 1/2 and 1/4 chests.....	.26	-.28
Good to superior, 1/2 chests.....	.22	
First crop, about 28-lb. original boxes.....	.25	
Gunpowder, green.....		
Extra firsts, 1/4 chests.....	.35	-.40
Firsts, 1/4 chests.....	.28	-.30
Extra seconds, 1/4 chests.....	.25	-.27
Seconds, new, 1/4 chests.....	.24	
Imperial, green.....		
Firsts, 1/4 chests.....	.38	
Seconds, 1/4 chests.....	.25	-.30
Japan, green.....		
May pickings, 1/2 chests.....	.38	-.40
First crop, 1/2 and 1/4 chests.....	.30	-.35
Second crop, 1/2 chests.....	.28	-.30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32	
Young Hyson, green.....		
Firsts, 1/4 chests.....	.35	-.40
Hyson, green.....		
Extra firsts, 1/2 chests.....	.35	-.40
Firsts, 1/2 chests.....	.28	-.32
Seconds, 1/2 chests.....	.25	-.27
Assam, black.....		
Choice, 1/2 chests.....	.26	
No. 1, extra quality, 20-lb. boxes.....	.28	
Te ley's India and Ceylon, 25-lb. cases.....		

Gold Label, 1. and C.....	1 lb.	1/2 lb.	1/4 lb.
Buff Label, 1. and C.....	.71	.72	.73
Green Label, 1. and C.....	.56	.57	.58
Formosa Oolong or Mixed.....	.50	.51	.52
Orange Pckoe.....	.55	.56	.57
Red Label, 1. and C. or Mixed.....	.44	.47	.48
Sunflower, 1. and C., Formosa.....	.60	.60	.60
Oolong or Mixed.....	.60	.60	.60
Red Label, 1. and C., 10c. 2 1/2-oz. tins, doz.....	.90		
Sunflower, 1. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90		
Sunflower, 1. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55		
Sunflower, 1. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55		

AMMONIA.

Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	
“ “ Blue.....	.45	.46	
Formosa Oolong, Salmon.....	.51	.52	
“ “ Cream.....	.45	.46	
Ceylon Green, Purple.....		.52	
“ A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....			.90
“ B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....			.90
Victor, 13 oz., 3 doz.....			.40
O. K., 3 doz.....			.45
Colburn's, 2 doz.....			.85
Parson's, 25c., 2 doz.....			2.40
“ 10c., 3 doz.....			.92
White Foam, 10 oz., 3 doz.....			.90
“ 16 oz., 2 doz.....			1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz.	75
Mica, 1/4 gross.....	per gross	8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case	
Glass, 4 oz., 2 doz.....	1.66	
“ 6 oz., 2 doz.....	2 15	
“ 6 oz., 4 doz.....	4 25	
“ 6 oz., 6 doz.....	6 20	
“ 6 oz., 12 doz.....	12 25	
Rumford Baking Powder—	Per doz.	
5c. tins, 4 doz.....	.45	
10c. tins, 2 doz.....	.90	
1/2-lb. cans, 2 doz.....	1 25	
1-lb. cans, 1 doz.....	2 50	
Davis' O. K.—		
1/4 lb., 4 doz.....	.45	
1/2 lb., 3 doz.....	.90	
1 lb., 2 doz.....	1 65	
5 lb., 1/2 doz.....	7 20	
Leslie's—		
1/2-lb. cans, 4 doz., 4 cans free.....	.45	
1-lb. cans, 2 doz., 2 cans free.....	.90	
1-lb. cans, 1 doz., 1 can free.....	1.65	
5-lb. cans, 1/2 doz.....	3.60	
Sea Gull, 6-oz. tins, 4 doz.....	.45	
Parrot and Monkey, 4 doz.....	.45	
Royal—		
10c. size, 4 doz.....	.86	
1/4 lb., 4 doz.....	1 30	
1/2 lb., 2 doz.....	2 40	
1 lb., 1 doz.....	4.65	

BLACKING—Shoe.

Mason's, No. 1, 1/4 gross.....	Per gross	2.70
“ No. 2, 1/4 gross.....	3.00	
“ No. 3, 1/4 gross.....	3.30	
“ No. 4, 1/4 gross.....	5.40	
Blackola, 10c. size.....	6.80	
Shinola, 3 doz.....	8.25	

SHOE DRESSING.

Mason's—	Per doz.	
Black Dressing, regular.....	.75	
White Dressing, medium.....	.75	
Combination Black.....	.75	
“ Russet.....	.75	

GREEN COFFEE.

Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/4
Mocha Seed Santos, fancy, choice.....	.15 3/4
Carcacas, extra fancy, washed.....	.18 1/2
Maracaibo, extra fancy.....	.16 1/4
Santos, Peaberry, extra fancy.....	.14 1/2
Santos, extra fancy.....	.15 1/2
Rio, Golden, fancy.....	.13 1/4
Rio, prime.....	.10 3/4

PACKAGE COFFEE.

Ariosa.....	100 lbs.	60 lbs.
Seven Day (f. o. b. N. Y.).....	16.50	16 60
	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box	4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross	2 60
“ imp., 1/2 gross.....	“	2.15
Floto's, improved, 1/2 gross.....	“	2.15

BLUING—Dry.

Barlow's, small, 4 doz.....	Per gross	2.75
“ large, 3 doz.....	5.40	
Sawyer's, No. 1, 6 doz.....	2.75	
“ No. 3, 3 doz.....	5.00	
Colburn's, No. 1, 4 doz.....	1.60	
“ No. 2, 3 doz.....	2.50	
“ Mammoth, 3 doz.....	3.60	
“ Ball Blue, No. 1, 3 doz.....	2.60	
“ No. 2, 3 doz.....	4 80	
Reckitt's, 32 5c. pkgs., 16 roc. pkgs.....	per box	2.15

BLUING—Liquid.

Boyer's Bengal 7 1/2 oz., 1/4 gross.....	Per gross	4 25
French Laundry, large, 1/2 gross bbl.....	per bbl.	2.10
Admiral, 4 oz., 3 doz.....	4 00	
“ 8 oz., 3 doz.....	6 50	
“ 16 oz., 1 doz.....	9 50	

BUTTER.

Tub Butter—	Pe
Creamery specials.....	
“ extra, 60-lb. tubs.....	
“ first, “.....	
“ second, “.....	
“ third, “.....	
“ dairy, extra, bakers' use, 30-60 lbs.....	.24-
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.30-

Print Butter—	
Prize.....	
Gurnsey, lbs. and 1/2 lbs.....	
Awltru.....	
Milhen Farm, lbs. and 1/2 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf (“400”), Elgin, 20-50 lb. boxes.....	.29-
Sheaf.....	
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Mason's—	Pe
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes.....	
“ medium, 1 doz. cartons, 5 gross boxes.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ “ medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Bech-Nut—	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

ed Beans—	
itter's	.95
& M., No. 2	1.25
ampbell's, 20 oz., tomato sauce or Boston style	1.90
ider's, No. 2	1.40
an Camp's, No. 2	1.40
ruikshank's, No. 2	1.35
ing's, No. 2	1.40
og's Head, No. 3	1.25
ictory, No. 1	.47½
tatoes—	
andard, New Jersey, No. 3	1.20
andard, Maryland, No. 2	.75
" No. 3	1.00
a Beans—	
andard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
ncy, small, No. 2	1.50
g Beans—	
andard, New York, No. 2	1.10
ltra fancy, New York, No. 2	2.00
ncy, New York, No. 2	1.50
andard, Maryland, No. 2	.60
Kidney Beans—	
andard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
andard, New York, No. 2	.90
ncy, New York, No. 2	1.00
andard, Maryland, No. 2	.80
" Maine, No. 2	1.00
ncy, Maine, No. 2	1.25
oe Peg, No. 2	.85
hole grain, No. 2	.75
andard, New York, No. 2	1.25
ted, New York, No. 2	1.50
ltra sifted, New York, No. 2	2.00
andard, Southern, No. 2	.75
ted, Southern, No. 2	1.00
ltra sifted, Southern, No. 2	1.40
andard, Indiana, No. 2	.75
ted, Indiana, No. 2	1.00
ltra sifted, Indiana, No. 2	1.40
andard, Wisconsin, No. 2	1.10
ted Wisconsin, No. 2	1.40
ltra sifted, Wisconsin, No. 2	2.00
andard, New York, No. 2	
" No. 3	1.25
" New Jersey, No. 2	
" No. 3	1.10
otash—	
andard, New York, No. 2	1.00
ncy, New York, No. 2	1.25
andard, Maryland, No. 2	.95
ncy, Michigan, No. 2	1.20
ragus—	
all, No. 2½	2.00
edium, No. 2½	2.20
rge, No. 2½	2.50
ts, No. 1	2.25
pkins—	
andard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ch—	
andard, Maryland, No. 3	.95
Krout—	
andard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

ots—	
tra, No. 3	2.75
" No. 2½	2.10
tra Standard, No. 2½	1.75
andard, No. 2½	1.50
ett Pears—	
tra, No. 3	
" No. 2½	2.50
tra Standard, No. 2½	2.30
andard, No. 2½	2.15
e Cherries—	
tra, No. 3	
" No. 2½	2.90
tra Standard, No. 2½	2.50
andard, No. 2½	2.25
ies, Lemon Cling, Sliced—	
tra, No. 3	2.95
" No. 2½	2.00
tra Standard, No. 2½	1.75
andard, No. 2½	1.50
ies, Lemon Cling—	
tra, No. 3	2.95
" No. 2½	2.00
tra Standard, No. 2½	1.75
andard, No. 2½	1.45
ies, Yellow Crawford—	
tra, No. 3	2.80
" No. 2½	2.00
tra Standard, No. 2½	1.70
andard, No. 2½	1.40

Eastern Canned Fruits.

s—	
w York State, No. 3	.90
" No. 10	2.90
berries—	
yrup, No. 2	1.35
water, No. 2	
les—	
ite Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ies—	
le, No. 3	1.35
onds, No. 3	1.15
" No. 3	.85
lett, Extra Standard, No. 2½	2.00
fer, syrup, No. 3	
" water, No. 3	
ivy syrup, No. 2½	1.25
it syrup, No. 2½	1.00
erries—	
ne, in water, No. 2	1.40
berries—	
ra preserved, No. 2	1.80
erved, No. 2	1.60
ater, No. 2	1.20

Pineapples—

Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	15.00
" " high oval, 100s.	18.00
" Fresh Mackerel, 100s.	19.00
" dgl., Young Mackerel in Olive Oil, ½s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain	
Normanna, Tomato Sauce, 100s.	11.00
" Boneless, ½s, oval, 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	23.00
" " high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, 100s.	11.50
" ½s, Tomato Sauce, 100s	11.50
" ½s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.	24.00
Boneless and peeled, ½s	24.00
" D. & G., ½s	26.50
" Isipa, ½s	28.00
" Gondolier, ½s, 100	20.00
" Landell, ½s, 100	9.50
" Martell, ½s, 100	10.50
" " ½s, 100	15.00
" Loyal, ½s, 100	9.50
Argonauts, ½s, 100	14.00
Orion, smoked, ½s, key, 100	8.00
Tomato sauce, ½s	15.00
Truffled, ½s, key, 100	12.50
Spiced, ½s, 100	10.00
Royanette, oval, ½s, 100	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100	15.00
" ½s, tomato sauce, 100	15.00
" ½s, olive oil, 50	13.25
" ½s, tomato sauce, 50	13.25
Sea Queen, ½s, olive oil, 100	11.25
Sea Pearl, ½s, olive oil, 100	9.40
Tea Time, ½s, olive oil, 100	7.80
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60
Norwegian—	
King George, ¼	14.00
Nansen brand, ¼	10.50
Portuguese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s	2.90
No. 2, ½s, 100	2.50
½s, key, 100	2.75
Irma, ½s, 100	4.00
Pickert's, Rival brand, carton, ½s, 100	3.90
" " ½s, 100	6.00
Mustard—	
Irma, ½s, 100	4.00
½s, 100	2.25
¾s, 48	3.60
Continental, ¾s, key, 48	3.15
Irma, fancy, ¾s, 50	3.80
Gold Label, ¾s, 50	4.50
¾s, 100	7.00
Underwood's, ¾s, 50	4.50
Pickert's, Crown brand, ¾s, 48	4.00
" Columbias, ¾s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Erie brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90

Curtice Brothers' Blue Label, Deviled—	
Ham	No. 5 oz. No. 10 oz.
Tongue	1.60 2.80
Chicken	1.60 2.80
Turkey	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz.	No. 10 oz. packed 2 doz.
Curtice Brothers' Blue Label, Potted—	
Ham	No. ¼ Tin. No. ½ Tin.
Tongue	1.50 2.60
Chicken	1.50 2.60
Turkey	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz.	No. ½ packed 2 doz.
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	
" No. 1, 1 or 2 doz.	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups—

Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	Quarts. Pints. ½-Pints.
Assorted	3.45 2.00 1.10
Green Turtle Thick	3.15 1.80 1.00
Clear Green Turtle	7.50 4.00 2.25
All others	10.00 5.50 3.00
Armour's—	
All kinds, No. 1, 4 oz.	3.10 1.75 .95

Campbell's, No. 1s, 10½ oz., 4 doz.	Per case
All kinds	.90
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.60

SPECIAL ASSORTMENTS.

Order by number

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.	per case
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.	3.60
Curtice Brothers' Blue Label—	

Green Turtle	Quarts. Pints. ½-Pints.
" clear	6.50 3.50 2.00
Terrapin	7.25 3.75 2.25
All others	7.25 3.75 2.25
Ritter's, Tomato	3.15 1.75 1.25

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
roc, tins, 6-lb. boxes	.35
¾-lb. tins, 6-lb. boxes	.30
½-lb. tins, 6-lb. boxes	.29
1-lb. tins, 6-lb. boxes	.28
5-lb. canisters	.30
Wilbur's Premium Chocolate—	
¾ lb., 6 and 12-lb. boxes	.32
½ lb., 6 and 12-lb. boxes	.31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ½s, 6 lb.	per lb.
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.	.29
" ¾ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ½-lb. cans, 12 lbs.	.34
" ¾-lb. cans, 6 lbs.	.34

W. H. Baker's—	34
Best Cocoa, ½-lb. size	.33½
“ ¾-lb. size	.33½
Premium Chocolate, ½s, 12 lbs	.29
“ ¾s, 12 lbs	.29
Best Sweet Chocolate, ½s, 6 lbs	.20
“ ¼s, 6 lbs	.20
Vanilla Chocolate, ½s, 6 lbs	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars	.40
Cocoa, ½-lb. tins	.29
“ ¾-lb. tins	.30
“ 1-lb. tins	.33
“ 6 5-lb. cans	.30
Baking Chocolate, ¼s	.29
“ ½s	.28
Swiss Milk Chocolate, 48 cc cakes	

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Almond Milk Chocolate, 48 5c. pkgs. in box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.	Per can. Per
2-oz. oval cans, 4 doz. in box	.07 1/2 2.20
5-oz. oval cans, 3 doz. in box	.18 1/2 3.48
1/2-lb. round cans	.57 6.84
1-lb. round cans	Per can. Per
60 lbs. in case.	2.50 .50
5-lb. round cans	
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.	Per
Sweet Vanilla, 4 cakes to lb.	.28
" 8 cakes to lb.	.28
Milk Chocolate, 6 cakes to lb.	.45
" 12 cakes to lb.	.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case	.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case	.56
Bensdorp's Cooking Chocolate—	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case	Per lb. .30
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case	.50
1 lb. boxes, 30 boxes in case	.55
1/2 lb. boxes, 60 boxes in case	.55
1/3 lb. boxes, 90 boxes in case	.56
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins	Per tin .65
" 12-lb. boxes, 1/2-lb. tins	.36
" 6-lb. boxes, 1/2-lb. tins	.18
Stollwerck's Gold Brand Cooking Chocolate—	
No. 300, unsweetened, 1/2-lb. packages	Per lb. .34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	
No. 1, 25 cent size, 6 tablets in box	Per box 1.10
No. 3, 10 cent size, 24 tablets in box	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, 25 cent size, 6 tablets in box	1.10
No. 53, 10 cent size, 24 tablets in box	1.80
Stollwerck's Cocoa—	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes	Per lb. .39
No. 220, Gold Milk, 1/2-lb. cans, 6 and 12-lb. boxes	.39

PAPER.

Scott Paper Co.—	
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls	3.25
Continental Paper Bags—	
Net price per 1,000—500 in a bundle	
Golden Rod S. O. S.	Republic (White) S. O. S.
1/2 lb. .34 1/2	1/4 lb. .26
1/2 " .41 1/2	1/2 " .31 1/2
1 " .55 1/2	1 " .42
2 " .72 1/2	2 " .55
3 " .86 1/2	3 " .65 1/2
4 " 1.07 1/2	4 " .81 1/2
5 " 1.24 1/2	5 " .94 1/2
6 " 1.52 1/2	6 " 1.15 1/2
8 " 1.76 1/2	8 " 1.34
10 " 2.01	10 " 1.52
12 " 2.35 1/2	12 " 1.78 1/2
14 " 2.98	14 " 2.25 1/2
16 " 3.18 1/2	16 " 2.41 1/2
20 " 3.56 1/2	20 " 2.70 1/2
25 " 3.95	25 " 2.99
Manilla—	
All No. 1 Manilla paper, full count, 480 sheets to the ream.	Per ream .48
15x20, 5 reams in bundle	.90
20x30, " "	1.20
24x36, " "	1.40
Butter, Parchment—	
8x11, 1000 sheets	Per pkg. .70
9x12, " "	
18x24, 50-lb. bundles of about 1200 sheets,	per lb. .10
Toilet—	
Extra quality, 100 rolls	Per case 5.75
Good " 200 " "	4.95
Butter, Wax—	
9x12, about 480 sheets	Per pkg. .14 1/2
White Tea—	
8x11, 100 sheets to pkg., 10 pkgs. to bundle	.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle	.70
Bags, price per M—	
Sizes	Original Bundles Contain
1/2 lb.	15M .33
1 " "	10M .41
2 " "	8M .53
3 " "	6M .71
4 " "	5M .84
5 " "	4M 1.08
6 " "	3M 1.24
8 " "	3M 1.54
10 " "	2M 1.78
12 " "	2M 1.95
14 " "	2M 2.30
16 " "	1M 2.85
18 " "	1M 3.15
20 " "	1M 3.45
25 " "	1M 3.95

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Flour Sacks, satchel bottom—	
Majestic	Plain
Ex. Heavy	per 10c
12 1/2 lbs., 1 1/2 bbl.	.42
24 1/2 lbs., 1/2 bbl.	.70
49 lbs., 1/4 bbl.	1.40
No. 2, Manilla, light weight—	Per lb.
12 in. rolls	.02 3/4
15 " "	.02 3/4
18 " "	.02 3/4
20 " "	.02 3/4
24 " "	.02 3/4
30 " "	.02 3/4
Silk Fibre, No. 2—	
9 in. rolls	.02 3/4
12 " "	.02 3/4
15 " "	.02 3/4
18 " "	.02 3/4
20 " "	.02 3/4
24 " "	.02 3/4
30 " "	.02 3/4
Paper Towels—	
50 rolls, 150 towels each, with holder and basket	10.00
10 roll lots	per roll 1.20

CONDENSED MILK.

Eagle, 4 doz.	Per case 6.25
" 2 doz.	3.15
Challenge, 4 doz.	4.45
Magnolia	4.95
Dime	3.75
Baby, 1 doz., glass	2.00
Peninsular	4.55
Star, 4 doz.	4.95
Anchor, skimmed	3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall.	3.50
" " small, 6 doz.	2.50
" " family size	3.10
" " hotel size	3.50
" " confectioners' size	3.50
Silver Cow, small, 6 doz.	2.50
St. Charles, small, 4 doz.	1.75
" " tall	3.50
" " hotel size	3.50
" " confectioners' size	3.50
Pearl, tall	3.50
" " small, 6 doz.	2.50

HIRES CONDENSED MILK



Silver	Per case \$4.95
Hires	4.60
Queen	4.60
Premium	4.15
Blue Ribbon	4.15
Gold (Baby)	2.35
Gold (Tall)	3.35
St. Elmo	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes
Assorted Jumbles	.10
Cocoanut Ripple	.11
Fruit Cookies	.10
Graham Wafers	.11
Grandma Cookies	.10
Honey Jumbles, XX	.10
Iced Honey Jumbles	.12
Lemon Bar	.09
Lunch Biscuit	.09
Marshmallow Mayblossoms	.12
Newtons	.11
Saltines	.13
Spiced Wafers	.09
Sugar Cookies	.10
Sweethearts	.12
Water Crackers	.08
7-lb. tin pails—	
Arrowroot Biscuit	.16
Assorted Bon Bons	.17
" Teas	.17
" Slices	.16
Butters	.16
Chocolate Bon Bons	.17
" Butters	.16
Cocoanut Macaroon	.16
Fancy Jumbles	.16
Fruit Sundae	.16
Lady Creams	.20
Lemon Sundae	.16
Sweet Marie	.15
Package goods—	Per doz.
Animals	.45
Cracker Meal, large	.90
" small	.45
Gingerettes	.90
Gold Medal Soda, small	.45
" large	.90
Graham Wafers	2.25
Lunch-on-Thins	.90
Milk Lunch	.90
Ginger Snaps	.45
Pink Tea	.90
Saltona Biscuit	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers	.09 .09 1/2
Oyster Crackers	.09 .09 1/2
Wine Scroll	.11 .11 1/2
Cracker Dust	.09 .09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.
Wein Senf, Prepared Mustard.
Dove Brand.

Stone pots, small, 2 doz.	per doz. 1.40
" " with horseradish	" 2.00
" large, 1 doz.	" 2.00
" " with horseradish	" 2.00
Wein Senf, bbls	per gal. .85
" 1-gal. stone jars	per jar .85
" 5-gal. kegs	per keg 3.50
Prepared Mustard, bbls	per gal. .95
" 15-gal. kegs	" 1.75
" 10-gal. kegs	per keg 1.75
" 5-gal. kegs	per keg .90
" 2-gal. pails	per pail .50
" 1-gal. pails	per pail .50
Prepared Special, with spoon, 2 doz.	per doz. .95
" sitting top, 2 doz.	" .46
" with horseradish, 2 doz.	" .97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub	per case
Sap Sago, 3 to lb.	per case, per lb.
" " less than case	" "
Roquefort	12 in case, " "
" " less than case	" "
Parmesan, about 30 lbs.	per loaf, " "
" " less than loaf	" "
Edam, 12 in case	per case
" " single	" "
" in tin	per lb.
" 1-lb. tins	per case
Camembert, domestic, wood boxes	per doz.
" Autocrat brand, large	" "
" " medium	" "
Sap Sago, grated, ready for use, 10-oz. bottles	per doz. 2.75
Parmesan, grated, ready for use, small bottles	per doz. 2.50
Olmutter Hand, 100 in box	per doz.
Edelweis, Romatour and Bier-Kase	per doz.
American Swiss, No. 1	per loaf
" " less than loaf	.23
" square loaves, No. 1, about 25 lbs. each	per lb. .20
Limburger, No. 2	box and 1/2 box .17
" " less than 1/2 box	.20
Pinxter, from Holland, in tins	per doz. 2.60
Muenster	per lb. 20.22
Brick, No. 1	" 18.20
English Dairy	" 22.20
Pineapple, picnic size, 6 in box	per box 3.00
" gem size, 6 in box	" 2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.	4.50
Lunch size, 2 doz.	2.40
Picnic size, 2 doz.	1.35
Tril size	1.00
MacLaren Imperial, club size	1.00
" No. 1 size	2.40
" Roquefort, large size	2.95
" " small size	1.45
Fromage de Brie, M. C. C., 1 in box	1.55
Fromage d'Isigny, M. C. C., 6 in box	1.55
Neufchatel, Cow brand, 25 in box	.95
Star Cream or Phila., 12 in box	1.90
Miniature Cream or Phila., 12 in box	.95
Hand, 8 doz.	" "
" 4 doz.	" .85
" Thuringer, 4 doz.	" .85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight	per lb.
Weiner Wurstel, 16 in tin	per doz.
" 8 in tin	" "
Imported Cervelat Sausage, Rolf's	per lb.
Imported Frankfurters	per doz.
Goose Breast, imported, marked weight, per lb.	
Pate de fois Gras, small	per doz. 3.00
American—	50 and 100-lb. boxes.
Cervelat (Circle S.)	.27 .28
" (Diamond S.)	.26 .27
" Peutonic	.24 .25
" Gothaer	.32 .33
Salami (Circle S.)	.27 .28
" (Diamond S.)	.26 .27
" (G. A. P.)	per lb. .35
Landjager, short	" "
" long	" "
Mortadella, dry	" "
Knackwurst, 25 in box	per box 4.75
" " "	per doz. 2.40
Tongue Sausage	per lb. .18
Smoked Braunschweiger Liver Sausage	" .18
Lachs Ham	" .39
Petit Delicatess Frankfurters, plain	per doz. 1.00
Petit Delicatess Frankfurters, with Sauer	" "
Kraut	per doz. 1.00
Lebanon Beef Bologna	per lb. 20.22
Paprika Speck	" .18
Mettwurst, half round	" .25
Liver Sausage (special), truffle, goose or sardellen	per lb. .18
Smoked Thuringer Blutwurst	" "
" Pfefferwurst	" "

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars	Per doz. 4.80
" " quart glass jars	5.75
" " 10-oz. jars	2.50
" tumbler	1.00
Calves' Head, round tins	1.65
Tripe, 5-gal. kegs	2.00
Pigs' Feet, 10-lb. pails	per pail 1.05
" 5-gal. kegs	per keg 2.25
Russian Sardines	" "
" 5-lb. pails	per pail .65
" 10-lb. pails	1.25
Beef Salad, in glass	1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots	per keg
Milkers, Y. M.	per keg

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Mixed, standard, bbls.	per bbl.
Milkers, standard, bbls.	per bbl.
Scotland—	
Mixed, large, fulls, bbls.	per bbl.
" " 1/2 bbls.	per bbl.
Milkers, " bbls.	per bbl.
" " 1/2 bbls.	per bbl.
Marinirte Herring, imported, about 40 in pail	" "
Roll Herring, imported, about 25 in pail	" "
Spiced Herring, imported, about 40 in pail	" "
Norway Stockfish, dry	per lb. .15
Matjes Herring	piece

Bismarck Herring.

Round tins, with key, pint.	per doz. 2.65
" " quart.	per tin .42
" " 2 quarts.	per tin .75
" " 4 quarts.	per tin 1.25
Roll Mops, 4-quart tin.	1.30
" 2-quart tin.	.75
Kruger's Roll and Brat Haring, oval tins, doz.	" "

Russian Sardines.

Imported, Wallkoff brand	per keg
" 5-lb. pails	per pail
" 10-lb. pails	per pail
Cut Spiced, 10-lb. pails	per keg 1.25
" 5-gal. keg	per keg 2.7
Russian, in glass jars	per doz.

Norway Anchovies.

Fancy, keg	per doz.
" 1/2 keg	per doz.
" 1/4 keg	per doz.
Original package	per 1/2 bbl.
Repacked, 5-lb. pails	per pail
" 10-lb. pails	per pail
" 5-gal. kegs	per keg
" 1/2-lb. flat tins	per doz.
" 1/2-lb. tall tins	" "
" 1-lb. tall tins	" "

Salt Sardellen.

Original packages, 1902	per anker
Repacked, kegs, about 8 lbs.	per keg 3
" pint jars	per doz. 5
" large tumblers	" "
" small tumblers	" "

Russian Caviar.

1-lb. tins	per doz. 22
1/2-lb. tins	" 11
1/4-lb. tins	" 6
1/8-lb. tins	" 3

German Dill Pickles—Regular S.

60-gal. casks, about 2000	per cask
50-gal. bbls., about 1200	per bbl. 9
15-gal. kegs, about 500	per 100
10-gal. kegs, about 300	" "
5-gal. kegs, about 150	" "
10-lb. pails, about 50	per pail

Imported Sour Crout.

Magdeburger, 60-65 gal. cask	" "
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Domestic Sourkrout—Long Cut

60-gal. casks	per cask
48-gal. bbls.	per bbl. 6
10-gal. kegs	per keg 2
5-gal. kegs	per keg 1
20-lb. pails	per pail

Imported Lebkuchen.

Dampfnusse (Pfeffernusse)	per lb.
Spitzkugein	" "

Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg., per bundle	
Basler Lebkuchen, No. 1, 6 in pkg., " "	
" " No. 2, 6 in pkg., " "	
" " No. 3, 6 in pkg., " "	
Amandines, 9-lb. tins	per tin
" small tins	" "

Pickles and Onions in Vinega

Mixed

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EGGS.

	Per doz.
by, candled and selected, 30 doz.....	.32
ern, selected.....	.30
en Farm.....	.36
ru, packed in cartons.....	.34

FANCY GROCERIES.

nd Staple Paste, 5-lb. cans.....per lb.	.33
ovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
rs, Nonpareil, 1/2-gal. kegs.....	1.25
" quart, glass.....per doz.	7.50
" bottled, 3/4 size.....	2.25
" " 1/2 size.....	2.00
" " 1/4 size.....	1.20
on Ginger, large pots, 6 to case.....per case	4.25
" medium, 12 to case.....	4.50
" small, 24 to case.....	4.25
ies in Maraschino, glass, 1 doz.....	7.00
Chowder, Burnham, 4 doz, 1-lb., per doz.	.90
" 2 doz, 3-lb., ".....	2.20
e Powder, pints.....	3.60
" 4 oz.....	2.40
" 2 oz.....	1.40
ch Peas, extra fns.....per case	21.00
" fns.....
" moyens.....
ann's Irish Oatmeal.....
lb. cans.....per doz.	3.00
lb. cans.....	.65
lb. cans.....
ley & Palmer's Petit Beurre Biscuit...lb.	.24
" Dinner Biscuit.....	.33
" Breakfast Biscuit.....	.33
Packed 7 and 5 lbs. in a can.....
Pepper, ring, pints.....per doz.	1.25
" 1/2 pints.....	.60
stone jars, 4 doz.....	1.75
dore Marquett Mushrooms.....
st choice.....per case
ice, 100 tins.....	25.00
tra, 100 tins.....	30.00
tel, 100 tins.....
les, 1/2.....per tin	.25
" 1/4.....	.40
" 1/8.....	.75
" 1/16.....	1.50
ips, pickled, small size.....	1.10
" Dunbar's, 2 doz.....per doz.	2.50
in Cordial, Bishop's, 1 doz.....	6.50
alized Ginger, 1-lb. tins.....	3.75
" 1/2-lb. tins.....	2.25
Julce, Rose's.....	4.50
r Rose Water.....	2.25
Peach Water.....	2.25
l Olives.....	5.25
Franco-American Food Co.,.....Per doz
ths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

JILLON CUBES AND LIQUIDS.

o Bouillon Cubes.....	1.70
tin, 100 cubes.....	.90
" 50 cubes.....	.90
doz tins, 12 cubes each.....	2.75
o Clam Bouillon.....
oz. bottles, 1 doz.....	2.00
z. bottles, 1 doz.....	3.75
g's Oxo Cubes.....
is, roc. size.....per doz.	.85
os, 25c size.....	2.00
is, 100 cubes.....per 100	1.65
ur's Beef, Clam and Chicken Cubes.....	2.50
all boxes, 12 cubes, 1 doz.....
ium boxes, 50 cubes.....per tin	.90
ge boxes, 100 cubes.....	1.70
ur's Concentrated Bouillon.....
1, size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, 1/2 doz.....	25.00
ur's Tomato Bouillon.....
les, size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 5.....per bottle	3.00
cy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

	Per doz.
ur's Solid Extract of Beef.....
1, size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, 1/2 doz.....	29.75
ur's Fluid Beef Extract.....
les, size 4, 1 doz.....	5.00
" 8, 1 doz.....	9.00
" 16, 1/2 doz.....	17.00

FLOUR.

	Per bbl.
ota.....	6.40
Midat.....	6.95
Medal.....	6.50
urne.....	6.25
ur's Best.....	6.75
ur Idem.....	6.40
of the West.....	5.75
am.....	5.75
Veil.....	6.40
er.....	6.25
cal.....	5.90
White.....	6.65
er's Best.....	6.25
n Imperial.....	6.00

Prepared Flours.

	Per case
la Prepared Doughnut, Cake, Ginger- head and Tea Biscuit Flour.....	1.44
z. 14-oz.....	2.40
z. 28-oz.....
(Either straight or assorted cases)

Self-Raising Flour.

ur's Buckwheat, medium, 12s.....	1.50
Flap Jack Flour, 18s.....	1.42 1/2
Jerry Buckwheat, 36 2s.....	2.75
Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jeannia Buckwheat, 18s.....	1.45
" Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags.....per lb.	.05 1/2
New York State Marrows, new, bags about 2 1/2 bushel.....
Michigan Pea, new, bags about 2 1/2 bushel.....	3.37 1/2
Red Kidney, fancy, new, grain bags about 2 1/2 bushel.....	3.80
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.75
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	
ooooo, 100-lb. hags.....
Less quantity.....

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	6.25
B, 100 lbs.....per keg	3.25
Rolled Oats—	
Avena, 180 lbs.....per bbl.	6.00
" 90 lbs.....per keg	3.15
" 90 lbs.....per sack	2.88
Tapioca—	
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/2
Flake.....	.06 1/2
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.....	2.25
" 18 pkgs., small.....	1.45
Egg-O-See 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs.....	3.30
" 18 pkgs.....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.55
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
" 10s.....	1.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" Cornmeal, large, yellow, square, 10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	1.90
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " small.....	.90
" " large, gross.....	17.25
" " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant; Wine Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" 50 10-oz. pkgs.....	1.75
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L," 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.....
Short, 25 1s.....	.12
Cubes or Elbows, 24 1s.....
Spaghett, 25 1s.....
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghetti a la Milanese, No. 1, 4 doz.....	.90
" No. 2, 2 doz.....	1.35
Freihofer's—	
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, short, 25 1s.....	.08 1/2
" 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	40.00	20.60	10.50	2.25	
Ex. Norway, No. 2.....230-260	32.00	16.60	8.50	1.90	
Ex. Norway, No. 3.....320-360	28.00	14.60	7.50	1.65	
Ex. Norway, No. 4.....400-450	25.00	13.10	6.75	1.50	
Ex. Norway, No. 5.....550-650	20.00	10.60	5.50	1.25	
Shore Bloaters.....100-120	32.00	16.60	8.50	1.90	
Ex. Shore, No. 1.....170-190	28.00	14.60	7.50	1.65	
Med. Shore, No. 1.....200-220	26.00	13.60	7.00	1.55	
Ex. Shore, No. 2.....225-250	24.00	12.60	6.50	1.45	
Extra Irish, No. 2.....300-350	
Medium Irish, No. 2.....350-450	
Irish, No. 4.....400-450	
Large Cape Shore.....100-120	16.00	8.60	4.50	1.05	
Med. Cape Shore.....180-220	17.00	9.10	4.75	1.10	

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.....
Lab. Splits.....	7.50	4.35
Herring, large No. 2, Lab. Splits.....
Shore, round, large.....
" medium.....
Ocean Whiting Fish.....	5.50	3.3550	.45
Salmon Trout, red.....	18.00	9.60	5.00
" white.....	16.00	8.60	4.50
Shad, Mess.....	14.00	7.60	4.00

Shredded Cod.

Beardsley—		Per doz.
Dime cartons, 2 doz.....		.90
Tins, Jewel, 2 doz.....		.90
Large cartons, 2 doz.....		2.00
Large tins, 2 doz.....		2.25
Dime tumblers, 2 doz.....		.90
Bulk, 15 lbs.....	per lb.	.18

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 40 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Dos Palms, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/4
Cherries—	
California, pitted, 25 lbs.	.16 1/4
Eastern, pitted, 25 lbs.	.16 1/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/4
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 1/4
Nectarines—	
Extra choice, 25 lbs.	.11 1/4

Foreign.

Citron, 10 lbs.	.16 1/4
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currents—	
Valca, 40 pkgs.	.10 3/4
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose	.08 1/2
Dates—	
Dromedary, 35 pkgs.	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 rec. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11 1/4
" 6 crown, 14 lbs.	.11 1/4
California, 12 pkgs.	.11 1/4

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.11 1/4
50-60	.11 1/4
60-70	.11 1/4
California, 25-lb. boxes—	
40-50	.12 1/4
50-60	.10 1/4
60-70	.09 1/4
90-100	.08 1/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.30
Connoisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.09 3/4
Sultana, fancy, 50 lbs.	.09 1/4
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08 1/4
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.09
Fancy Ondara Layers, 28 lbs.	.07 1/2
Seeded—	
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.07 1/2
Crystal, 40 pkgs.	.08
Seedless—	
Not-a-Seed, 36 pkgs.	.09 3/4
Valca, Thompson, 40 lbs.	.09 1/2

COCOANUT.

Dromedary—	Per case
48 1/4-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/4-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dimham's—	Per lb.
1/4-lb. pkgs., 15 lbs.	.29
3/4 and 1/2-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Millemann's, No. 8 bottles, 2 doz.	.87 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 37.	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid.	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32.	.60
Thaddeus Davids Co.—	Per doz.
Electro Chemical Writing Fluid.	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors.	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. o.	No. 1.	No. 2.
Lamp Chimneys—				
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2				Per doz.
" No. 2, slim				.80
Rochester, No. 2				.80
" No. 2, 12 inch				1.25
Success, No. 1, 10 inch				.90
" No. 1, 12 inch				1.25
No. o. Tubular Lantern Globes				2.75
Cold Blast				3.25
Jumbo Chimneys, plain	per doz.	.75	.85	
" dec., 207		.90	1.00	
Banner Burners	No. o.	No. 1.	No. 2.	
		.40	.50	.70
No charge for packages.				
Oil Cans—	Per doz.			
1 gal., glass	2.40			
1 gal., galvanized, Pearl	2.00			
5 gal., Lennox, spout	6.00			
5 gal., " spigot	6.75			
5 gal., Columbia	8.00			
5 gal., Banner	9.00			
5 gal., Climax, pump	10.00			
5 gal., Home Rule, pump	12.00			
Lanterns—				
No. o. Standard	4.00			
No. o. Dash	7.50			
Co'd Blast	7.50			
Nu Style	8.50			

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 3/4 cases.	

MINCE MEAT.

None Such—	Per case
1/4 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case 2.70
" 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	.13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 1/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins	.08 1/2

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National—	Per lb.
18-lb. canakins	.07 3/4
30-lb. nails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb.
" " " " 3-box lots	.05 1/4
" Banner, sifting, 25 lbs.	.06 1/2

OILS.

Stove Gasolene	Per gal.
Headlight, 150 test	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/2-gal. tins, 5 gal.	16.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 24 oz.	10.50
" 16 oz.	7.75
" 4 oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins.	2.90
1/4 " 4 tins.	3.00
1/8 " 8 tins.	3.10
1/16 " 16 tins.	3.20
Re Umberto Oil—	per doz.
4-oz. bottles	2.50
16-oz. bottles	7.00
1 gallon	3.00

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.55
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.00
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	Per doz.
Medium, 2 doz.	2.30
Small, 2 doz.	1.40
" 3-lb.	.90

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NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb.
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.24
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.26
Filberts, bales, about 220 lbs.	.18
Brazils, large, bags, about 180 lbs.	.06
Pecans, large, bags, about 160 lbs.	.15
" medium	.12
Mixed Table Nuts, 25 lbs.	.14
Peanuts, Green—	
Jumbo	.08
Fancy, hand picked	.08
Virginia, choice	.08
Peanuts, Roasted—	Per lb.
Jumbo	1.7
Fancy, hand picked	1.4
Virginia, choice	1.6
B g Nickel	100 cartons 3.7

PICKLES.

Sweets—	
16 gals., 1800	14.00
32 gals., 5600	27.00
48 gals., 5400	40.00
16 gals., 2400	16.00
32 gals., 4800	31.00
48 gals., 7200	46.00
16 gals., 5000	20.00
32 gals., 10000	39.00
16 gals., 7500	22.00
Sweet Mixed—	
16 gals.	12.00
10 gals.	8.00
5 gals.	4.00
Sour and Dills—	Sour. Dill.
16 gals., 600	6.00 6.00
32 gals., 1200	11.00 11.00
45 gals., 1800	16.00 16.00
16 gals., 800	6.50 6.50
32 gals., 1600	12.00 12.00
48 gals., 2400	17.50 17.50
16 gals., 1200	7.00 7.00
32 gals., 2400	13.00 13.00
45 gals., 3600	19.00 19.00
Chow Chow—	
16 gals.	9.00
10 gals.	6.00
5 gals.	3.00
Cuban Relish—	
16 gals.	11.00
10 gals.	7.00
5 gals.	4.00

VINEGAR.

Pure Cider, 45 grain	Per gal.
" 40 grain	
Distilled, 45 grain	
" 40 grain	
Fermented, 45 grain	
" 40 grain	
Beech-Nut, quarts	per doz. 2.00
" pints	" 1.00
" 1/2 pints	" .50
Cruikshank, distilled, white	per gal. .40

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	
" " 10-12 lbs.	
" " 14-16 lbs.	
" Skinned Hams.	
" Cooked Hams	
" Bacon	
" Dried Beef, insides	
" Beef, knuckles	
Empire Brand Hams, 10-12 lbs.	
" Skinned Hams, 18-20 lbs.	
" Picnic Shoulders.	
Hams, skinback, 18-20 lbs.	
" 14-16 lbs.	
" 8-12 lbs.	
Picnics, 6-8 lbs.	
Dried Beef, sets, city smoked	
" tenders and knucks	
" air dried, sets.	
" " tenders and knucks	
Brisket Pork	2
Jersey Pork, butt	1 per bbl.
" family	2 " "
Breakfast Bacon, rib in	
" boneless.	
S. P. Bellies, 14 lbs. average	
Bologna, 25-lb. boxes	
Boiled Boneless Ham	
Beef Tongues, smoked, 5-6 lbs.	per lb.
Cooked Compressed Ham, 25-lb. boxes	
Covered Hams ¼ ct. extra.	Covered Should
Picnics and Bacon, ¼ ct. extra.	

Dressed Stock—	Per lb.
ers.....	.12 -14
ilers.....	.11½ -14
ws.....	.08 -12
al Calves.....	.15 -16
tra Calves.....	.17 -17
thern and Barnyards.....	.10 -12
ntry Dressed.....	.15 -16
tras.....	.17 -17
ep.....	.10 -11
tra Wethers.....	.12 -12
nbs.....	.15 -16
tra Lambs.....	.17 -17
gs.....	.12½ -14

Steer Tongues.....each	-.80
Tongues.....doz.	-.60
Heads, scalded.....	.50
threads, veal.....per pair	.75
" heef.....per lh.	.25
Livers....."	.25
Kidneys.....per doz.	1.25
Livers.....	.10
ls.....per doz.	1.20
ls, heef.....per lh.	.05
" heef.....	16.00
rolin, beef, western.....	.22
Pork, lols, cty.....	.19
" western.....	-.10

	Per lb.
ys—	
stern, young hens, 8 to 10 lbs.....	.24 -.27
“ “ young toms, 15 to 17 lbs25 -.28
hens and toms20 -.21
amon to good15 -.18
rs—	
adelphia, fresh killed, 3 lbs. and	
oder to pair, fancy.....	.30 -.32
adelphia, fresh killed, 3½ to 4 lbs.	
pair.....	.30 -.32
adelphia, fresh killed, 3 to 3½ lbs.	
pair, fancy.....	.30 -.32
stern, fancy, heavy.....	.19 -.20
vy Roasters, 4 to 5 lbs.....	.21 -.22
to good17 -.18
cocks.....	.13 -.14
\$—	Per doz.
ne, large, fancy.....	4.00-4.50
ed.....	3.00-3.50
ed.....	1.75-2.00

Chickens, nearby, 1½ to 2 lbs.16	-.18
Springers.....	.18	-.19
.....	.17	-.18
ers.....	.12	-.13
young.....	.15	-.16
old.....	.14	-.15

	Per doz.
er's, pure.....	.95
t Jelly, apple flavor, 30 lbs. full weight, per pall	1.00
mmel's, 8-oz. tumblers.....	.80
onal, 16 oz., 2 doz.....	.87½
" 3-lb. tins, net weight...	1.95
ves.....	Per lb
mmel's, pure, 12-oz. jars, 8 doz.....per doz.	1.60
onal, 30-lb. palls.....	.09½
hwark, 30-lb. palls.....	.06½
" 3-lb. toy palls.....per doz.	3.00
mmel's, pure, 10-oz. jars, 2 doz.....	1.40
hwark, assorted, jars, 2 doz.....	.90
e Marmalade—	
ley's, imported, 4 doz.....	1.90
mmel's, pure, 2 doz.....	1 50
Nut Butter.....	

	Per doz., In glass		
	Large	Medium	Individual
Raspberry.....	3.25	2.00	1.10
Raspberry.....	3.00	1.80	1.00
Raspberry.....	3.00	1.80	1.00
Blackberry.....	2.25	1.40	.80
Berry Sauce.....	2.25	1.40	.80
Black Grape.....	2.40	1.50	.90
Red Plum.....80
Green Plum.....	2.25	1.40	.80
Son Plum.....	2.25	1.40
Currant.....	3.00	1.80	1.00
Black Currant.....	3.00	1.80	1.00
Orange.....	3.00	1.80	1.00
Pineapple.....	2.25	1.40	.80
Apple.....	1.50	.90
Apple (Spitzenberg)....	2.2580
Fruit Jelly.....	1.80
Jellies—			
Apple (shredded)... ..	3.00	1.80	1.00
Grape.....	3.25	2.00
Jellies—			
Apple Fruit.....	2.25	1.40	.80
Barb.....	2.25
Orange.....	2.20	1.35	.80
Peaches packed one dozen, medium two dozen			
Individual three dozen per case.			

Fruit Butters—		Per doz.
Apple, Southwark,	30 lbs	per pall 1.15
“	full 5-lb. slip cover tins,	
	½ doz	per case 1.60
“ Schimmel's,	30-lb. pails	per lb. .06¾
“	3-lb. slip cover tins, 1	
	doz	per doz. 3.60
“	2½-lb. stone jars, cloth	
	top, ½ doz ...	per doz. 2.90
“	40-oz. stone crock, glass	
	top, ½ doz ...	per doz. 3.15
“ Mother Cook's, No. 14,	2 doz ...	doz. .90
Peach, 30-lb. pails	per lb.	.07½

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....85	1.95
Spirits Painters' Commercial ..	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.45	.85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....75	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Alum.....	per lb.	.09
Borax, powdered, hulk.....	per lb.	.10
" lump, hulk.....	per lb.	.06½
Butter Color, W. & R.	per doz.	2.00
Bluestone, bulk.....	per lb.	.12
Copperas.....	per lb.	.02½
Camphor, gum, 1-oz. blocks.....	per lb.	.70
" flakes, 250-lb. bbls.....	per lb.	.18
" less quantity.....	per lb.	.19
" Tar Balls, 250-lb. bbls.....	per lb.	.17
" less quantity.....	per lb.	.18
Castoria, Fletcher's.....	per doz.	2.80
" Pitcher's.....	per doz.	.80
Carbonate of Ammonia.....	per lb.	.15
Epsom Salts, in barrels.....	per lb.	.04½
Glauber Salts.....	per lb.	.08½
Glue, ordinary.....	per lb.	.11
" white.....	per lb.	.20
Gum Arabic.....	per lb.	.50
Haarlem Oil.....	per doz.	.40
Husband's Magnesla.....	per lb.	2.90
Jamaica Ginger, Hires', flasks.....	per lb.	.90
Licorice, P. & S., 5-c. stick, imported.....	per lb.	.36
" M. & R., 5-lb. boxes.....	per lb.	.23
" lozenges, 5-lb. boxes.....	per lb.	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	per lb.	.24
" root.....	per lb.	.12
Putty, 25-lb. cans.....	per 100 lbs.	1.57½
" 50-lb. cans.....	per 100 lbs.	1.47½
Petroleum Jelly, screw top, 5-c. size.....	per doz.	.35
" roc. size.....	per doz.	.75
Paris Green, 100-lb. kegs.....	per lb.	.17
" ¼-lb. pkgs., 50 lbs.....	per lb.	.22½
" ½-lb. pkgs., 50 lbs.....	per lb.	.21½
" 1-lb. pkgs., 50 lbs.....	per lb.	.20
Rosin.....	per lb.	.04½
Roach Powder, BB, 4-oz. cans.....	per doz.	8.00
" roc. size.....	per doz.	.80
Roachsalt, roc. size.....	per doz.	.80
Salt-petre, crystal, about 350-lb. bbls.....	per lb.	19¾
" granulated, about 100-lb. kegs.....	per lb.	.20
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.	8.50
" 100-lb. bags.....	per lb.	.02½
" less quantity.....	per lb.	.03

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax	"	.03
Silver Sand	per bbl.	1.20
Tar, pts.....	per doz.
" qts.....	"
" gals.....	each
" 1/2 bbls.....	"
" bbls.....	"
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size ..		2.25
McCord's Magic Medicine, 25c. size		2.00
" 50c. size		4.00
McCormick's Tasteless Chill Tonic, 25c. size ..		2.00
" 50c. size		4.00
Reliable Brand Headache Powders, 10c. size ..		.80
Borax, 20-Mule Team—		
48 1-lb. cartons		4.80
72 10-oz. cartons.....		4.80
96 1/2-lb. cartons.....		3.20

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 8 size90
“ No. 4 size	2.25

Rose, No. 3 size.....	1.25
" No. 4 size.....	1.75
Plstachlo, No. 3 size.....	.90
" No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pine- apple, Raspberry, Strawberry...No. 2 size	.90
" No. 4 size.....	2.25
Lemon, No. 3 size.....	.90
" No. 4 size.....	2.00
Orange, No. 3 size.....	.90
" No. 4 size.....	2.00
rescent Manufacturing Co., Seattle—	Per doz
Mapleine Flavoring, ½ oz.....	.90
" " 1 oz.....	1.75
" " 2 oz.....	3.00
Crescent Brand, bottles, ½ oz.....	.90
" " 1 oz.....	1.75
" " 2 oz.....	3.00
" " 4 oz.....	5.25
" " 8 oz.....	9.00
" " pints.....	16.50
" " quarts.....	30.00
" " ½ gallons.....	5.00
" " gallons.....	9.50

No. 2, Lemon.....				.90
No. 2, Vanilla90
No. 2, Rose				1.20
No. 2, assorted90
No. 3, Lemon,				1.25
No. 3, Vanilla				1.50
No. 4, Vanilla				2.25
No. 4, Lemon.....				2.00
No. 2, assorted cases.....			per gross	10.80
Nos. 2 and 4, assorted cases.....			"	11.80
	Pts.	Qts.	½-Gal.	Gal.
F. F. V. Vanilla.....	2.00	3.75	7.25	14.00
XXX.....	1.75	3.25	6.25	12.00
XX.....	1.50	2.75	5.25	10.00
X.....	1.00	2.00	4.00	8.00
Lemon	1.00	2.00	3.50	6.75
Ginger, Clove, Pepper- mint, Cinnamon.....	1.00	1.60	3.00	6.00
Almond, Orange, Nut- meg, Mace.....	1.25	2.25	4.00	7.50
Violet, Rose.....	1.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana...	1.25	2.25	4.00	7.50

Shinn & Kirk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1½ doz.....	1.50 .80

CIDER.

Old Orchard, bbls	per gal.
“ ½ bbls., 28 gals.....	per ½ bbl.
“ kegs, 14 gals	per keg

Old Orchard, bbls	per gal.
" 1/2 bbls., 28 gals.....	per 1/2 bbl.
" kegs, 14 gals	per keg

Adams', counter jars, 100 5c. pkgs.....	2.75
" boxes, 20 pkgs.....	.55
Gee Whiz, 100 pks.....	.60
Flee'r's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut, case of 100 boxes.....	62.00

Certified Products Co.—	
Peppermint "Smiles,"	display cartons, 18
"	5c. pkgs.....
"	half case, 6 cartons
"	full case, 12 cartons

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons..	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06½
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2½-lb. cartons, sterilized06½
Comet, natural brown, 1-lb. cartons, sterilized06½
Comet Cereal, 1-lb. cartons, sterilized ..	.06½
Sola Japan Unkoted06 20/100
C. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons.....	.06½

Vorchester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 65 to the bbl., roc. size bags list.....	3.00
Pretzel, 280-lb. hhls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
Few Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. dis- count may be allowed.	

	Per Case
Durkee's, large, 1 doz	4.25
" small, 2 doz. $\frac{1}{2}$ pints	2.50
Schimmel's, small, 2 doz.....per doz.	.90
Wy Wife's, large, 1 doz. pints.....	2.50
" small, 2 doz. $\frac{1}{2}$ pints.....	1.50

Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
" Crystal Brand, 24 2½-lb. pkgs.	per case	.80

Lea & Perrins —	Per doz.
Worcestershire, medium.....	4.50
“ small	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz82½

	Per lb.
Babbitt's, $\frac{1}{4}$ s, 25 lbs.....	.05 $\frac{1}{2}$
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
“ $\frac{1}{2}$ -lb. pkgs., 36 lbs..	.05 $\frac{3}{4}$
“ $\frac{1}{4}$ lb. pkgs., 36 lbs.....	.06
“ 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs..	.05 $\frac{1}{2}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.03 $\frac{1}{2}$
“ $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.04 $\frac{3}{4}$
“ $\frac{1}{4}$ and $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{8}$
“ 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{8}$
12-lb. kegs.....	.02 $\frac{1}{2}$
Bi-Carb, bulk.....	.03

Cliequot Club No.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer. ... 2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root- beer at home, 1 doz	1.60
Hires Carbonated, pints, 2 doz.....	2.00
“ Ginger Champanale, 50 pints.....	2.00
Welch's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4 oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
5 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz	4.25
Pints, 2 doz.....	4.75

The Franco-American Food Co.—		Per doz.
Individual.....		.90
1 lb.....		3.00
2 lb.....		5.00
3 lb.....		7.25
Richardson & Robins—		
Individual, 2 doz.....		.85
Round conical, with key, No. 1, 1 doz.....		2.25
“ “ No. 2, 1 doz.....		4.20
Atmore's Philadelphia, seedless—		
Individual, 2 doz.....		1.90
Cans, No. 1, 1 doz.....		2.30
“ “ No. 2, 1 doz.....		4.10
“ “ No. 3, 1 1/2 doz.....		3.25
“ “ No. 4, 1 1/2 doz.....		4.35

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, 1 doz.....	30 00
Discount to dealer 33½ per cent.	

Burg's Pearl Cleanser, 40 16-oz.....	per box	2.75
Kleenatub.....	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz.....	per doz.	.80
Putz Liquid, large, 3 doz.....	"	1.50
" small.....	"	.75
Putz Paste, large.....	"	.65
Old Dutch Cleanser, 4 doz.....	per case	3.40
" " 5-case lots.....	"	3.30
Babbitt's Cleanser, 5c. size.....	100 cans	3.85
" 5c. size.....	50 cans	1.95
Kosher Cleanser, B. T. Babbitt, 5c. size, 50 -cartons.....		1.75
Mapic and Span, Babbitt, Liquid M \acute{e} tal Polish, $\frac{1}{2}$ -pt. cans, 3 doz.....		2.50
Imperial Cleanser, 6 doz.....	per doz.	.45
Swift's Pride Cleanser, 50 cans.....		3.00
Unbright Cleanser, 72 cans.....		2.75
Red Seal Cleanser, 4 doz.....		1.90
Son Ami Powder, 3 doz.....		2.50
Velvet Cleanser, Day & Frick, 40 1-lb. cans.....		1.60
Orona Soap and Cleanser—	Per doz	
No. 1, 10c. size.....		.85
No. 2, 15c. size.....		1.20
No. 4, \$1 size.....		8.40
No. 5, \$2 size.....		16.80
Orona Alumishine—		
No. 1, 10c. size.....		.85
No. 2, 25c. size.....		2.00

	Per box
ong's, 16 oz., 48s.....	1.80
ooks' Crystal, 100s.....	3.80
ay's Flint Polish, Day & Frick, 36.....	3.35
ineral, Wrigley, 10 s.....	3.50
apolio, E. Morgan, 36s.....	per gross
on Ami, 36 s. cakes.....	2.50
a-Brite, 72 cakes.....	2.90

LAUNDRY SOAPS.

Brand and Manufacturer.	Description. Less than Bars. Lbs. 5 boxes.	
Young's Pearl Borax Soap Chips.	40 16-oz.	3.20
Acme, Lautz.	100	3.75
Babbitt's White Floating.	100	3.85
" Naphtha.	100	3.90
Best, B. T. Babbitt.	100 75	3.80
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson.	100 br.l.	4.00
" Dreydoppel.	40 40	2.85
" Novelty, Day & Frick.	40 40	2.90
" Red Seal, Tomson.	100	4.00
Big Master, Lautz.	100	3.90
Circus, Lautz.	100	3.75
Cream Borax, Lautz.	100	3.90
Coal Oil Johnny.	100	3.85
Fairy, Fairbank's.	100 5ct.	4.00
Fels-Naphtha, Fels & Co.	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	4.00
5-case lots.		3.95
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25
"	50 small	1.95
Gloss, Lautz.	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
"	100 6 oz.	4.00
Lautz Naphtha, 10 cartons.	100	3.90
" Master.	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white, Lautz.	100 ldry.	5.20
"	100 5ct.	3.90
Marseilles, Lautz.	100 5ct.	4.00
" laundry size.	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners', Lautz.	100	3.05
Mystic White Borax, Lautz.	100	4.00
Mayer's, Elkinton.	100	4.00
Noxal, Penna. Soap Co.	100 7 oz.	1.55
New Process, Lautz.	25	3.80
"	30	3.80
Oak Leaf, Lautz.	100	3.05
Octagon, Colgate & Co.	100 75	4.00
Oleine, Oxide, P. & G.	72 60	3.05
" Eavenson.	84 60	3.15
" Penna., Miller.	60 50	1.95
" Phila., Lautz.	60	3.15
" Conway.	60 60	3.10
" Kirk's.	84	2.75
" Monarch, Miller.	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Ozone, Fairchild & Son.	100 75	4.00
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick.	60	2.65
P. & G. Naphtha.	100	3.90
Railroad, Lautz.	120	2.50
Star, P. & G.	80	3.70
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00
Sunny Monday, Fairbanks.	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's.	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars.		3.85
Classic White Laundry, 100 bars.		3.85
Naphtha, 100 bars.		3.85
Old Mill, 100 bars.		2.50
Pride, 100 bars.		2.85
Wool, 100 5c. bars.		3.85
" 100 10c. bars.		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		
Wool Soap Flakes, boraxated, 50 10c. size.		3.75
" 20 25c. size.		3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.	2.05
" 100 bars.	3.90
Cygnets, floating, Young & Co., 6 1/2 oz., 50 cakes.	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Conti, white.	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5 1/2-oz. cakes, 1 doz box.	4.50
Fairy, 100 cakes.	4.00
" Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes.	2.00
Hand Sapolio, 1/2 gross.	9.50
Lava.	3.85
" 50 cakes.	2.00
Marseilles, white, Lautz, 100 pkgs.	4.00
" 50 pkgs.	2.10
Miller's.	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes.	3.85
" Haskin's, 365.	1.45
Sweetheart 50 cakes.	1.90
" 100 cakes.	3.80
Witch Hazel, 3 cakes.	3.50
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" 50s.	1.80
Raven Tar, 100s.	3.50
" 50s.	1.80
Queen Regent, 100s.	3.50
" 50s.	1.80
Witch Hazel, 100s.	3.50
" 50s.	1.80
Jergens' Violet Glycerine.	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.	3.60
Gold Dust.	4.30
" 100 5c.	3.85
Oak Leaf, Lautz, 245.	3.75
" 100s, 5c. size.	3.75
Soapine, No. 3, 100 12-oz.	4.00
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, Lautz, 245.	3.75
" 100s, 5c. size.	3.75
Snow Boy, Lautz, 60 5c. size.	2.40
" 48 10c. size.	3.75
" 100 5c. size.	3.75
" 24 family size.	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00

Lautz Naphtha Soap Powder.	60 pkgs.	2.40
" 100 pkgs.		3.75
Kirkoline, Kirk's, 24 45.		3.80
Grandma, 100s.		3.65
Polly Prim, Scouring, 60 10c.		4.20
Star Naphtha, 100 55.		3.75
Miller's Powerine, 100s.		3.70
Swift & Co.—		
Pride Washing Powder, 245, large size.	3.50	
" 100s, 5c. size.	3.60	
Sunbrite Cleanser, 60s.	2.25	
Fairbank's Scouring, 100 5c.	3.00	
Novelty Borax, 40 1-lb. pkgs.	2.40	
B. T. Babbitt's 177b, 50 16-oz. pkgs.	1.90	
" 100 16-oz. pkgs.	3.75	
" 24 4-lb. pkgs.	3.75	
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00	
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.	4.00	
Fels' Soap Powder, 100 pkgs.—	Per box	
Less than 5 boxes.	2.30	
5 boxes or more.	2.25	
10 "	2.20	
25 "	2.15	
Fels Soap Powder can be included with shipments of Fels-Naphtha Soap		

Laundry Crystals.

Chase-O, 1/4 gross.	per gross	5.00
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MUSTARD—Prepared.

Gulden's, No. 6, with spoon, 2 doz.	1.05	Per doz
Beer Mug, fancy, large size, 2 doz.	.67 1/2	
Milk Jar, glass top, 2 doz.	.85	
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2	

SPICES.

B. Fischer's Finest Spices—		
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.		
10c. tins, 4 doz.	.80	
McCormick & Co., Ground—	50 lb.	6, 10, 25 lb.
Allspice.	Per lb.	
Cinnamon.	.10 3/4	.11
" Col. Cinnabar.	.13 3/4	.14
" Saigon.	.18 1/4	.18 1/2
Cloves.	.25	.26
Cream Tartar.	.40	.40
Ginger, African, Crystal.	.11 3/4	.12
" Cochin.	.14 3/4	.15
Mace.	.80	.80
Nutmegs, ground.	.24	.24
Pepper, Singapore.	.17	.17
" Butchers'.	.17	.17
" Red.	.19	.16
" White.	.25	.26
Tumeric.	.09 1/2	.10
Whole—		
Allspice (Pimento), original bags.	.05	.05 1/2
" less quantity.	.05 1/2	.05 1/2
Cinnamon, Canton, fancy.	.11	.11
" Java, thin quill, about 5-lb. rolls.	.30	.30
" Saigon.	.55	.55
" Mandalay, stick, 48 5c. cartons.	.33	.33 1/2
Cloves, choicest Zanzibar, bags.	.17 1/2	.17 1/2
" less quantity.	.19 1/2	.19 1/2
Green Ginger Root.	.15	.15
Mace, choicest Penang.	.75	.75
Nutmegs, medium.	.20	.20
" large.	.21	.21
Pepper, black, original bags.	.14 1/2	.14 1/2
" less quantity.	.16 1/2	.16 1/2
Pickling—		
Mixed, 6 or 10-lb. boxes.	.14	.14
Mayflower, isinglass front, 10c., 2 doz.	.70	.70
" 5c., 4 doz.	.38	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb.	.07 1/4
" 20 1-lb. pkgs.	"	.07 1/2
Best, 24 1-lb. pkgs.	"	.04
" 48 15.	"	.03 3/4
Duryea's, 40 1-lb. pkgs.	per lb.	.07 1/4
" 20 1-lb. pkgs.	"	.07 1/2
Niagara, 48 1-lb. pkgs.	"	.05 1/4
" 24 1-lb. pkgs.	"	.05 3/4
Cream, 48 1-lb. pkgs.	per case	3.60
Argo, 24 5c. pkgs.	per container	.92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92	
Kingsford's, Pure, 3-lb. cartons.	.06 3/4	
" Silver Gloss, 40 1-lb. pkgs.	.07 1/4	
" 12 6-lb. boxes.	.08 1/4	
Duryea's, Superior, 3-lb. cartons.	.06 3/4	
" Satin Gloss, 1-lb. pkgs.	.07 1/4	
" 12 6-lb. boxes.	.08 1/4	
" Superior B, bulk, 40 lbs.	.03 3/4	
Best Gloss, bulk, 50 lbs.	.03 1/2	
Niagara, Laundry, 50 lbs., bulk.	.03 1/2	
" 48 1-lb. pkgs.	.05 1/4	
" 16 3-lb. cartons.	.05 1/4	
" 6-lb. boxes.	.06 3/4	
Celluloid, 64 10c. pkgs.	5.00	
" 64 5c. pkgs.	2.50	
Elastic, 64 10c. pkgs.	4.80	
" 64 5c. pkgs.	2.40	
Ivory, 72 10c. pkgs.	5.00	
" 36 10c. pkgs.	2.50	
" 72 5c. pkgs.	2.50	

STOVE POLISH.

Enameline Paste, small, 1/4 gross.	Per gross	4.50
" large, 1/4 gross.		7.00
" Liquid, large, 1/4 gross.		7.50

Mason's Challenge Paste, boxes, 1/4 gross.	5.00
Electric Paste, 1/2-gross boxes.	4.50
Rising Sun.	per gross 8.00
Sun Paste, 5c. size.	4.50
" 10c. size.	7.20
X-Ray Stove Polish—	
Small.	per gross 5.00
Large.	9.00
Packed 1/4 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size.	5.00
10c. size.	9.00

SUNDRIES.

Bird Food—		
Rosenstein, 24 lbs.	per lb.	.07 1/2
Weikel's, 24 pkgs.	per doz.	.90
Bird Gravel—		
Red, 36 pkgs.	per doz.	1.05
Silver, 36 pkgs.	"	1.05
Bath Brick, 25 bricks.	per box	.77 1/2
Toothpicks, Eureka, 100 boxes.	per case	1.80
" Saginaw, 3 doz.	per doz.	.35
David's Liquid Glue.	"	.90
" Mucilage.	"	.75
" Cone General Mucilage, 2 oz., 1 doz.	"	.30
Le Page's Glue, bottle.	"	.80
" tube.	"	.80
Royal Glue, 3 doz.	"	.80
Steel Carpet Tacks—	Per doz.	
8 oz., 100 count.		.08 1/2
12 oz., "		.10
12 oz., "		.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 100.	per case	.92 1/2
Matting Tacks—	Per doz.	
No. 11, blue.		.10
No. 11, "	per gross	.85
Fly Paper—		
Sticky.	10 cartons	2.35
Tanglefoot.	10 cartons	
Fly Ribbon, Tanglefoot, 2 doz.	per doz.	.40
Poison.	1 doz. sheets	.20
1-X-L Poison.	50 envelopes	.60
Wire Fly Swatters, leather bound.	per gross	3.60
Wax, white and yellow.	per lb.	.25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.	
Cotton, 50 feet.		.90
" 60 feet.		1.10
" 75 feet.		1.35
" 90 feet.		1.50
" 100 feet.		1.70
Coils or spools, 1/4 inch.	per lb.	.10 1/4
Jute—	Per lb.	
Reels.		.08
Tie Yarn—	Per lb.	
5-lb. balls.		.18
Colored assortment.		.26
Cones.		.20

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice.	.38
Special.	.22
New Crop New Orleans—	
Apollo.	.45
Bertha.	.39
Cora.	.33
River Front.	.36
Mixed New Orleans—	
Fancy, No. 29.	.30
Extra choice, No. 3.	.26

Glucose.

Best, for confectionery.	per cwt.	3.00
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HONEY.

Selser's, small bottles, 2 doz.	per doz.	.95
" medium bottles, 2 doz.		1.35
Choice Victoria, large bottles, 2 doz.		2.15
" medium bottles, 2 doz.		1.40
" small bottles, 2 doz.		.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.	
4 doz. in bbl.		.95
1 doz. in case.		.95
Lyle's, imported, No. 2, cans, 2 doz.		2.40
Banner, in jars, compound.		.90
Family Corn and Cane—	Per case	
No. 2, 2 doz.		1.78
No. 2 1/2, 2 doz.		2.32
Karo, cane flavor, 24 2 lb.	Per case	1.90
" 24 2 1/2 lb.		2.30
" 12 5 lb.		2.25
" 6 10 lb.		2.15
" crystal white, 48 1 1/2 lb.		3.50
" 24 1 1/2 lb.		1.75
" 24 2 lb.		2.15
" 24 2 1/2 lb.		2.65
" 12 5 lb.		2.60
" 6 10 lb.		2.50
Lassies, 24 2 lb.		2.00
Duff's—		
No. 2 1/2, screw cap, 2 doz.		1.90
10c. size, 4 doz.		.94
Nuorlyn—	Per doz.	
No. 2, 2 doz.		1.10
No. 2 1/2, 2 doz.		1.62
Perfection—	Per doz.	
No. 2, 2 doz.		.90
No. 2 1/2, 2 doz.		1.25
Stromeyer's—		
Penn Mar Table Syrup, 15.		1.15
" 25.		1.90
" cups.		1.25
Turkey, No. 2, 2 doz.	per doz.	.85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	1.20
" medium, 2 doz.	1.10
Golden Tree, large, 1 doz.	1.20
" medium, 2 doz.	1.10

WOOD AND WILLOW WARE.

Brooms.

No.	Per
6, R. P., fancy.	2.10
7, " " "	3.10
6, Household.	3.10
7, " " "	3.10
6, Monogram.	3.10
7, " " "	3.10
Daisy.	2.10

Washboards.

Single Zinc—	Per
No. 100, Northern Queen, Protector.....	..
No. 101, Tidal Wave
No. 123, Seal Globe.....	..
No. 126, Ruby.....	..
Double Zinc—	Per
No. 56, Red Cross Swing, Protector.....	..
No. 80, Double Seal Globe, Protector.....	..
No. 85, Double Seal, Wide Head.....	..
No. 687, Double Leader Swing, Protector...	..

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

LX.

PHILADELPHIA, November 1, 1915.

No. 18.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
27 Arch Street, Philadelphia.
TELEPHONES:

Albert 3286
Albert 3287
Exchange. Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR	
United States and Mexico.....	\$3.00
Canada.....	3.50
Great Britain and Continent of Europe.....	4.50
Asia.....	4.50
Copies.....	10

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This Co-operative Buying Scheme Is Asking Retailers to Buy Its Stock—Is It a Good Investment?

The "Brite Mawnin Corporation" is the Parent Company with Headquarters in Chicago. Organizes Groups of Retailers in Different Sections to Handle Goods Co-operatively. Scheme Discussed as an Investment. L. L. Creasey Prime Mover.

The following letter opened up something which proved interesting:—

Fargo, N. D., October 20, 1915.
To the Editor.

Dear Sir:—As a subscriber to your journal, we are writing to find out what you can tell us about the Twin City Wholesale Grocery Co., St. Paul, Minn. This is supposed to be one of the combination of 12 wholesale houses, organized by L. L. Creasey, of Chicago, Ill. Kindly give us your opinion about this house and its plans, and would you advise a merchant to buy \$300 worth of stock, to buy from them?

Yours truly,
CHAS. ROSE.

The Twin City Wholesale Grocery Co. of St. Paul, Minn., proved to be one of a chain of wholesale houses which are practically co-operative buying concerns run by retailers. There are twelve houses in the chain, as follows: The L. C. Mercantile Co., 1812 S. Clark street, Chicago; the Twin City Wholesale Grocery Co., 409 Sibley street, St. Paul, Minn.; Nebraska and Iowa Mercantile Co., 1315 Howard street, Omaha, Neb.; the Fritz Raymond Mercantile Co., Louisville, Ky.; the Tri-City Wholesale Grocery Co., 208 E. Front street, Davenport, Iowa; the Merchants' Grocery Co., 1030 Extension Main street, Evansville, Ind.; the International Grocery Co., 458 S. Meridian street, Indianapolis, Ind.; the Merchants' Coffee Co., 1114 W. Main street, Louisville, Ky.; the Peoria Wholesale Grocery Co., 918 S. Adams street, Peoria, Ill.; Ohio Valley Grocery Co., Louisville, Ky.; Interstate Grocery Co., 501 Ohio street, Cairo, Ill.; the National Grocery Co., 720 W. Main street, Louisville, Ky. Each of these concerns has a resident manager and a Board of Directors. Some of these are not rated by the mercantile agencies, while others are.

The prime mover in the scheme is L. L. Creasey, 938 Hearst Building, Chicago, who is not rated in

the mercantile agency books. We have never heard of him. He has organized "the Brite Mawnin Corporation," with headquarters in Chicago, whose business it is to form the retail co-operative branches and sell to them. The capital stock of the Brite Mawnin Corporation is \$500,000 in 8 per cent. preferred stock and \$500,000 in common. Shares are \$25 each. Mr. Creasey writes us about the scheme, and sends a copy of the by-laws. There is nothing especially illuminating about them. They first provide for the formation of the corporation and the issuance of stock, and give L. L. Creasey, the organizer, half of one per cent. of the annual gross sales of the corporation, plus traveling and hotel expenses. If Creasey can do a million a year of co-operative business, his commissions will be \$5,000.

It is provided that the corporation shall sell to its stockholders "merchandise which it may carry in stock at cost, and add such per cent. as it may be deemed necessary to pay the expenses incident to the management and operation of its said business." This actually promises very little. It only agrees to sell such goods as "it may carry in stock," and only those at cost plus what is deemed enough to pay expenses. The corporation might be conducted under such heavy expense that the retailer could save nothing by buying from it. No stockholder who does not own four shares of stock can buy goods. The corporation will also "manufacture such items as may be in demand." The Brite Mawnin Corporation is not rated.

The amount of credit extended to a stockholder will not exceed the value of his stock unless he pays cash for the balance. Credit is extended for ten days only.

The plan is very simple and there is really nothing new in it. The

Brite Mawnin Corporation is the parent company. It will deal in groceries and general merchandise. Groups of retailers will be organized in various sections to do a wholesale business, distributing goods to their own members and to any other retailers who will become members. The parent company sells to these groups.

As to whether the scheme offers a good investment, it might and it might not. Decidedly, it would be a chance. Of course the 8 per cent preferred dividend will be paid only if earned; there is no security for it. It can't be earned by selling staple goods at cost plus expenses; therefore it must be earned if at all, from the manufacturing end of the business, which is considerable of an uncertainty, we should say.

Philadelphia Retail Grocers' Association Holds Annual Fall Opening With About 2000 People.

Gives Striking Illustration of Scope of Plans it is Operating for Improvement of Local Retail Grocers' Condition. Food Show, Lunch and Addresses at Bourse Last Monday Evening.

The Philadelphia Retail Grocers' Association gave a most convincing illustration, at the Bourse last Monday evening, of its extensive plans for the betterment of the condition of the retail grocer in Philadelphia. Every retailer in Philadelphia was invited to attend the annual fall opening and about 2,000, many with their wives, did so.

There was music on the first floor, a buffet lunch upstairs, and a Food Show in the main rooms of the association. The following exhibited:—

The Ekenberg Co., with Teco Pancake Flour; Armour & Co.'s products, Postum Cereal Co., New England Supply Co., dried beef, bacon, cheeses; T. A. Snider Preserve Co.'s products; Franco-American Soup Co., Kennedy Creamery Co., Hecker's Flap-Jack Flour, Libby, McNeil & Libby, Quaker Oats Co., Hershey Chocolate Co., Minute Tapioca Co., P. F. Brown & Co., F. E. Morrison & Co., chocolate pudding; Loose-Wiles Biscuit Co., Curtice Brothers, Chama Mills Coffee, Lamont-Corliss & Co., Kneipp's coffee; Ross Biscuit Co., McLaren's Cheese, B. Fischer & Co.

The main event of the evening was an address on "Business Efficiency" by Prof. Calvin O. Althouse, head of the Department of Commerce, Philadelphia Central High School. He held the large

audience for over an hour. For of Mr. Althouse's family are grocers and he formerly drove a grocery wagon himself, so that speaks with some practical knowledge.

Mr. Althouse talked somewhat past and present methods. In opinion personality is the basis of success. He thinks that a grocer in establishing a store should consider the neighborhood with regard to the kind of people he will have for customers; whether he will like the ways and manners enough to be in turn liked by his prospective customers. For instance, Germantown folks are different from those in West Philadelphia, Frankford or Kensington, and where one man would succeed, another would fail. The atmosphere of a store gets to be liked and will hold customers as much as bargain offerings and such things, if a man is in the right place. Small things are important and lay the foundation for big things. Thomas Martindale's success illustrates this principle. Mr. Martindale goes on long hunting trips with knowledge that everything will along well without him, for trade is established and his business well organized.

Coffee Men Will Fight Against Criticisms of Coffee Manufacturers in Advertising of Coffee Substitutes.

Three Well-known Western Coffee Houses File Protests With Federal Trade Commission on the Ground That Such Statements Constitute Unfair Competition.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

October 28, 1915

Three well-known western coffee houses, S. Wedeles Co., Sprague, Warner Co. and Bell, Conrad & Co., filed protests with the Federal Trade Commission at some of the advertisements of coffee substitutes. According to the coffee men these statements place coffee in a false light before the public and thus constitute unfair competition under the Federal Commission. The Commission has not yet decided what it proposed to do in the matter.

Pettijohn's Flour



A Modern
Scientific Flour
for Use in Place
of Graham

The big increase in the sale of Pettijohn's Breakfast Food shows the growing demand for bran foods.

Now we bring out another—

Pettijohn's Flour *Flaked with 25% Bran*

There are millions of families that will welcome a flour with bran flakes such as this. We will tell your customers about it in all the prominent women's publications.

Pettijohn's Flour is put up in large attractive round package with a cover. It is conveniently packed for you in cases of 12 packages.

Costs \$2.25 per case—a 25-cent seller.

We suggest you get in twelve packages with your next order. You will be surprised how many people are interested.

The Quaker Oats Company

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 5.—By Jacob Rehfuß, of the National Association of Retail Druggists.

I will cite the products of the well-known firm of Colgate Co., because we are all familiar with the goods they manufacture. The Colgate Co. has a sort of contract; not a written contract, but an unwritten contract, by which every dealer, be he druggist or grocer, chain-store man, or any other dealer, who sells the Colgate products, must not sell them below a minimum price; that is, maintain a minimum price, which is practically establishing a retail price. The profit which the minimum price they set will afford, in most cases, amounts to about 25 per cent., running sometimes as much as $33\frac{1}{3}$ per cent.; as a consequence, Colgate's goods have increased in popularity, and druggists throughout the land are glad to handle them.

Their talcum powder, in particular, is exceedingly popular. Druggists push it, oftentimes to the exclusion of their own brands. Personally speaking, for myself, and for many of my colleagues, I will say that we do not even put up our own brand, chiefly because the profit on the Colgate product is satisfactory.

Then, on the other hand, take the case of the Mennen's talcum powder, the retail price of which is not protected. The sale of Mennen's powder amounts relatively to nil, because the profit has been reduced to a point where we can not sell it and make even a penny profit.

You must recognize these facts in considering the condition of retail business. You have to start with the assumption that the retailer is not a pirate; he is conducting a legitimate business, and the cost of carrying on a retail drug business—and I speak of that because I know about that—the cost

of carrying on a retail drug business is approximately 24 per cent. If we sell Mennen's talcum powder at no profit and it costs us 24 per cent to sell it, we have to make up the difference on something else.

For years the retail drug trade of this country has been the victim of price-cutting. We were the first to suffer from it. The city drug store has felt this thing for 15 or 20 years. The country drug stores did not feel it because they had no large department stores in competition with them. Recently, however, the country drug store has felt the effect of this unfair method of competition by reason of the encroachment of the mail-order houses, and the country druggists have joined the city druggists in our cry for price maintenance that will enable us to do business on the square, with a fair profit on everything.

Follow this a little further along. The city druggist, on the other hand, had it on his country druggist friends because the city drug store had greater opportunities to expand into other lines of business, and as a consequence the city drug stores sell Ingersoll watches, bath robes, bathing caps, kodaks and things of that sort, while the country druggist cannot do this because there are merchants in the country specializing in every line of business, and so the country druggist has not the same opportunity to extend his business which his brother in the city enjoys.

So now, it is the small man in the small town who is crying loudest for this reform, along with the city druggists. That explains our position, so far as our self-interest is concerned, and if we were not self-interested in this proposition,

probably we would not be contending for this kind of a bill. We simply have to have profit enough to conduct our business, or else we can not get along.

War Food Prices in Norway.

A salted herring costs the Stavanger housewife five times as much to-day as it did in July, 1914, before the European war began. Flour, salt and syrup cost twice as much as before; meat a third more. Coal has advanced more than one-half and coke has doubled in price. Ordinary clothing costs from 10 to 15 per cent. more than formerly, while Norwegian wool, which is raised in great quantities in this district, has nearly doubled in price. The price of lamb last year ranged from about \$0.12 to \$0.146 a pound, according to quality. Now it ranges from \$0.17 to \$0.195. Rye, which is the most commonly used flour for bread making in Stavanger,

was \$0.022 a pound last year, but now \$0.048. Wheat flour has gone from \$0.03 to \$0.051 and oatmeal \$0.029 to \$0.055 a pound. Coffee is practically the only staple article of general consumption which has changed in price during the war, a pound of chocolate or cacao \$0.024 more to-day than it did in 1914. Sugar has advanced from \$0.085 a pound, and would undoubtedly be higher if this had not been set at a maximum price by the Food Commission. Syrup has gone from \$0.06 to 6 cents a pound, while salt has advanced from 12 to 24 cents per measure (18.16 quarts). Fresh fruit is always expensive in Stavanger and is so generally eaten as in America, apples, oranges, bananas, etc., being purchased by weight rather than by number. Prunes and raisins are much more generally eaten. These formerly ranged in price from \$0.085 to \$0.097, but now \$0.146 a pound.

Little Sparks of Good Salesmanship

Some Extracts from a Talk on Efficiency in Selling Goods by the President of a School on Salesmanship and Business Efficiency.

[J. S. Knox, of the Knox School of Salesmanship and Business Efficiency, Cleveland, Ohio, made an address in Philadelphia last week under the auspices of a local business college. Some of his aphorisms on salesmanship and ways of succeeding and not succeeding in it appear below; they are worth reproducing.—Ed.]

Hugh Chalmers, former vice-president and general manager of the National Cash Register Co. and leading automobile manufacturer, keeps on a blackboard in his office the following characteristics of a successful salesman: Health, honesty, enthusiasm, initiative, interest, purpose, knowledge of the business, open-mindedness, tact, courage and industry. You'll notice that only one of these items directly refers to business; that all the rest are personal. But take enthusiasm; isn't that based on knowledge of the business; and interest; isn't that based on knowledge of the business?

"The mission of the salesman is to tell the truth, but to tell the truth effectively. That's the highest compliment he can pay his business."

"Initiative, Elbert Hubbard well defines as 'doing the thing that needs to be done without being told.'"

"Ninety per cent. of the men in America have no definite aim or ambition. They're like a ship in mid-ocean without a captain. Hugh

Chalmers, when a salesman, failed to make enough the first ten days of the month to pay the month's expenses, and the result was to be put in bank. With a good mind, no opportunity is likely to be overlooked."

A big man was asked the secret of his success. "I defy you to ask me one question on my business which I cannot answer," he said, "that I cannot answer."

"Don't keep thinking: 'Is this a big job ready for me,' but 'Is this a big job ready for a big job?'"

"The biggest word in service is service. A good salesman is often selling services when he thinks he is selling his goods only. The prospective buyer may be weighing the value your services might be to him. A good many men don't even know how to sell their own services. I heard a man apply for a job and say: 'You don't want an extra man around here, do you?'"

"I made a study of the minds of salesmen behind the counter. At one time I entered a store and the clerk jumped on me. He thought I was a burglar, and

ing, 'Something?' I told him a collar; paid 15 cents and he asked, 'That is all?' He chloroformed the idea that was in my mind to buy a shirt. I completely forgot it. It's a salesman's work to get you to think what you want." In another store the clerk suggested, "How about two; they're only for a quarter." You see he was on my side of the fence. A satisfactory sale is a mutually profitable interchange of values.

We must hand it to the German for succeeding where the American young man fails. In a store where the clerk was a German I stated my want, and without word the young man got down a box of collars, then he said, 'How many do you want? Four?' I was amused at this and asked him what prompted him to ask if I wanted four. He said he thought maybe it might not otherwise occur to me that I could use more than one. I bought two. 'Next time say eight,' he chuckled."

A woman told me that she went to Wanamaker's to buy a hat and was trying on one that was becoming when she was startled with a sales girl's saying, 'But that is rather expensive, perhaps you would rather look at these hats which are lower-priced.' The lady insulted and walked out without buying."

A salesman must study motives. He must be on the job to know whether it's the utility motive, or the vanity motive, or some other motive that is in the prospective buyer's mind. I read of a woman who bought an \$8,000 muff. Do you think it would have been a salesman who understood human nature who would have suggested to her that black fox was very servicable? She was buying with the idea of outshining Mrs. So-and-so."

Look at the Little Blue Ribbon.

Look at that little blue ribbon in the advertisement in the California Fruit Canners' Association in this issue. It is the grand prize which the association won at the Panama Exposition for its Del Monte Brand. Not even defeated candidates for medals at the Panama Exposition have hinted that there was any graft there, so that this little blue ribbon means that the Del Monte canned goods were the best named goods shown at the Exposition. The point of this to you, Mr. Retailer, is that the best article in an entire exhibition is a good thing for you to feature.



60 Ways to Use WILBUR'S COCOA

Made in Philadelphia

are the 60 good reasons why wise housewives buy it and wise dealers push it. We keep consumers interested by steady advertising, we keep them pleased by maintaining quality and purity. No wonder WILBUR'S

SELLS LIKE SIXTY

and leads all others in sales to consumers and profits to dealers.

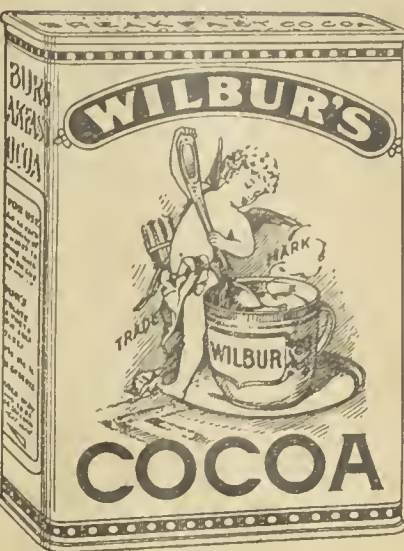
Tell your customers about the 60 delicious cakes, cake icings, puddings, sauces, desserts and candies they can make with WILBUR'S COCOA and you'll find it easy to sell them the big pound cans of WILBUR'S.

WITH THE BIG PROFIT

instead of the small quarter pounds of other cocoas with the small profit.

Let us send you a supply of our complete Cocoa Recipe Books—"Cooks' Tours Through Wilburland"—and our special plan for helping you increase your sales.

H. O. Wilbur & Sons, Inc.
PHILADELPHIA



IS BEST FOR

Baking
Cakes
Cake Icings
Charlottes
Custards
Ice Cream
Puddings
Pies
Sauces
Desserts
Candy
Hot Cocoa
Iced Cocoa
Cocoa Syrup



SAY TO CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes, you don't have to cook it like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

I have written, thought and spoken much on the efficiency of the trade press; how it can be increased and what its chief weaknesses are. A prime weakness of many trade papers, it has seemed to me, is the poor selection of the matter that goes in them—the editor's failure to ask himself the constant question: "Is this likely to be interesting, not to me, but to the subscriber?" This I have always called the "news sense," and it is worth its weight in gold in a large variety of ways.

It is not every trade paper editor who has the news sense developed to such exquisite fineness as the esteemed editor of the "Oregon Retailers' Journal," who prints the following letter in his last issue as news!:

Philadelphia, September 10, 1915.
"Oregon Retailers' Journal,"
Portland, Ore.

Gentlemen:—Referring to advertisement on page 15 of your August issue, we thank you very much for the very clear and appropriate manner in which this ad. is set up.

If it were no trouble we would appreciate very much having several additional proofs, which we would like to send to trade journals in other sections who use too much ornamentation in copy.

Thanking you for the courtesy, provided it makes no special inconvenience for your or your able printers, we are,

Yours very truly,
FELS & Co.

This has one thing to recommend it, at all events—it is not obscene.

It is curious to see England, by nature and training a free trade country, now imposing some of the highest tariffs ever imposed anywhere. For instance a shilling a pound (equivalent to 25 cents) on tea. McMeekin & Co., the London tea dealers, make the following comment upon it:—

Tea Duty is. Per Pound.—It is necessary to go back fully 50 years for such a rate as is now current. In 1865 the duty was fixed at 6d. per pound, and no further alteration was made for the long period of 25 years. Many changes have been considered necessary in the subsequent 25. It is too early yet to estimate the effect upon consumption. The liberal and wide diffusion of money amongst the working classes who are the chief consumers, the general agricultural prosperity, the spirit of patriotism and the reduced opportunities for the supply and consumption of alcoholic drinks, will all help to counteract any tendency towards a general reduction in consumption. With the very poor, of strictly limited means, there cannot fail to be some retrenchment. If the tea growers of the world continue progressively to increase the aggregate yield and produce in excess of the world's demand, they will, undoubtedly, help to ease the burden of taxation the consumer in this country has to pay through the domestic teapot.

War is an expensive luxury, and by a curious irony, its heaviest bur-

den always falls on the people who don't want it.

Is it a good plan for the Pennsylvania Retail Merchants' Association to be dragged into politics in the way of recommending men for office that the members know little or nothing about? For instance the following postal has gone to all local secretaries during the week:—

Erie, Pa., October 25, 1915.

Dear Secretary:—Get a telegram off on Wednesday from your local association to the Governor at Harrisburg, Martin G. Brumbaugh, asking his appointment of Edgar F. Heffner, of Lock Haven, to the Public Service Commission. Those at the convention know what this means. Those absent do it anyway. Remember, Wednesday, October 27th, please.

A. M. HOWES,
Secretary.

Now Edgar F. Heffner may be the best man in Pennsylvania for this job and he may be the worst. Certainly *some* of the secretaries who are asked to endorse him will not know which. It is just possible that none may know which. Suppose they thus inadvertently endorse an utterly unfitted man—is the position of the organized retail merchant improved with the Governor of the State?

No organization ought to take a stand with one candidate unless

it knows all about all the candidates.

Why should the grocers of Milwaukee, Wis., fight so hard to keep their stores open on Sunday?

Don't Know a Good Thing. November 1 there went into effect a new Wisconsin law closing groceries, delicatessen stores and meat markets. The grocers complain bitterly at this, and according to a news item in another column will seek to overthrow the law.

Isn't this very foolish? Have the retailers everything to gain nothing to lose by Sunday closing when they *all* close? How can they lose anything? John Jones may have no fear that if he closes, his competitor will stay open and his trade—the competitor will have to close also. It probably would be practical to go outside of Milwaukee to buy goods, so that the result of the act will be that consumers will not be able to buy groceries on Sunday any more. There will doubtless be inconvenience but why need the retailers care? Their customers will buy just as much, but they will buy it on Saturday, as most of them could easily do.

I suggest that the Milwaukee grocers don't know a good thing when they see it.

An Age of ——— Lying

After reading the advertisements of several of the department stores, one is compelled to conclude either that the age of miracles is still with us, and that the department stores are the greatest miracle-workers of all ages, or that they are the greatest liars that ever drew breath.

We are either in an age of wonder-working or an age of colossal falsehood.

The department stores, by the force of sheer genius, are either selling all kinds of merchandise far below its value, or they are not.

If they are not, they are plain liars; or not plain either, but rather fancy.

From last Sunday's Philadelphia papers I have had three little lists made of goods advertised in the page advertisements of Gimbel Bros., Snellenburg & Co. and Lit Bros., all local department stores. The prices and the "real values" given in the lists are those which appeared in the advertisements:—

Gimbel Brothers.

\$21 for \$29 Body Brussels rugs.
\$16.50 for \$30 baby coaches.
38 cents for 75-85-cent enameled ware.
Half price for china.
95 cents for \$1.35 table damask.
\$2.45 for 10 pounds 45-cent coffee.
\$3 for \$4 lace curtains.
\$5.75 for \$9.75 women's quilted robes.
\$12.50 for \$15 Ostermoor mattresses.

\$3.95 for \$6.90 women's waists.
\$3.95 for \$5.50 silk petticoats.
\$1 for \$2 women's houses dresses.
78 cents for \$1 gloves.
\$19.75 for women's \$39.50 dresses.

Snellenburg's.

50 cents for women's \$2-\$3 hats.
15 cents for 35-60-cent ribbons.
\$1.79 for \$3 broadcloth.
29 cents for 50-cent crepe de chine.
25 cents for Lowney's \$1.25 cook book.
\$2.75 for \$4.50 blankets.
15 cents for 50-cent ratine.
\$248.75 for a \$350 piano.
59 cents for 79-cent sheets.
\$5.75 for boys' \$9 suits.
\$15.29 for \$30 Axminster rugs.

Lit Brothers.

\$12.75 for men's \$15 and \$18 suits.
47½ cents for 65-cent linoleum.
\$37.50 for \$75 Wilton rugs.
65 cents for 80-cent sheets.

\$3.98 for \$5 blankets.
59 cents for \$1-\$1.50 Smyth underwear.
\$10.65 for \$12.50 tables.
85 cents for \$1.10 table damask.
\$2.98 for \$4 umbrellas.
59 cents for 80-cent galvanized tubs.
\$7.49 for \$13.50 gas domes.
\$15 for women's \$25-\$30 suits.
\$2.85 for men's \$3.50-\$5 shoes.
98 cents for \$2 velvet gabardine.
\$19.75 for women's \$30 furs.
\$6.95 for men's \$10 suits.

Nothing in any of these advertisements was advertised as being merely good value for its price, except Victor talking machines, which prices are fixed by the manufacturer. Everything on so thing like five full newspaper pages was advertised as being sold at

This
Package



This
Package

SELLS

This
Bread



This
Bread

—and You Sell Them Both

History Repeats Itself

You know what happens every little while.

You have some sleepy staple lying upon your shelves waiting for the few people that know about it.

Suddenly somebody comes along and "shoots it off." He takes that staple, touches it up, makes it better, gives it a name, puts life into it, starts talking about it up and down the country, gets people to thinking about it in a new way, gets them to believe it is something they want after all—and presto!—it begins to sell.

It's Doing It Now

That is precisely what is happening to raisins now. We came along, took from the cream of the California crop, standardized it, gave it a good name—Sun-Maid Raisins—packed it in the sort of cartons people like, and began to talk about it, widely, convincingly, up and down the country. Talked about how good raisins are—particularly Sun-Maid Raisins—and how good they are for you. Talked about them by themselves, and especially as an element in California Raisin Bread, made with Sun-Maid Raisins after a remarkably good recipe.

See What Has Happened

We have created a *new* demand for *two* things you sell. We have made *each one* sell the *other*—California Raisin Bread sells Sun-Maid Raisins, and Sun-Maid Raisins sells California Raisin Bread. And you sell them *both*. Or you ought to. Grocers everywhere are doing it who sold scarcely any raisin bread before, and very few package goods. Raisins and raisin bread are coming into their own at last—all kinds of raisins, but especially Sun-Maid Raisins and California Raisin Bread—the kind we are spending \$160,000 to talk about in the Saturday Evening Post and the Ladies' Home Journal and in local campaigns.

The Raisin Business Is Being Rebuilt

We don't know whether you realize what is happening. Things are moving pretty quickly. But we want you to. People in your town are going to get Sun-Maid Raisins and California Raisin Bread *somewhere*. We'd like to help you make them get them of *you*. We'll tell you how we do this—how we are doing it successfully for grocers all over the country—if you will send us the attached coupon. But you had better send it at once. Things are moving pretty rapidly, as we have said, and we don't like to see you get off to a slow start. Better write to-day—now—this minute—before you put the paper down.

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6000 Growers

Home Office, Fresno, California

Hearst Building, Chicago

113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (35)

Grocer's Name

Street

City

Where Are You Doing Business?

JUST clip and mail us the coupon you will find at the bottom of this column.

Read through "The Business Builder" carefully and apply the information to your own business. With it we will send our new "Service Chart" with which you can definitely answer these questions—

☐ Will this service prove effective in the community from which I draw trade for my store?

☐ As a manufacturer will it open the new territory I am after?

The *Sperry* Map, printed in colors, is a most graphic and convincing picture of the far reaching, National organization we are prepared to place behind our subscriber no matter where his store may be located or his product distributed.

Clip and mail us the coupon

The Sperry & Hutchinson Co.

S. H. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

**MAIL
THIS!**

Please send me a copy of "The Business Builder" also your "Service Chart," showing how your system will meet my needs. This request incurs no obligation.

Name

Address

Business

Address Dept. "H" Service

cut price far below the regular price and the real value.

All alert department stores pick up some real bargains. Bankruptcy sales, business difficulties, goods rejected by other buyers for some reason not affecting their worth, their own odds and ends, and so on—all such goods can be honestly described as bargains, and can be legitimately exploited as selling below their real value. But the competition for this class of merchandise is enormous—it is bait par excellence and everybody wants it. There isn't enough of it to give any one store very much, and it is as certain as can be, that many of the goods advertised on these five pages of department store advertising—perhaps the most—were not of this class. The balance were reasonably sure to be rank frauds, overdescribed and overexaggerated.

There is nothing in this which is peculiar to Philadelphia. Every

large city shows the same conditions. In Pennsylvania, in New York, and in several other States, there is an advertising law which would instantly stop it if anybody had interest enough to enforce it. Don't think that consumers, surfeited by this sort of thing, are not affected by it. They *are* affected by it. Though stung a hundred times, hope ever springs eternal that the one hundred and first bargain will be real.

Dry Goods Business Continues Healthy.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods continues to show a healthy gain over the corresponding period of a year ago.

Mail orders and road sales are heavy for immediate delivery.

Customers continue to be in the market in much larger numbers.

Collections are above normal.

The advancing prices in many lines of cotton, wool and silk goods reflect the firmness and upward tendency of prices in primary markets.

surface. They figure it will require eleven gallons of paint. As a matter of fact this figures less than 200 square feet of actual painting surface to the gallon. Their price is \$22 in Chicago for the job.

I have it on the word of the catalogue houses themselves that they don't know how to make paint, that is, good paint. They state that they are making their paints as good as they know how. The best they know how is a heavy percentage of barytes, water and other inferior ingredients. They say it requires fifteen gallons of paint to cover 1,800 square feet of surface three coats. That is about 100 square feet to the gallon, and they warn their customers against paying \$2 or \$2.50 a gallon, when they can buy it of them at \$1.12. And yet at their figures on a house they are really getting \$2 for their paints. The only way I can meet their price is by raising my price 25 cents a gallon, and if you will quit selling paints by the gallon, and sell them at the cost of painting and good service, there is nothing about this catalogue proposition that should bother you.

The thing that I want to emphasize is that in its advertising the mail-order house is continually guilty of misrepresentation. In the case of the kitchen cabinet, I took it up with the Senators and Representatives. The retail dealers haven't learned to throw those matters into politics and seek a remedy by law. That is another thing they are going to do. There are enough folks engaged in the business to secure a law that will bar from the mails this dishonest advertising. You know that to advertise a kitchen cabinet that costs \$20 at \$50 is dishonest.

In conclusion, I want to urge you to meet the catalogue house

prices and to offer to pay half freight. I would like to see merchants take a page ad. in the local papers and repeat them once a month, using a smaller space. The whole matter simmers down to the matter of discrimination in price of advertising dishonestly by catalogue houses, of misrepresentation on their part as to values of things that the consumer is not wise enough posted to detect, and it is your duty to know this and point it out to them.

E. LESLIE WILDEY

Groeltinger, Iowa,

October 28, 1915.

[THE END.]

AMONG THE TRADE

The Frank A. Smith Co. has been appointed Eastern agents for the California Associated Raisin Co. This is a good tie-up on both sides.

George W. Bumm, wholesale salt dealer at 200 North Delaware avenue and an ex-president of the Salt Council, died on Monday at home, 827 North Twenty-fourth street, following a long illness. He was born in Kensington in 1841. In the salt business he succeeded his father, William Bumm, who had been in that line in Philadelphia for more than 50 years.

Thomas Martindale, the well-known grocer, hunter and public speaker, delivered the second of his lectures on hunting at Witherspoon Hall on Wednesday evening. The subject was "Hunting in Cook's Inlet, Alaska," and was a large and appreciative audience. Like the last lecture, this was illustrated by photographs. Mr. Martindale will publish a book on Alaska early in the spring of 1916.

Misrepresentations of the Mail Order Houses

Mr. Wildey Tells How They Have Built Up Their Enormous Business. The Paint and Grind Stone Fakes.

(Continued.)

A retail merchant made the statement that part of the time he sold sugar below cost. When you were paying \$4.50 for sugar, the catalogue houses were selling it at 33⅓ pounds for a dollar, or \$3 a hundred, and claiming to make a profit. But they were selling it at \$4.50 in hundred pound lots. Conceding that half of it is sold in that way, the average price would be \$3.75 for sugar worth at the time from \$3.50 to \$3.60 at the seaboard. They could sell in that way and still make a profit out of the year's business. And yet they claim not to have lost money on sugar. In one case they were lying for the benefit of public consumption. In the other case they were telling the truth in private.

It is my plan to run through the catalogues and present my side of the story, and I think it is up to the dealer to show his customers the full truth in regard to these matters. It has been my method to advertise a matter like this and to call attention to the misrepresentations of the catalogue houses. A

catalogue house recently made four claims as to a grindstone. They stated "Our price \$2.90. Usual car lot price \$3.25. Usual retail price \$4.50. Our saving \$1.60." Of these four claims three of them were wrong, and the only one of them that was true was that the catalogue house price was \$2.90, and the fact that the price was in Chicago was not particularly emphasized by them.

I have found that it pays to show up these facts, not for the direct results, but for the indirect effects. There is probably not a dealer in this house who has been handling paints who has not been affected by the catalogue house prices. It is published in their catalogue that their house paint has a covering capacity of 250 square feet, and that is figured for a house with a more than plentiful supply of windows and doors. One is a figure on a 26 x 23, 22 feet high. This figures 2,600 square feet. There are 16 windows and 8 doors. Twenty-four windows and doors all told. After taking these out it leaves about 2,100 square feet of painting

The Week's One-Time Ads.

If any of you young gentlemen sell or want to sell bulk olives, bulk pickles, and any of that kind of stuff, look through this paper until you come to the ad. of the Koren Mfg. Co., Cleveland, Ohio, headed "Can't You See the Money to be Made From This?" That's the point of the interesting remarks I am about to make. There is one of the cleverest things advertised in that ad. I ever saw. Of course, everything that has an ad. in this paper is clever, but some are so. This Koren jar scheme will tell you if you'll stop a minute to think what you can do with it. Four or nine glass jars in a frame, one moving out separate from the others so you can get at it, all crammed up tight. You can set it anywhere, and it'll sell good as a tiger. I don't know what you've ever tried to do any of the bulk business, but there's plenty of money in it. JIMMY MANN



NOVEMBER 10th IS HAWAIIAN PINEAPPLE DAY

A National Celebration in honor
of this Delicious Tropical Fruit

Hotels, restaurants, railroads, steamships, etc., are featuring this day everywhere.

Display Hawaiian Canned Pineapple.

Your profit in this product is greater than in most canned goods you carry.

Hawaiian Pineapple Canned

There is national interest in this fruit, particularly now when the Association of Hawaiian Pineapple Packers is spending a great sum of money in advertising.

Anyone who has ever tried Hawaiian Canned Pineapple is thereafter a steady consumer and booster.

You will get increased business and interest in your store if you make attractive window displays.

Every grocer has a great opportunity to get one of the many prizes offered for window displays.

\$8,000.00 **1006**
To Grocers **Prizes**

1 First	Prize	\$500.00	\$ 500.00
3 Second	Prizes	200.00	600.00
12 Third	"	50.00	600.00
30 Fourth	"	25.00	750.00
150 Fifth	"	10.00	1,500.00
810 Sixth	"	5.00	4,050.00
1006	Prizes		\$8,000.00

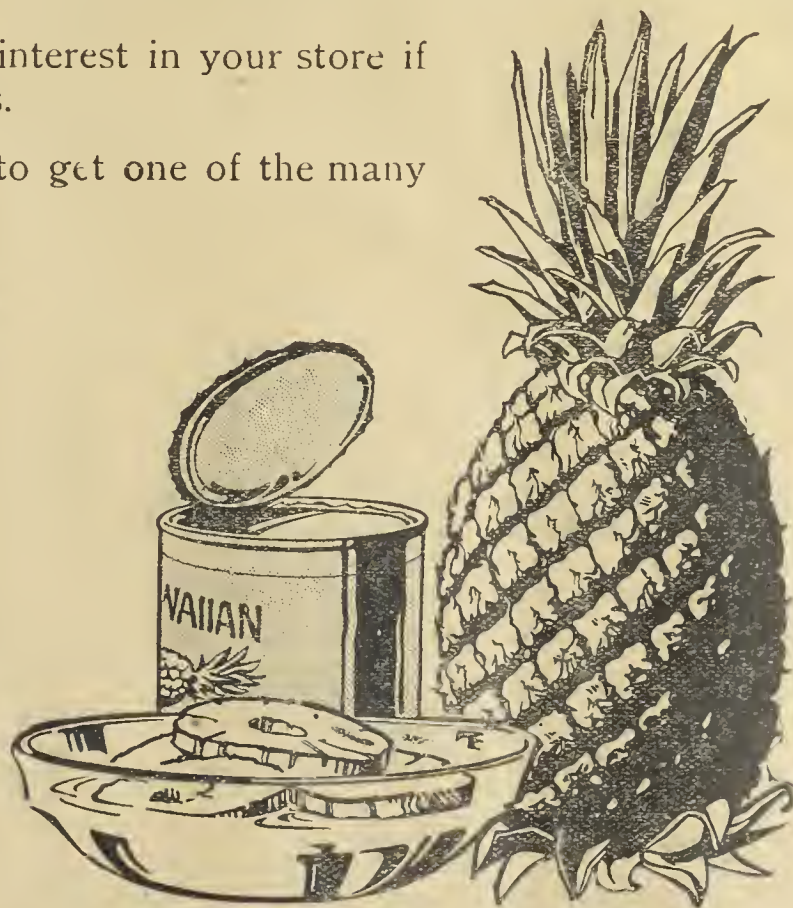
If you display you can hardly fail to get one because there are over a thousand. You can use any brand, sliced, crushed or grated, any time until December first.

For full information and for a window trim FREE, write to

**Association of Hawaiian
Pineapple Packers**

Garland Bldg.

Chicago



The New York Letter

Campaign Against Fraudulent Retail Advertising Begins with Advertising of Men's Furnishings. Big Increase in Home Beet Sugar Production. Currant Shortage Attracting Comment. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, October 29, 1915.

Another field manager for the National Retail Dry Goods Association has just returned to this city after a long trip covering thirty-one large cities. This was John T. Kirby, who states that while he was away he spoke to about 1,500 dry goods dealers on the question of the Stevens bill, allowing a manufacturer to fix the retail selling price. According to Mr. Kirby almost all of the 1,500 retailers whom he saw expressed an opinion adverse to the Stevens bill.

The Wholesale Men's Furnishings Association of the city has begun a campaign against fraudulent advertising under the law which has been in force in this city for several years, but which has

practically not been enforced. The first case was brought against Abraham Goldstein, manager of a men's furnishing store at 1679 Broadway. He was arrested because he displayed in his show window a sign so worded as to convey the impression that he was selling Manhattan shirts at cut prices, whereas he carried no such shirts in stock.

There is a splendid field for the enforcement of the fraudulent advertising law in every line in this city.

The trade is beginning to be seriously concerned over the great shortage in the stocks of currants, which were expected to arrive here in time for the holiday trade. It is a fact that the markets of this country are now almost bare of currants. If shipments do not arrive from

Greece, which is doubtful at this writing, there will be almost a famine in the country. The delicate position which Greece is now occupying as to the European war makes shipping facilities very uncertain. During the last month one steamer has arrived in New York with currants upon it and these were eaten up almost instantly. There is another boat due in this city shortly before the middle of November, but it is expected to arrive here too late for the Thanksgiving trade. Prices are higher than they have been for many years.

Messrs. Willet & Gray have published during the week a preliminary estimate of the new American beet sugar crop. It shows an expected yield for 1915-16 of 750,000 tons as against 646,257 tons in 1914-15. This is an increase of 16 per cent., which is very material. It makes the forthcoming crop the largest in the history of the business.

There was a conference of independent retailers of the Metropolitan district in the Hotel Astor on Thursday evening to consider the

best plan of aiding the passage of the Stevens bill, eliminating the coupon as a trade factor, and preventing fraudulent advertising. There were about 300 retailers present and several addresses were made. No definite plan was decided upon. There will be other conferences.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged. Coffee somewhat steady to firm.—Coffee somewhat firmer for the week, principally because options are a little firmer. Demand quiet. Prices show no radical change. Milds firm on large foreign demand.—Sugar about unchanged as to refined. Raws still firm.—New prunes show stronger feeling on the Coast with some holders asking a little more money. Spot prunes scarce and high. Big export business doing. Apricots firm on foreign demand. Currants very scarce and high. Raisins also firm and active.—Nutmegs active and firm.—Salmon unchanged; prices firm. Other canned fish show no change.—All canned vegetables moderately active.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia



Look at These Shelves

Here is a store fitted with Baines' Brackets. Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about Baines' Brackets is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

PIQUA BRACKET COMPANY
PIQUA, OHIO

changed.—Wheat somewhat
er for the week due to contin-
large crop reports. Market
uncertain and unsettled. De-
ber wheat has sold down to 98½
s but closes the week at about
Flour slightly lower than the
est point reached and in fair
and.

CORRESPONDENCE.

an Employer's Mutual Insurance
Company.

Pa., Oct. 20, 1915.

the Editor.

Dear Sir:—Would appreciate
your opinion through the "Modern
Merchant and Grocery World" as
to the reliability of the parties or-
ganizing this company, and as to
the feasibility of the plan:—

Manufacturers Casualty Insur-
ance Co. Organizing in the inter-
est of manufacturers and employ-
ees, 907-10 Franklin Bank Build-
ing, Philadelphia.

Of a nature permitting a reply
could ask that you do not pub-
lish name. Yours very truly,

* * *

We understand that the Manu-
facturers' Casualty Insurance Co. is
governed after the idea of the Man-
ufacturers' Liability Insurance Co.
of New Jersey, which takes no one
other than manufacturers or employees of
manufacturers. It is one of the employers'
mutual insurance companies per-
mitted by the new Pennsylvania
Workmen's Compensation Act.
The purpose of the company is to
pay for manufacturers 25 per cent.
of the premium of compensation in-
surance. It is a co-operative stock
company, with trustees of high
standing and reliability. Below is
a list:—

Merchants' Union Co., treasurer;
Thomas S. Dando, Dando Publish-
ing and Printing Co., Philadelphia,
vice-president; Jos. P. Mack, second vice-
president; Union Paving Co., Phila-
delphia, trustee; Percival E. Foer-
der, president; Robt. H. Foerder-
er, Inc., trustee; H. P. Spackman,
and vice-president; Lukens Iron
Works, Coatesville, Pa., trustee; Rus-
sell Duane, of Duane, Morris &
Scherer, Philadelphia, trustee; J.
son McIlvain, J. G. McIlvaine
Iron Co., Philadelphia, trustee;
H. Vollmer, Standard Steel Co.,
Pittsburgh, Pa., trustee; F. E. Claw-
son, president National Wood
Chemical Association and president
Lawson Chemical Co., Ridgway,
Pa., trustee; Raymond W. Tun-
nicliffe, F. W. Tunnell Co., Philadel-
phia, trustee; Jos. H. Findlay, pres-

Increasing a Nation's Appetite



NEW YORK PLANT OF
Loose-Wiles Biscuit Company

¶ There are over 350 different kinds of biscuits in the **SUNSHINE** line, every variety known and many kinds which we originated and make exclusively.

¶ People never knew the delightful possibilities of baking until **SUNSHINE BISCUITS** appeared, packed in attractive cartons and tins and sealed against air and moisture. Biscuits had never been called "bonbons" until our unique "filled" biscuits appeared which gave a new meaning to the word *quality*. It is

SUNSHINE QUALITY

which has made package biscuits so generally popular with the people and profitable to dealers throughout the United States. There is a "Sunshine" Biscuit for every taste and for any occasion, whether a dainty surprise is wanted for the social affair at home, or a wholesome, economical lunch for the working man.

We keep consumers interested by steady national advertising; we keep them pleased by Sunshine Quality, and we will supply you with practical dealer helps to turn their interest into sales.

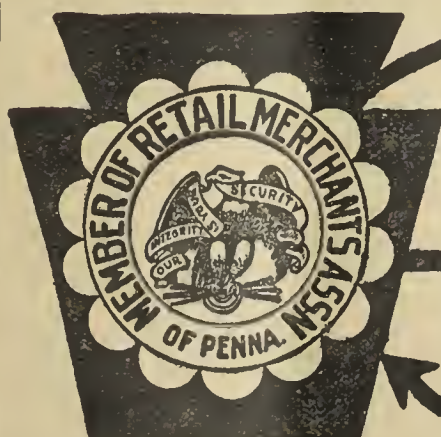
LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

N. Y.



SAY TO CUSTOMERS

"'SUNSHINE' Biscuits always reach your home as fresh, crisp and appetizing as when they first came from the ovens."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

In Pennsylvania Alone

over 30,000 matches are used every minute; they're the biggest small thing you sell. But there's one that's bigger than all the rest—bigger in service to your customers and in satisfaction to you; the *one* match that's safest for you to handle, safest for you to sell, safest for people to use. It is the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

☐ The only match ever awarded a Grand Prize and Medal for practical demonstrated safety; the only match that is advertised extensively to Pennsylvania homes.

☐ The way to get home trade and *keep it at home* is to give your customers

THE VERY BEST

value for their money. The best match in the world, in every respect, is the Safe Home Match, because

The sticks are long and strong, the heads don't fly off, they never light till you want them to, they burn evenly, are NON-POISONOUS and every one a REAL match; light it anywhere. Packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY - - NEW YORK



SAY TO CUSTOMERS

"SAFE HOME MATCHES are the cheapest to buy because every one is a *real* match.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ident York Wall Paper Co., York Pa., trustee.

There is no reason why this form of co-operative insurance should not succeed, if properly managed.

The Shredded Wheat Biscuit Suit.

McDonald, Pa., Oct. 26, 1915.
To the Editor.

Dear Sir:—I read with interest your article regarding the suit of the Shredded Wheat Co. against the Ross Food Co. and am amazed to learn that the Ross biscuit has gained enough sale to justify the Shredded Wheat people to sue them.

Evidently the retail grocers have not taken the time to analyze the Ross proposition or they would not lend their aid to introduce an unknown article in an effort to keep a good seller which pays them the same profit. My idea of the Ross Food Co. is that if they will not allow the retailer a fair margin of profit when their article is practically unknown, that after the retailer has helped to introduce it and established a demand for it that they will hardly come across with a better price.

My advice to the retailers is not to take up any new article and in its introduction to the trade unless the profit justifies the extra effort required to create a demand for it. My intentions are not to champion the cause of the Shredded Wheat Co., as I think that if they would allow the retailer a little more profit on their products they would not need to fear competition as the retailer has about had a fill of introducing new breakfast foods and would be contented to stick to the established brands provided they allow a fair margin.

In my opinion there are enough 10-cent sellers costing 95 cents a dozen and 15-cent sellers at \$1 per dozen without the retailer being inclined to introduce any new ones.

Would be pleased to have you take this matter up in your editorial; it may do us retailers some good.

Sincerely yours,
E. M. CHAMBERLAIN

Paper and Paper Bags.

Johnstown, Pa., Oct. 24, 1915.
To the Editor.

Dear Sir:—Will you kindly advise me by return mail of the names of a few of the leading paper manufacturers of the East, those making wrapping paper, paper bags, etc., and preferably those selling to jobbers only.

Thanking you in advance for information, I am,

Very truly,
W. H. OWEN

Continental Paper Bag Co.
Whitehall Building, New York
Republic Bag and Paper Co.,
Battery Place, New York; Gar-

anan Co., 18 South Sixth
Philadelphia; Whiting-Pat-
n Co., Eleventh and Race
s, Philadelphia; Wilkinson
& Co., Inc., 30 South Sixth
Philadelphia.

Pennsylvania Organization Notes.

ociations throughout the State are
g forth every effort to make this
s work a successful one.

Norris, the new State president,
ssed the Grocers' Association of
on October 18th. There was a
attendance.

Charles M. Ketchum, of Washington,
ssed the New Castle Board of
on October 19th. This associa-
s about to reorganize.

Pittsburgh grocers contemplate
g a food show next spring.

Pittsburgh Grocers' Association
a mass meeting on October 19th
New Century Hall. The room
rowded. The object of the meet-
as to interest non-members in the
of the association. President
Durbin presided, and in a splen-
ddress outlined the work of the
ation. There were vocal and in-
ental music and addresses by
Howes, Organizer Smedley, C. A.
s, of the General Store; Edmund
nith, attorney of the association,
explained the new Workmen's
ensation Law, and C. A. Bell, sec-
of the organization. Refresh-
were then served and a good
hour enjoyed. Ladies were pres-
large numbers and the event was
enjoyable.

membership campaign is planned
Pittsburgh expects to reach a
und members. A large delegation
hntown grocers were present.

event of great importance to mer-
men of Washington County was
on Thursday, October 21st, at
ington by the Board of Trade of
ity. It was the first convention of
ants held in the county. It was
ent of great interest and its ob-
was to show the merchants the
ity of getting together to elim-
trade evils and to advance such
y propositions as will eventually
te the welfare and good of the
ants of the county as a whole.

ns represented included the fol-
g: Bellsville, Avella, Bentleyville,
owlands, Burgellstown, Roscoe,
rnia, Fredericktown, West Zollars-
Milsboro, Wolfstown, Washington,
sburg, Charleroi, Monongahela,
ry, Buffalo, Marianna, Browns-
Finleyville, Connellsville, Amity,
erity, Claysville, McDonald and
ra. Quite a delegation was pres-
om Irwin, Manor and surround-
wns and there were also five from
urgh. There were in all about 400

A POINTER

WRIGLEY'S spear—the
sign of the perfect gum in
the perfect package—has
pointed a way of happiness to
millions of people; not only
those who have bought and enjoyed the best chewing gum made—
but those who have sold it—the Retail Merchants.

The wonderful WRIGLEY distribution—so complete that any
person in any corner of the United States has but to step into the
nearest store to find **WRIGLEY'S SPEARMINT** or **WRIGLEY'S DOUBLEMINT**—is convincing proof of
the necessity and value of dealer co-operation—without which, one
of the heaviest advertising expenditures in the world would fail to
secure maximum results.

Through the **Pennsylvania Plan** we hope to show the mer-
chants of Pennsylvania not only that we believe
in them, but that real co-operation between



manufacturer and merchant means better stores, increased sales
and greater profits.

Don't forget that the more prominently you display it, the
more benefits and profits *you* will get from this most widely adver-
tised product in the world.

Each package has a United Profit-Sharing Coupon for the consumer
and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S gives you *double* value—every package has five
big sticks of delicious gum AND a United Profit-Sharing Coupon
good for valuable presents."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants





Karo Moves Quickly From Your Shelves

(REG. U.S. PAT. OFF.)

You'll find KARO listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses; while its purity and quality bring them back for more. KARO is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find KARO the most profitable syrup you can handle. Display the well known KARO cans where your customer can see them—you'll find it pays.

Besides its many other uses, KARO (Crystal White) is widely used for home preserving. It will pay you to speak of this to your customers, because KARO pays you more profit than sugar.

Corn Products Refining Company

NEW YORK



WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part KARO instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

present. The meetings were held in the Town Hall and presided over by Charles M. Ketchum, secretary of the Washington Board of Trade. The morning session commenced at 10 A. M. with an address of welcome by Burge Morgan and G. G. Oliver. John Shaffer, of Charleroi, responded. The Ways and Means Committee was appointed and the convention was adjourned. Five-minute talks on organization by the visitors (one from each town) concluded the morning session. An afternoon journey to the Community House for a luncheon was then in order.

At the afternoon session Hon. Har R. Myers discussed "Legislation of Merchants." J. C. Norris, president of the State Association of Retail Merchants, spoke on "The Remedy." William Smedley spoke on "Credits and Collections." Charles M. Ketchum, spoke on the "Itinerant Vendor and Mail-Home Competition." "Dishonest and Unfair Competition" was discussed, and at the address a general discussion ensued on these topics. The afternoon session adjourned at 4.30 and group meetings of the various trades were held, of which came many recommendations. Dinner was then served, after which the convention reconvened and it was decided to form a permanent organization and a committee was appointed for that purpose. Charleroi was selected as the place for the next convention. Resolutions of thanks were passed to all who had contributed to the success of the meetings. The evening was given to sociability, a vaudeville show, a splendid concert, story telling and a talk by Stanley L. Krebs on "Business" wrapped up the day.

It was a big day. Great results followed. Washington paid all the expenses and was glad to do it. The "get together" spirit was there. It will develop. New associations will be formed. It was a meeting full of true missionary spirit.

Mr. Smedley addressed the merchants of Wellsboro on Monday, October 27th.

The Nanticoke merchants held a special meeting on October 28th. Organized by Smedley was there.

The Butchers' Protective Association of Pittsburgh is a live organization. Anything it attempts meets with success. Consequently the annual banquet at the Hotel Anderson on October 29th was no exception to this rule. Attendance which taxed the capacity of the main dining room stimulated the speakers to their best efforts. The menu was an elaborate one and a real souvenir of the occasion. Rees acted as toastmaster and addresses were made by Attorney Lacey on "Business Efficiency." Geo. McCall of Johnstown, on "Results;" Sec. J. Lansberry, of Homestead Credit Bureau, on "Credits," and Organized by Smedley on "Organization." Talks were also made by various members of the association. There was singing and it was a night of good fellowship.



Can't You See the Money to Be Made From This ?

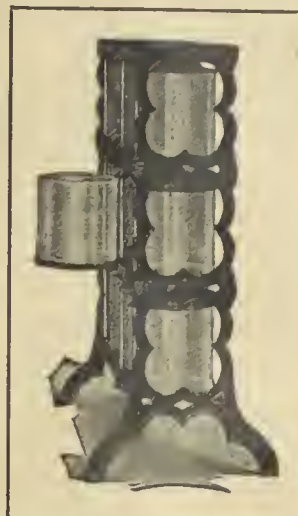
¶ Here's something you can't fail to make money with—the **Sanitary Sectional Jar Case**, which is intended to aid the bulk business in such things as olives, pickles, and everything that can be sold from a jar. Keeps all such things clean, appetizing and sightly—shows them off to great advantage.

¶ Show a consumer how much cheaper goods are when bought this way, and a sale is made at a good profit.

¶ Holders hold 9, 6 or 4 2-gallon jars. Any jar can be gotten at without touching the rest. Catalogue on request.

KOREN MANUFACTURING COMPANY

5402-4 Windsor Avenue, N. E. :: CLEVELAND, OHIO

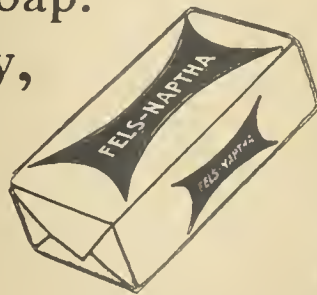


The Awards in the Lipton Tea Window Display Contest will be made as soon as the photographs and descriptions can be examined and judged

There is no puzzle

doubt or question about a grocer buying **Fels-Naptha** soap. Uniform quality and unique merit maintain its popularity, and the sale of **Fels-Naptha** is assured.

That's the kind of a soap to keep well-stocked in *your* store.



The Grocery Markets

Tea.

The tea market shows no change for the week. Everything is steady to firm. News comes of continued rejections of Congous which, while they have had no particular effect upon the market as yet, are certain to do so soon. The consumptive demand for tea is fair.

Coffee.

There is a very fair demand for all grades of Rio and Santos coffees and as a result of that the market has been very slightly firmer and high for the week. There is no radical advance and probably will be none, for the reason that the supplies of coffee are so large that they will prevent this. Milds are still in good foreign demand and the line is firm on this account. Java and Mocha are unchanged and quiet.

Sugar.

The raw sugar market is not materially changed from a week ago. Some raws have been sold at 4.26 cents, which is about the price which has ruled for several days. Refined has advanced to the basis of 5.35 for granulated. There is no sign of any immediate further change, although of course the refiners,

being in control of the market, may change it at any minute. The consumptive demand for sugar is very poor.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup in fair demand at unchanged prices. There is more sugar syrup being made now for the reason that prices are so high that it pays the refiners to give some attention to it. The prices for sugar syrup, however, are less than they were some time ago. Molasses is unchanged and quiet. Some of the Louisiana producers are quoting prices on new crop on a rather high basis.

Fish.

The situation in spot Norway mackerel is not improved. Stocks are exceedingly low and prices exceedingly high. For example, No. 1 Norways are offered to-day at \$32 per barrel. This grade of fish ordinarily would not bring over \$22, and new No. 1 Norways should be selling for around \$27. Takers are few and far between and the business is almost at a standstill. There is some new Norway mackerel in Norway, but the quality is not good and Ameri-

can buyers are not willing to pay the enormous prices asked for such poor fish. Cod, hake and haddock are in fair demand, under the circumstances, at about a 1/2-cent advance. Salmon shows no change in any grade. Demand fair. Domestic sardines are unchanged and in light request. Imported sardines all very high, scarce and active.

Dried Fruits.

Prunes on spot continue scarce and high. No change for the week. On the coast the market is unchanged. Apricots continue high on good foreign demand. Domestic demand is fair. Holders of peaches predict an advance because they are very low indeed, and other dried fruits are relatively higher. They think this will turn the public attention to peaches. Raisins are in good demand. Seeded raisins are especially active, partly because packers are this year selling bulk seeded raisins at 1 cent a pound below the cartons. This has created an unusually good demand from independent packers and from bakers. Seedless raisins are scarce and very high. Currants are also in a critical condition, on account of short supplies. Arrivals of new currants are quite uncertain, and the market is merely nominal. Dates are ruling about the same as last year.

Beans and Peas.

Domestic pea beans are a shade higher for the week, due to continued scarcity. Marrows unchanged and firm. California limas are probably 25 cents a bushel

higher, largely by reason of the fact that the congestion of freights in the West and the Panama Canal accident have made it necessary to pay 35 cents a 100 more for lima bean freights than was paid some time ago. Green and Scotch peas are firm and higher, especially Scotch, which are ruling at about \$3.10 per bushel. Scarcity is the reason.

Butter.

The consumptive demand for butter has been good and the market is firm at an advance of 1 cent per pound on all grades. The make of butter is falling off to some extent, while the quality is unusually good for the season. Continued good consumptive demand indicated.

Eggs.

New-laid eggs continue very scarce and wanted, at an advance of 2 cents a dozen. The average receipts are strictly fancy. Storage eggs are all moving out fairly well at steady and unchanged prices.

Cheese.

The cheese market is firmer at a to 1 cent advance on all grades. The consumptive demand is about what ought to be for the season, and with the fact that there is not some export demand, this makes the market healthy throughout.

Canned Goods.

Tomatoes remain unchanged for the week. Practically all holders are asking 85 cents in a large way, f. o.

WASHES
AND
BLUES
AT
ONE
TIME
NEEDS NO
RUBBING

GUARANTEED HARMLESS

CHASE-O

MAKES
THE
CLOTHES
CLEAN
AND
SWEET

LAUNDRY CRYSTALS

MANUFACTURED BY
CHASE-OMFG. CO.
PHILADELPHIA,
U. S. A.

They'll All Thank You

¶ Sell Chase-O and every woman who gets it will thank you after her first wash day. Chase-O is a laundry crystal that practically does the wash itself. Merely boil the clothes with soap and Chase-O, and the work is done. If you don't believe this, try it first yourself.

¶ Retail at 5 cents and never stops selling after it begins.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.

Do You Sell All the Rice You Could?



SOME people will always buy something new—it rests with the article whether they keep on buying it.

If you will show **Imperator** rice, which is different from the rice your customers may be used to, in that it is not coated with glucose and talc, a lot of them will buy it just because it is new to them. When they taste the difference between **Imperator** and ordinary rice they will keep on buying it.

It's a way to better rice sales.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.

Eliminate Before You Are Eliminated

¶ If you're refraining from looking into our mail order plan of selling **Teas** and **Coffees** because you don't know who we are, you can remove that reason very easily. Ask Dun or Bradstreet, or any New York wholesale coffee house. We hope—and believe—they will all tell you we are substantial people, wholly worthy of confidence.

¶ Selling **Teas** and **Coffees** by mail saves the salesman's salary and inevitably lowers the price.

¶ The trend is to eliminate the middleman. Eliminate before you are eliminated. Send us a sample to match and see if it doesn't lower the price. We specialize in fine coffees.

DURYEE & BARWISE ROASTERS and PACKERS
533 Greenwich St. NEW YORK TEAS AND COFFEES
ESTABLISHED 1897

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH
CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

Maryland 3s. Although the market is especially strong, the statistical is unmistakably strong. The of the Tri-State Packers' Association, which met in Delaware last shows the following figures covering the tomato pack in Maryland, and New Jersey in 1915-'14: 1913, 8,809,000; 1914, 7,963,000; 1915, 4,882,468. This is slightly more per cent. of last year's pack, and these are the principal packing States, to be seen what a deficit there is to be. The demand for tomatoes is dull. Corn shows no change the week; the market is thoroughly healthy because the supply is large. Deliveries of Maine corn range from 40 to 90 per cent. Prices are unchanged. Peas are unchanged and still to be heavy. Apples unchanged and quiet. California canned are heavy at unchanged prices. There is considerable surplus of lower grades, but not very much of the small Eastern staple goods show no change and light.

Provisions.

Pork, regular and skinback hams, together with bellies and bacon, are firm and unchanged, with a good consumption. Both pure and compound are also in good demand at unchanged prices. A fair demand is registered for barreled pork, canned meats and dried beef; all at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

We have noticed no arrivals of new and herrings as yet. Orders have been withheld principally because the in Holland are so enormously that it would hardly pay to import any of those Holland herrings. If this large catch which they expected in Holland has been realized, expect that prices will be somewhat in the near future. The weather is colder so that we may be able to import some. There is no change in the situation of h herrings. They are just as scarce as ever, and hardly any arrivals. Norway Herrings.—A rather large shipment has arrived, and in spite of prices have advanced, because the demand, in spite of the extraordinary prices asked for the goods is still good, and is likely to continue so, there is quite a scarcity of herrings. We have been unable to secure any Norway mackerel as yet, principally because the reason that our agents cable the quality is not very desirable, owing to the extraordinarily high prices in Norway, we are afraid to import these goods as long as the quality is first class. Of course, this has no effect on the remaining stocks of season's mackerel, which are now at advanced prices. The sardine situation remains unchanged and rather critical. Only very few lots of Portuguese sardines are being and they are usually sold, in oversold to arrive. There are no any sardines coming over now from Norway, for the simple reason asking prices are so abnormal that could not pay to import this commodity, so for this reason stocks of sardines here are gradually being cleared, and in the meanwhile we expect that the situation in Norway will be, that the catch of sardines will be summed and prices will at least be

more reasonable, so that we shall be enabled to import and sell the goods at half-way reasonable prices.

STROHMEYER & ARPE CO.

New York.

Spices.

The market is very active, with large domestic needs and a good demand, especially for export. Many grades are out of supply here. This applies especially to black and red peppers, cloves and many seeds. The local consumption at present is very great. Freights, as we have advised before, are now in a more serious position than at any previous time since the war began. Indications, therefore, point to very high prices on many articles on the list.

Pepper.—Demand for all grades is large. Recent large shipments quickly taken up. In fact, the bulk of the goods was sold on arrival. White peppers have been in big demand and are slightly higher in price. All peppers are now firm, with every likelihood of going higher.

Red Peppers.—All grades have advanced sharply on account of shortage. There is little on hand and practically none in sight. Therefore, extreme prices are likely over the winter and early spring months.

Cloves.—Spot stocks have been cleared. Futures have advanced. The market is up fully 1½ cent over prices in effect last week.

Pimento (Allspice).—Quite firm and steady and in better demand.

Mace.—Is in large demand at present and a large part of the spot stock of fair goods has been disposed of. The visible future supply is small.

Nutmegs.—The demand is on the increase. Prices, however, are unchanged. The supply in sight is exceedingly small.

Cassias.—All grades of China bark are much higher. Batavia, while firm, are really unchanged.

Gingers.—Are in better demand. Prices are unchanged, except for Jamaicas, which are sharply higher.

Green Ginger Root.—Some little selling at this time. Season, however, is nearly over. Prices are now very low. McCormick & Co.

Baltimore, Md.

Standard Canned Goods.

Whenever there is a bull market in any line of merchandise, especially when the advance in prices has been continuous for a period of several months, there is almost sure to follow either a reaction or a "breathing spell" for a time long enough for the market in the different sections of the country to conform to the conditions prevailing at the primary sources of supply. The rapid advance in the prices of tomatoes this season has been continuous since July, without a reaction, even of the smallest proportion, which is almost unprecedented in that line of goods. A break in the market was confidently expected by the jobbers when the October crop came in, to the surprise of the buyers, there is no October crop of tomatoes this year, the canning season having ended with the month of September. Another remarkable thing about this season was the absence of the usual "glut periods," when the alert canner expects to make an output large enough to give him a surplus stock to cover his trade until the next canning season. It looks like the advanced prices have come to stay, but opportunities to pick up bargains may occur when least expected, and it behooves the jobbers to be watchful.

The buying of tomatoes eased up this week, and large orders were not in evidence, nor was the number of single carload orders increased. The shipments, however, were scattered over the same sections that have been steady buyers all along, showing that this mar-

The Road to Profitable Merchandising

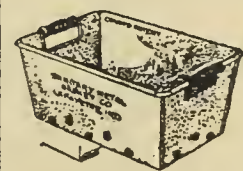
Thousands of grocers know the advantage of selling advertised products the demand for which is firmly fixed. Good class of trade, steady sales, repeat orders, economy of selling, increased profits—these are the results.

National Biscuit Company advertising is backed up by the *quality* of the products. The consumer has *confidence* in them and knows them by *name*. Hence the grocer who handles them takes a short cut to profitable merchandising.

Stock an assortment of N. B. C. goods in the everywhere-known In-er-seal Trade Mark packages.



NATIONAL BISCUIT COMPANY



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day. Sanitary Metal Basket Co., Lafayette, Ind.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to-day.

I. F. D. COMPANY, La Crosse, Wis.

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

ket still continues to be the cheapest source of supply. The canners appear to be confident of the stability of the prices during the winter, the absence of the usual October crop giving them more courage. Now and then the same old reports crop up about heavy buying of tomatoes for export being made, or about to be made, but there is nothing doing in that direction. The demand for tomatoes in our own country this winter, or the lack of it, will govern

the market prices, and that is in line with what we said this time last year.

Canned sweet potatoes were quite active again, especially in the Western markets. Last year's pack was practically sold out everywhere, which leaves an open market for the new goods, and the present price is certainly low enough to attract liberal buying. There was better buying of corn this week, and it was well-scattered. The low price and excellent quality of Baltimore spinach

have helped the canners to do a larger business in it this season. The same is true of the high-class stringless beans, whole and cut beans, both green and white wax. In the other lines of vegetables there was nothing doing this week outside of the small orders coming in daily. These small orders, however, gradually make a dent in the largest stocks almost unnoticed until an upward movement is started.

Cove oysters are quiet; very little is doing in them. The fall canning season is at hand.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Milwaukee, Wis., Grocers Much Upset Over New Sunday Closing Law.

The last Wisconsin Legislature passed a law forbidding, under criminal statutes, groceries, delicatessen establishments or meat markets to remain open for business on Sunday. The law applies to "cities of the first class," of which Milwaukee is the only one in the State. The saloons are open without interference by the police. So the grocers are planning to fight the law, and if it is enforced against them to demand the closing of the saloons under the all-State law. However, the dealers affected are going to put the law to a legal test by remaining open on the first Sunday in November, this being decided at a meeting at which about 300 were present. The permanent organization, which will be effected before the law goes into effect, will defray the expenses of the person put on trial by the State, if an arrest is made. If they lose their test they are determined to close saloons and motion picture shows in Milwaukee.

Association of Hawaiian Pineapple Packers Offers \$8,000 in Prizes.

The big campaign is under way, involving 1,006 prizes for best window displays featuring Hawaiian canned pineapple. This is a splendid opportunity for merchants to increase their profits through increased sales, at the same time getting liberal prices.

No progressive grocer should miss the big opportunity to co-operate with the

Association of Hawaiian Pineapple Packers to stir up sales for its delicious products. The Association of Hawaiian Pineapple Packers is made up practically of all the packers of pineapple Hawaii.

The object of the association is solely to promote the sale of and educate people to the use of Hawaiian canned pineapple. Membership is purely voluntary. No attempt is made to fix uniform prices, and there has been no other co-operation than the fund for the advertising campaign for the general good of the industry. The companies operating canneries are all regularly incorporated under the laws of the territory.

The output of these companies comprises practically all names of canned pineapple found on the grocers' shelves to-day. The association, therefore, is not interested in promoting any brand of pineapple, but merely in an increase of interest and consumption of all Hawaiian canned pineapple.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

"That Isn't Up to Me."—You can never grow big and responsible and authoritative so long as you keep saying "That isn't up to me." It's a good deal better to make the thing up to you. Take the responsibility of it and solve it according to your own judgment.

The employer is surely the exception who doesn't want to shove a bit of responsibility off his own shoulders occasionally and saddle it on those of the other fellow. But you must have the willingness and wit, as they say in the Old Country, to accept it and then carry it out.

To keep constantly saying that this and that and the other "Isn't up to me" simply shows your weakness. It shows you are a man of ordinary timber, and ordinary timber isn't consulted on extraordinary questions. Quit refusing things.

Didn't Get Waited On.—Did you ever try to pick out the nervous ones in front of your counter? It's a dandy study. Some are just ready to "turn on their heel," some will wait a few minutes longer and some (heaven bless

them) express on their faces as clear as day, "I'm in no hurry."

Talk as you like, but ordinarily speaking, it's no credit to a store when a woman says, "I couldn't get waited on." That implies that she wasn't spoken to. This "spoken word" is a wonderful binder. Let it be a little jolly if the occasion demands it, but for business sake, say something. Indifference is deadly. We have seen fellows keep to people in good humor, half of whom would have left in bad humor and that, sir, is up to you.

English Certificated Clerks—Have to pass a rigid examination on merchandise, which is a splendid thing and a wonderful aid to successful salesmanship, but their course apparently excludes tactful approach and the importance of emphasizing niceties.

Instead of the cold, learned clerk, give me the man with a wholesome smile and the knack of making his customer feel at home—the man who wins confidence and whose indorsement of an article sells it.



IT SELLS BETTER the second time. That is because

MAPLEINE

once used is always used

ORDER FROM

WILLIAMS & ROO
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone Race 746



Not in the Trenches

We are in the open, our munitions are
munitions of peace, a prosperous nation
must be fed, that is our business



SYRUPS—A satisfied customer is a talking advertisement, give him a Syrup that pleases and he will return for more. We have them, goods that will suit the most exacting trade. Tap a barrel of our Challenge Table Syrup and see how fast it sells. Royal Table, Gilt Edge, Starlight, Very Best Cloudy, King B, Ex. Amber, White Clover, Crescent, all have their friends. If you are not buying your Syrups of us you should be. Qualities and values that count. Order now.

NEW CALIFORNIA PRUNES—Just received a car load Sheriff Bros. Elk Brand, famous for quality, and this year the fruit is fine. 30-40 at

11½c., 40-50 at 10c., 50-60 at 8¾c., 60-70 at 8¼c., 70-80 at 7¾c. All in 25-lb. boxes faced. Immediate shipment while they last.

THOMSON'S SEEDLESS RAISINS—An unusual demand. No imported goods this year. Bonner's Special Pack Fancy Quality, 36 packages to the box, per lb. 10½c. Will be ½c. per lb. higher before Thanksgiving.

FANCY HOME CRANBERRIES—The Cape Cod variety. You will want a barrel of these for your Thanksgiving trade. Large red, fancy stock, 100 quarts to the barrel, ready for shipment by November 10th, per barrel \$8.75.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Fruits of Victory



Canned Fruits Win **GRAND PRIZE**

Panama Pacific International
Panama California
Exposition



The Only
Grand Prize
Given for
Canned Fruits

Highest Award
Paris
London
Turin

CALIFORNIA FRUIT CANNERS ASSOCIATION



Listen to This About Cash and Credit.

The more I see of it, the bigger hunch I've got that if something happened to stop selling goods on credit, half the stores would have to go out of business.

Reason for that is that nobody'd buy as much as they do now. Maybe the nobs would—it don't make any difference to them; they perspire money. Whether they pay now or pay in thirty days is all the same.

But to poor fish like me and the ninety million more that have to count the coin—we wouldn't buy anywhere near as much if we had to dig down and get the cash for all of it.

When you ain't got any too much cash, and have to pay cash for everything, you think first and buy afterward. When it's buy now and pay when you get ready, you buy first and think afterward. Take it from me, boys, they're two propositions entirely.

A whole lot of stuff that you've "simply got to have," when you don't have to pay for it right now, you'd find you could do without—if it meant spot cash right out of your clothes.

And that's no dream either.

I've just had an interview with my wife. Ever since we started to keep house she's bought her groceries like almost everybody else does—on a weekly or a monthly account. Sometimes she pays once a week, and sometimes once a month, just when I could borrow the money. Last month she found she had a little coin saved up—between you and me, she got some war orders for brass cannon—and she got a hunch she'd drop the credit business and shop around for cash. That's what she's been doing for five weeks. And this is how it's worked out for everybody. We've all got it in the neck but her. Me among 'em, and I'll tell you how later.

First our regular grocer got it in the neck because she closed out her account there. That meant something, because while we ain't such a big family, each of my two kids eats as much as four soldiers, so she had to buy quite some stuff to feed 'em. And the money was always there, too—we never had to be asked more than four times to pay up.

Of course she still buys some stuff there, but it ain't much beside what she got before. All she gets there she pays cash for.

The rest of the stuff she gets wherever she sees what she wants. If there's anything cheap at the chain stores, she gets it. A couple of times a week she goes to market and picks up what she wants there—mostly the stuff they don't make any money on.

That's where these places all get it in the neck. She ain't a regular customer anywhere. If one of the chain stores advertises Worcestershire sauce for 19 cents, it'll find her on the step waiting for 'em to open up, with an order for one bottle and nothing else. Then she flies away somewhere else for the next drop of honey.

"All right," I said, when she was telling me, "but you ain't said a word yet about the most important part—how much less does this cost you? Does it cost you any less?"

"Of course it does," she said. "I buy less stuff and pay less for it. Why shouldn't it cost me less?"

"How much less?"

"Well, I've got it all down. The first week I saved 75 cents—I was new at it then—the next week 60 cents—I had to have flour that week—the next week \$1.37, the next week \$1.23 and this week I think I'll save \$1.50."

"Well," I said, "I ain't been home much in that time, so I can't tell whether you skimmed on anything.

But I'll bet the kids can. Here, Bill." Bill is the oldest of the two kids—he's a husky young tape-worm thirteen years old.

Bill came in.

"Had enough to eat lately, Bill?" I asked.

"Didn't have enough ham night 'fore last," he said promptly. Bill don't forget crimes like that.

"Oh, that was only because Charlie and his wife came in for supper without letting me know," said my wife. "There would have

been plenty if it hadn't been that. He had all that was good him anyway."

"I could a et more," persists Bill. I don't doubt it either.

Well, now we come to why I get it in the neck. I get it in the neck because what do I get out of it? I give her the same money every week.

"Where do I come in on this?" I said. "I ain't heard anything about your being willing to wait less a week."

"Of course not," she said. "Well, I save's mine. I earn it going all to these places."

Ever hear such a reedical idea?

I have to pay for the extra leather she wears out, too.

Now d'ye see what I mean? I said, I ain't been home, but I ain't got any doubt they've got just as well on cash as they do on credit. Maybe better, because they can pick up stuff that way. I look what's been saved (to her) Why that'll run up into \$50 or

Weekly Window Display Suggestions



Housecleaning Display.

It has been said that a good salesman helps folks to think of the things they need. This week's window is a gem of a salesman, for nothing is omitted that is needed to houseclean. The background is made up of a floor of attractive patterned linoleum. Draw rope from two clothesline reels on the floor of the window to either side and then one line straight across the top which hang the sign—white oilcloth lettered in black ink. Make pyramids of buckets at either side. About in the center of the window stand a circle of brooms, fastening at the top a duster, two dust brushes and two wire brooms. At either side place some carpet beaters and a semi-circle of scrub brushes. At the extreme front of the window in the center, make a semi-circle of circles, first of white soap, next yellow soap, then alternately a bottle of ammonia and a can of lye. Fill vacant spaces as shown in cut with rolls of stove and metal polishes and packages of washing powder.

ar. Enough to keep a Ford al-

course, I wouldn't say all this
ybody but you. You fellows
more benefit from the credit
ess than anybody else. And
department stores—why they
b live off it. I believe, hon-
that not one of 'em could live
ey had to sell for cash.

THE STROLLER.

Keeping Quality of Fruits and Vegetables.

the recent convention of Dairy
Food Commissioners, R. M. Allen,
e Kentucky Food and Drug De-
ment, read a paper in which he gave
very interesting data regarding the
ng quality of fruits and vegeta-
This was as follows:—

- aches 2 to 4 days
 - ataloupes 2 to 5 days
 - spberries 1 to 2 days
 - ckberries 1 to 2 days
 - termelons 1 to 2 days
 - ples 2 to 4 weeks
 - nges 1 to 2 weeks
 - nons 2 to 4 weeks
 - nes 2 to 4 weeks
 - ms 2 to 3 days
 - ricots 2 to 3 days
 - erries 1 to 2 days
 - oseberries 3 to 5 days
 - rrants 2 to 3 days
 - leapple 1 to 2 weeks
 - anas 7 to 10 days
 - ery 3 to 5 days
 - et potatoes 2 to 3 weeks
 - sh potatoes O. K.
 - gplant 3 to 5 days
 - cumbers 3 to 5 days
 - is 2 to 3 days
 - ns 2 to 3 days
 - tuce 2 to 3 days
 - ions 2 to 3 months
 - bage 5 to 6 days
 - een corn 2 to 3 days
 - paragus 2 to 3 days
 - dishes 1 to 3 days
 - ppers 7 to 10 days
 - rnips 3 to 5 days
 - rots 3 to 5 days
 - uliflower 3 to 5 days
 - ra 5 to 7 days
 - w butter beans 2 to 3 days
- Long experience in this line of
de states that:—
Lemons and oranges keep better
apped in paper.
Celery, lettuce and radishes keep
ter if kept in a cool place and
vered with wet paper.
Green peas and beans should be
ll ventilated to avoid heating.
Cherries keep better in cool, dry
- A cool, dry atmosphere is the best
le for keeping most fruits and
getables.
You should figure 10 per cent.
s on fruits and vegetables.
A typical wholesale fruit house
res the keeping qualities of fruits
d vegetables as follows:—
Peaches from Georgia will keep
days.
Cantaloupes from Georgia will
ep 10 days.
Watermelons from Georgia, 2
eks.
Oranges from California, 30 days.
Lemons from California and
ly, 3 months.
Limes from San Domingo, 30
ys.
Apricots from California, 7 days.
Pineapples from Florida, 2 weeks.
Bananas from Central America,
weeks.
Celery from Michigan, 5 days.



NOTHING has a wider sale than *milk*; some people like one
cereal, some prefer *another*, but *all buy milk*. Even the woman
who bakes her own bread and cakes *must buy milk*. *All* your cus-
tomers are buying milk *every day*. Make up your mind that *you* are
going to sell it to them and secure the profit on this great volume
of sales; you can do it if you'll push the sale of **Borden's Eagle
Brand Condensed Milk** and **Borden's Peerless Brand Evaporated
Milk**, because they are used in as many ways as raw milk and their
natural flavor and rich creaminess will please your customers. **Bor-
den's Brands**, both sweetened and unsweetened, are made by the
most modern processes, and guaranteed absolutely pure. When you
get your customers using **Borden's Eagle Brand Condensed Milk**
and **Borden's Peerless Brand Evaporated Milk**, they will also
buy Borden's St. Charles and Silver Cow brands of Evaporated. Send
us the names of your best customers and we will mail each a Recipe
Book, showing dozens of delicious dishes that can be made with
Borden's Milks. This is sure to bring you increased sales.

Borden's Condensed Milk Company
"LEADERS OF QUALITY"
Established 1857
NEW YORK

WHAT TO TELL CUSTOMERS

"You'll find BORDEN'S MILKS a great help in your cook-
ing. They make doughnuts, cookies and cakes that are as light and
delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants



335.—Some New and Important Law on Buying and Selling Goods.

Some law as to buying and selling merchandise that is practically new to this country has just been made by the United States Court for the Northern District of Illinois. The decision has a much wider influence than the decision of a State Court would have. There are United States Courts all over the United States, and they all have the same jurisdiction. As the State Courts are always influenced more or less by the United States Courts, there is a strong chance that the law laid down in this case will henceforth be the law of the land.

The question involved was this: When A sells B, a dealer, certain merchandise with a specific guarantee that it is of certain quality, and B, relying on the guarantee, sells it to a customer, C, with the same guarantee, and C uses it and finds it is not what it was represented to be, of course C can at once come back on B and collect damages. But heretofore the law has always been supposed to be that before B could go back on A for his damages, he, B, must have paid C the damages which C claimed of B, and if B never paid C, B could never collect anything of A. The United States Court in the case I refer to has changed all this. It decides that B *can* go after A right away, before he has paid C, and even though he may never pay C. This upon the theory that B's *liability* to pay C is sufficient ground for his suit against A.

This is exceedingly radical law, in my judgment, and will introduce a new element into thousands of mercantile transactions.

The facts in the Illinois case are interesting. The merchandise involved was cucumber seed, but readers will understand that the law is the same no matter what it was. A wholesale dealer in seed

sold to a retailer a quantity of seed which he represented to be "Improved Chicago Pickling." The retailer in turn sold it to a grower under the same warranty—that it was "improved Chicago pickling." The grower planted it, but found when his crop came up that the seed was not what it was represented to be. He accordingly notified the retailer of what had happened, but made no effort to enforce his claim for damages and might never have enforced it, according to the evidence.

The status then was that the retailer was facing liability for the damage sustained by the grower, although he had not yet been damaged, and would not be, unless the grower got after him and made him pay. Of course the cause of the damage was the false guarantee which was given by the original seller, and which was carried on by the retailer to his customer the grower.

The courts have always agreed that the minute the retailer *settled* his customer's claim of damage, he the retailer, could make similar claim upon the original seller. Up to this time, however, they have not generally ruled that the retailer could go back on the original seller *before* he had actually sustained the damage that he claimed. The Illinois Court, however, ruled that he could, and gave him damages. Naturally the grower can now immediately demand his damages from the retailer, and the latter, unless he goes bankrupt, will have to pay them. If, however, as is possible, though I admit not probable, the grower should never hear that the retailer had gotten damages, and should moreover, be temperamentally easy and should not press his own claim against the retailer, the latter will have recovered damages that he never sustained.

Here is another possibility: Let us say that the retailer in the above case recovers his damages in full from the original seller. He then succeeds in settling his own liability to the grower for 50 per cent. of its face—again he will be in the position of having collected damages that he had not sustained.

This decision, in its application to all lines of mercantile business, has almost unlimited possibilities.

If a grocer sells canned molasses packed by a manufacturer, to a customer, and the tin explodes and injures the customer, the grocer sue the manufacturer—if there is a guarantee that the tin would explode—before he has been sued himself and when he might not be sued.

A retail dry goods dealer may buy a guaranteed unfadable fabric from a manufacturer. He in turn guarantees it unfadable to his customer. It fades. The retailer collect his *possible* damages from the manufacturer before they are sustained, and afterward there is nothing to prevent him from making a much better deal with his customer, thus actually netting a profit on the transaction.

One plan might block this, is for the manufacturer to get the name of the customer whom the dealer was relying upon to collect damage, and write him something like this, after the manufactur-

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 6.

The Parker Tea and Coffee Co. operate a series of tea and coffee stores throughout the State, and hire a large number of clerks and route men. In order to get around the new Workmen's Compensation Act, which goes into effect on January 1st next, they compel all new and old employees to sign an agreement releasing the employer from liability for accident on payment of \$1 per week extra wages. The firm work the plan thus: They say they will give a clerk \$14 per week, but if he will sign the agreement they will give him \$1 extra, making \$15. This because their attorney advised them that such an agreement would have to have consideration, i. e., the clerk must be paid something for making it, or it

would be void. One of the clerks signs the agreement and afterward gets his fingers mangled in a coffee mill. The question is, is the agreement which he signed releasing the employer from liability good? Not. The law explicitly provides that all such agreements shall be null and void. The clerk, however, cannot claim compensation under the law, for his employer has agreed directly or indirectly to pay it to him. What he can do is to sue for damages, and he will surely get a verdict whether it was his fault or not, for the act provides that if an employer is sued, he cannot use any of the principal defenses which employers have been accustomed to use in such cases.

said: "Please note that we have
pay paid to so-and-so, dam-
in full to cover such and such
handise sold to you, which was
atisfactory. As these damages
d really belong to you, we sug-
you getting in touch with so-
o." Whether this course
l incense the dealer is a pos-
y which must be considered.
my humble opinion, the new
is bad law. It seems un-
erable that no man should be
itted to collect money from me
ly on a chance of having to
t out to somebody else. The
to collect damages is when
are damages.

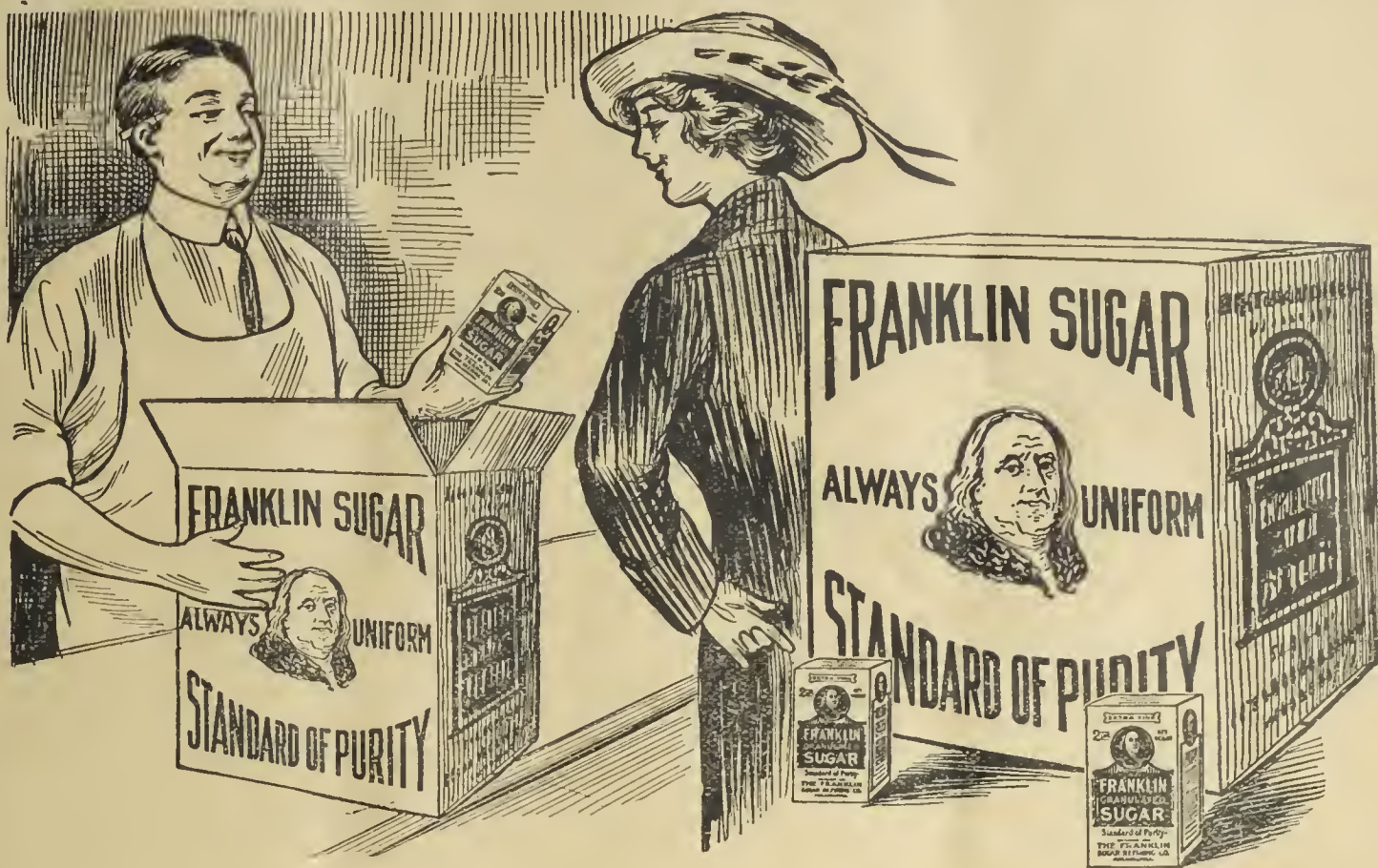
Copyright, November, 1915, by
Elton J. Buckley.)

Question: H. C. Dunn, Philadel-
Pa.—A party who owes me a
for groceries moved to Glou-
r, N. J. He works at the New
Shipbuilding Co. Advise
I could collect it. Is there a
ishee law in New Jersey, or
the Shipbuilding Co. make
help pay?

Answer.—There is a garnishee
in New Jersey, but whether it
d avail you would depend on
ize of your claim, what wages
debtor is earning, etc. I
ld first write the Shipbuilding
and say that if they don't make
man pay you will garnishee
wages in their hands. They
t like that, and will probably

TE.—Requests for information in
department should tersely set out
ll all the facts bearing on the case,
all questions should be carefully
ed to avoid misconstruction. Write
ne side of the sheet only. Letters
ld be received at this office not
than Tuesday of each week, to en-
an answer in the Monday's issue
wing. The signature and address
e writer must accompany all in-
es, and will be published un-
there is a request not to do so. All
ries received will be answered
out charge. Address all communi-
ns to Legal Editor "Modern Mer-
t and Grocery World."

est Cash Register Sale on Record.
e National Cash Register Co., at
on, Ohio, recently celebrated the
est sale of cash registers in its
ory. This order came from Man-
ter, England, where the Bury Co-
ative Society purchased 88 registers
he latest design. The largest pre-
s single order came from Marshall
& Co., Chicago. The American
rtment store bought 85 machines.
Bury Society, established in 1856,
ne of the many co-operative organ-
ons in England. It has a member-
of over 13,500. The majority of
machines purchased will be used in
grocery, butcher, drapery and shoe
s managed by the Society.



Sell Franklin Carton Sugar by the Container

Your customers know what sugar is and what it will do, and expect to keep on buying it and eating it as long as they live. The right thing to do when a woman asks for sugar is to sell her a SUPPLY instead of SAMPLE—sell her a WHOLE CONTAINER of FRANKLIN CARTON SUGAR instead of one or two CARTONS.

It's easy to show a woman the convenience of having a CONTAINER of FRANKLIN CARTON SUGAR in the house, always handy when she needs it.

Selling FRANKLIN CARTON SUGAR by the CONTAINER is not only a convenience for your customers, but it saves you money, because you make one delivery instead of dozens. It gives you a wholesale outlet at a retail profit—you don't have to even open the CONTAINER to make your profit on every CARTON in it. When you sell a woman a CONTAINER of 30 two-pound CARTONS you make the profit on her purchases of sugar for some time to come; if you sell her one CARTON you leave an opening for competitors to sell her the other TWENTY-NINE. Lots of your customers buy flour by the barrel, potatoes by the bushel, canned goods by the dozen—it just as easy to sell them FRANKLIN CARTON SUGAR BY THE CONTAINER. Try it.

*FRANKLIN CARTON SUGAR is packed 24, 48, 60 and 120 pounds
to the CONTAINER. Ask your Jobber for full information as to grades.*

The Franklin Sugar Refining Company PHILADELPHIA

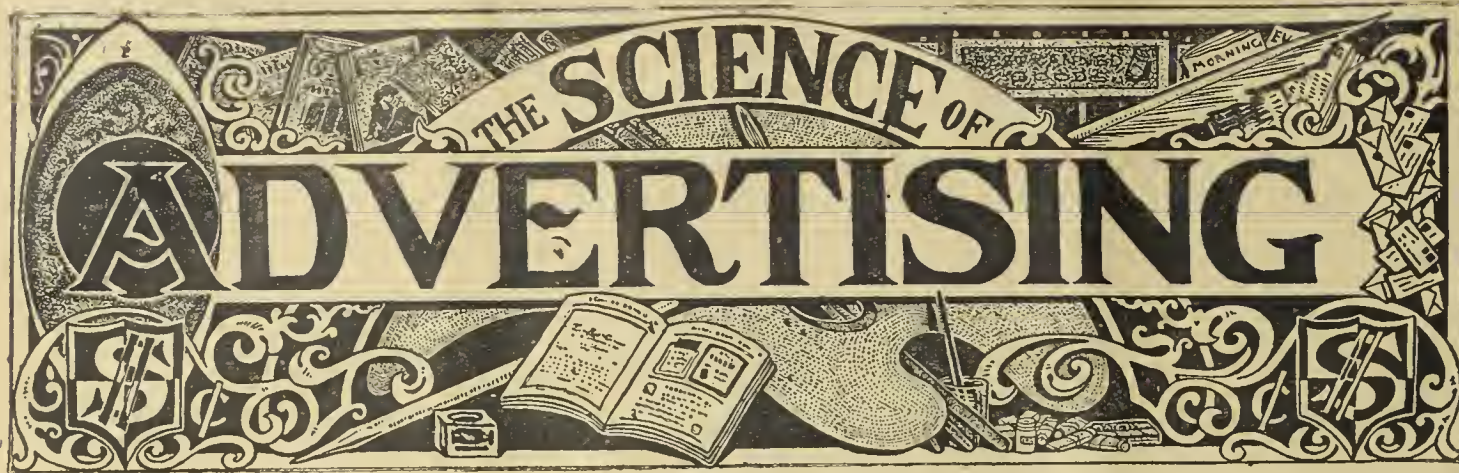
"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"Here's the right way to buy sugar, Madam—30 Franklin Cartons in a neat Container. It's a big convenience to have a supply of sugar in the house and know you won't have to run out every time you want a pound or two."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



I have from McKelvey & Co., of Youngstown, Ohio, copy of a newspaper in which they ran a double page advertisement of a 32d birthday sale. It is a good advertisement and undoubtedly attracted a lot of attention. Perhaps the type used for the text was too small—I think it was. It was about the size of the smallest type used for the reading matter of this paper. When you have a couple of pages set mostly in that type, the effect is crowded, no matter how many cuts

or heads you have. That is one thing I have always admired about the Wanamaker advertisements—they are never set in small type. Just for purposes of comparison I am reproducing a few inches of the McKelvey advertisement side by side with a like amount of a Wanamaker advertisement. I leave it to anybody if the Wanamaker advertisement doesn't look more interesting and inviting. It's entirely the size of type:—

The McKelvey Advertisement.

The Art Needlework in the Anniversary Sale

Stamped Night Gowns—a nice quality of nainsook, stamped in simple effective designs; regular value 59c; Anniversary price 39c.

Pillow Cases—42 inch size; scalloped designs of the very newest patterns—made of an excellent quality of tubing; value 50c and 65c; Anniversary price, pair 35c.

Towels—a pure linen huck towel with scalloped and scroll patterns of the very newest design; guest sizes; values up to 35c; Anniversary price 19c.

Stamped Linens—an immense collection of center pieces ranging in sizes up to 45 inch; all the best quality linen; all sizes, Anniversary price 1-3 off.

The Wanamaker Advertisement.

Two Smart New Extra High Shoes for Women

With the new tailored skirts many women like boots much higher than the ordinary. We have just received two fine new laced models.

One is black Russia calfskin with matt kidskin top, perforated vamp and tip, and high Cuban heel.

The other is bronze kidskin with brown cloth top and Louis heel.

Price, \$8 a pair.

(Main Floor, Market)

If I were doing department store advertising of the McKelvey type, I should never, if I had my own way, use smaller type than that used in the Wanamaker advertisement. Of course you can't get as much matter in, but you can get enough in, particularly if the lesser amount is more likely to be read through than the larger amount. Put a page in the small type beside a page in the large, and the difference between the two will be most remarkable.

This two-page advertisement covered a wide range of articles—there is a section devoted to groceries. The same criticism applies to that—the text is, in my judgment,

set in too small type. I am reproducing it slightly reduced in size.

This is good advertising, I think. Of course it is price advertising more than anything else, and the price speaks louder than almost anything else in the advertisement. I have never quite seen the logic that inspires everybody to celebrate their anniversary by cutting prices. It always seemed to me that it would be better to sell at regular prices and give a particularly handsome souvenir of some sort to buyers. If the souvenir is handsome enough it will attract trade just as a cut price would, and it would be trade at full prices. The chance is

that the cost would be no more, while the advertising value would I believe be greater. And you

Anniversary Sale of McKelvey's Groceries

—the values listed are for Tuesday, Wednesday and Thursday only.

Soap—Lenox; box of 100 cakes; regularly \$3.25; box \$2.59; Anniversary price 10 cakes..... 27c

Babbitt's Cleanser—large box; as good as any on the market; regularly 5c; Anniversary price..... 25c

Coffee—Chase and Sanborn's; 46 Blend; regularly 28c, and equal to some coffee sold as high as 35c; Anniversary price, lb..... 24c

Black Pepper—best grade; in four ounce boxes; regularly 10c; Anniversary price 3 for 23c..... 9c

Milk—Honor Brand; high grade; 10c cans, Anniversary price dozen 77c, or 3 for 20c; small size, regularly 5c; Anniversary price, dozen 35c; 8 cans..... 25c

Peanut—Delico Brand; sweet tender and new pack; this is the finest variety packed; regularly 12½c; Anniversary price dozen cans 98c; can..... 9c

Tomatoes—5½ inch cans; extra fancy fruit; regularly 18c; Anniversary price dozen can \$1.45; 2 cans..... 25c

Plums—large No. 3 can; York State Lumbard; packed in sweet syrup; fine for table use; regularly 15c; Anniversary price dozen cans \$1.43; 2 cans..... 25c

Salmon—one lb. flat cans; Columbia River Fish; extra good; Lion Brand; regularly 25c; Anniversary price 3 cans 55c; 2 cans..... 20c

Vanilla or Lemon Extract—2-ounce bottles; pure; Zipp's brand; regularly 25c; Anniversary price, bottle..... 19c

Catsup—16 ounce bottle; strictly pure, and as good as it is possible to produce; regularly 25c; Anniversary price dozen \$1.49; bottle..... 14c

Evaporated Black Raspberries—New crop; bulk; Anniversary price, lb..... 27c

Soup—Campbell's Brand; Vegetable or Tomato; 6 cans 47c; 3 cans..... 25c

Olives—full quart; fancy medium size; regularly 35c; Anniversary price..... 23c

Sugar—25-lb. sack; best cane granulated; limit 2 sacks; sack..... \$1.35

Sugar—10-lb. sack; best cane granulated; limit 2 sacks; sack..... 57c

Flour—White Frost, for pastry; 49-lb. sack; regularly \$1.70; sack \$1.45; ½ sack..... 75c

Shredded Wheat Blacut—Regularly 12½c; package..... 11c

Syrup—2-lb. can; Red Label Karo; white color; regularly 13c; 3 cans..... 25c

Pancake or Buckwheat Flour—Aunt Jemima's; self raising; regularly 10c; 3 for..... 25c

Silver Cream Polish—McKelvey's brand; regularly 25c; jar..... 17c

Bolled Cider—New, fresh made; regularly 25c; bottle..... 21c

Concord Grapes—Fancy and fresh; 8-lb. basket, each..... 25c

Pumpkins—Extra nice large, ripe; yellow; for pies; each..... 15c

Grape Fruit—Good size heavy and juicy; each..... 10c

Cranberries—Fancy Cape Cod; lb..... 10c

Apples—Fancy Spy or Gates; 22-lb. basket, each..... 49c

Pears—Sheldon; fine for canning; ½ bushel..... 75c

wouldn't have the bug-a-boo of a lot of cut price precedents to confront in the future.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Pennsylvania News Items.

The second National Apple Day parade, held in Pittsburgh, Pa., during the week, was much larger than that of last year, although this year's apple crop was not as large as that of last year. The parade started shortly before noon at Smallman and Twenty-second streets and moved down Penn avenue to the downtown district. Thousands of apples were distributed along the route of the parade by the occupants of automobiles and decorated trucks, and when the Northside was reached the supply

of the fruit was almost exhausted. Many floats decorated with apples were in the parade.

In an opinion by Judge Head of the Superior Court, rendered during the week, there was sustained the constitutionality of the act of May 8, 1909, for the prevention of the manufacture and sale of adulterated or misbranded drugs. The action reversed the Quarter Sessions Court of Fayette County, which held in the case of the Commonwealth vs. J. H. Sweeney that the first provision of the third

tion of the act was unconstitutional and quashed the indictment. The case was on ginder.

Some Canteloupes.

A total of 16,401 carloads of canteloupes were shipped last year, according to a report made public by the Department of Agriculture. These figures do not include the local products shipped to market by the farmers themselves. California was by far the greatest producer of canteloupes, shipping a total of 5,146 carloads. Colorado, the second State, produced a little more than as many, a total of 2,809 carloads. Iowa and Indiana came next, 1,260 and 1,243 carloads respectively. Georgia was the only other State shipping more than 1,000 carloads. The Department reported that canteloupes are transported long distances to market and the products of many different States compete in the big cities. In August, 1914, melons from Texas were being sold in New York City in competition with those from New Jersey. On one day in August, in Chicago, melons from eight different States were on the market, some coming from Michigan, Texas, California and Delaware.

New Grade ATMORE'S MINCE MEAT in Bulk

"BEATS everything how well 'Extra Family' (Blue Label) brand sells in bulk.

"Of course, it has all that delicious richness, purity and flavor that the brand par excellence of all Mince Meat ought to have. It was formerly only packed in glass."

*20-pound and 40-pound kits.
Also bbls., halves and quarters*

ATMORE & SON

Since 1842
Philadelphia



Again in Season!

*Fresh Sausage,
Scrapple,
Soupe,
Liver Pudding*

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much

to dispose of it at 75 cents per dozen. I trust that I may be able to do through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 96.

I have to offer one case of 36 cans of Dustbone, or Sweeping Compound, which I will sell for 10 cents a can or \$3.60 for the case, cash with order. The price per can is 25 cents retail.

P. H. MECKLEY,
Leola, Pa.

Offer No. 97.

We are in the market for an Electric Coffee Mill, Hobart preferred, Dispensing Counters, Refrigerating Counter, Office Desk. Goods must be in first-class condition and reasonable.

SCHUMM & YERKE,
145 Market St., Amsterdam, N. Y.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, but we will sell for \$20, with about worth of supplies thrown in at the \$ price.

T. J. CRITCHLOW,
Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of a six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles. Also the things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, doz. silver spoons, 8 doz. tumblers, doz. 10-cent and 1 doz. 5-cent Suncups, 1 doz. banana split dishes, cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used less than three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12,
East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 10 model Eagle Motorcycle, rated at 10 horse-power, but will develop thirty horse-power. Is equipped with headlights and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 50 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS.,
Harrisburg, Pa.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

ANTED.—Grocers' tea and coffee man to handle my line of store res on commission. H. F. Heacock, Second St., Philadelphia, Pa. 121f

FOR SALE OR RENT

STORES.

OR SALE.—Stock and fixtures of well established grocery store, with without property, on a prominent er, has all conveniences, all cash e, no teams, no delivery, doing bet- than \$1,000 monthly; will sell at ntory; stock about \$2,000. Owner old to continue, wishes to retire; ress can be greatly increased by a ler; fullest investigation solicited. ress P. J. Rumbaugh, 52 N. Third t, Reading Pa. 18

OR SALE.—Meat and provision store, fixtures. Fine residential section, Philadelphia, fine established trade. Reason for selling. Any one ing business will do well to in- gate. Address D. J. R., care Gro- World Publication Co., 927 Arch Philadelphia. 20

OR SALE.—Will sell cheap to t buyer, eight-room, two-story store dwelling with three adjoining lots, o; stock of general merchandise all as have only been in business since uary, 1914, one of the best stands in of 1,000 containing good school,

three churches and three tobacco ware- houses; in center of fine farming coun- try, growing all of the crops of the South. J. W. Perkins, Wendell, N. C., P. O. Box 122. 18

FOR SALE.—Stock and fixtures of an old-established general store in railroad town, Chester County; stock will in- ventory about \$3,000; doing over \$1,000 business monthly. Address B. E. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 18

FOR SALE.—We have just equipped a delicatessen and confectionery store in Ardmore and are compelled to sell same at a sacrifice. Best location, in central shopping district. Excellent opportunity for a hustler. Address W. S. Ballinger, 118 Darby Road, Llanerch, Pa. 19

FOR RENT.

FOR RENT.—Store. Cash grocery badly needed; town growing very rap- idly. Rent very reasonable. Address F. W. Beans, Yardley, Bucks County, Pa. 18

FIXTURES.

FOR SALE.—One National cash reg- ister for sale, cost \$95, only used three months, with detail slip; A No. 1 con- dition; will sell for \$50 cash; registers from 1 cent to \$50. Address Decker's Cash Store, Waynesboro, Pa. 19

FOR SALE.—Store fixtures at 6241 Arch St., including Walker counter and scales; cost \$160, will sell for \$70. Ap- ply 6135 Vine St., Philadelphia. 18

MISCELLANEOUS.

FOR SALE.—Choice hand-picked win- ter apples, \$2 per barrel; York Imperial, Ben Davis, York Striped, Baldwin, etc. Cash and A No. 1 reference. Address W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 20

FOR SALE.—I have one Blodgett oven, 48 loaves, burns coal. Also one coffee urn, never been used. Oven used five months; cost \$45; urn cost \$10; if sold at once will take \$25 for both, delivered at your station. Address John Harris, Locke, N. Y. 20

FOR SALE.—We have on hand six of Robinson's folding bath tubs that we will sell at a bargain; cost \$36, will sell for \$24, f. o. b. Franklin. Address P. G. F., care Grocery World Publica- tion Co., 927 Arch St., Philadelphia. 20

FOR SALE.—One platform scales, Fairbanks, 260 pounds, \$7.50. One plat- form counter scales, \$3. One counter scales, \$2.50. One (old) eight-leg Chip- pendale sofa, in good condition, price \$200. One (old) ladder Chippendale chair, \$40. Address G. P., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 21

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

THE VALUE OF BRIGHT STORES

¶ The difficulty of mak- ing a sale—whether it be dry goods or vege- tables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Only One Minute

¶ If you'll take a minute to show Wheatena to a new customer and explain that it's the hearts of selected wheat and quite unlike any other cereal, you will probably never have to do anything with that customer again except fill her orders. That's Wheatena once it gets in. It's the most remarkable repeater in the market.

¶ Also packed and guaranteed dif- ferently from any other cereal.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association



HOW DO YOU DO

When you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

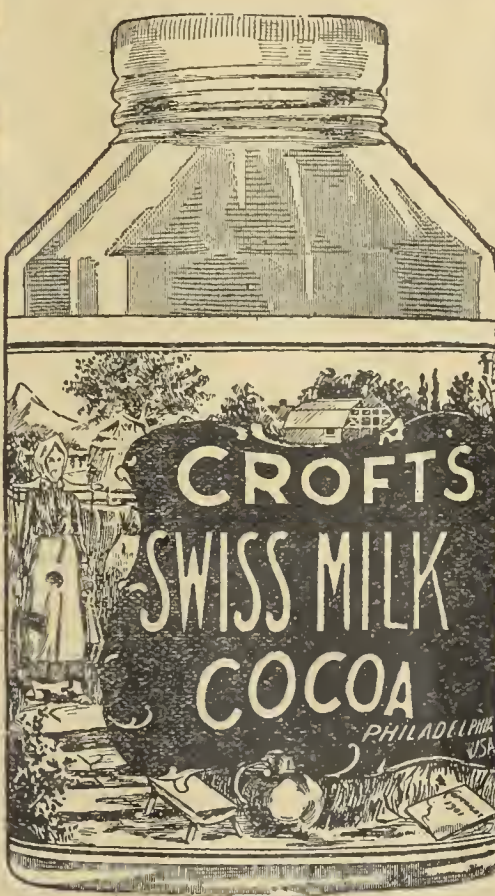
Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM
You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio



Where the Glass Jar Comes In

¶ The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is un- usual.

¶ No woman ever saw cocoa packed in glass be- fore; the sight is novel; she asks about it, and if you help a little, she buys.

¶ Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market

Croft & Allen Co.
PHILADELPHIA, PA.

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. NOVEMBER 1, 1915.

COL.	COL.	COL.	COL.	COL.
Ammonia..... 2	Datenut Butter..... 19	Laundry Crystals..... 26	Preserves, Jellies, Jams and Marma- 21	Table and Cooking Oil..... 21
Axle Grease..... 2	Delikatessen..... 11	Laundry Soaps..... 25	lades..... 21	Tapioca..... 20
Baking Powder..... 2	Dressed Meats..... 21	Laundry Starch..... 26	Provisions..... 20	Tea..... 17
Barley..... 14	Dressed Poultry..... 21	Lentils..... 14	Prunes..... 19	Tobacco—Plug .. 19
Beans..... 14	Dried Fruits..... 17	Lime..... 19	Pure Olive Oil..... 19	Toilet Soaps..... 27
Blackening—Shoe..... 2	Drugs..... 22	Live Poultry..... 21		
Bluing—Dry..... 3	Eggs..... 13	Lye and Potash..... 18		
Bluing—Liquid..... 3	Evaporated Milk..... 10	Macaroni..... 15	Raisins..... 17	Vinegar..... 27
Bouillon Cubes and Liquids..... 13	Extract of Beef..... 13	Mapleine..... 23	Refined Molasses and Syrups..... 23	Wood and Willow Ware..... 27
Brushes..... 28	Extracts and Essences..... 22	Maple Syrup..... 18	Roasted Coffee in Bulk..... 3	Yeast Cakes..... 27
Butchers' Sundries..... 21	Fancy Groceries..... 13	Matches..... 18	Rope, Tie Yarn, etc..... 27	
Butter..... 4	Farinaceous Goods..... 14	Mince Meat..... 13		
Candles..... 4	Floor Polish..... 24	Mint Tablets..... 23	Salad Dressing..... 23	
Canned Goods..... 5	Flour..... 13	Mops..... 28	Sal Soda..... 24	
Canned Meats..... 6	Fresh Fish..... 16	Mustard—Prepared..... 26	Salt..... 23	
Catsup..... 4			Saratoga Chips..... 16	
Cereal Specialties..... 14	Gelatine and Prepared Desserts..... 15	Nuts..... 20	Sardines..... 6	
Cheese..... 12	Green Coffee..... 3	Oatmeal..... 14	Sauces..... 24	
Chewing Gum..... 23	Hominy..... 14	Oils..... 19	Scouring Soaps..... 24	
Chocolate and Cocoa..... 8	Honey..... 27	Olives..... 19	Scraple..... 20	
Cider..... 23	Horseradish..... 17	Oysters..... 16	Seeds..... 16	
Clams..... 16			Shoe Dressing..... 2	
Cleansers and Polishing Compounds..... 24	Ink..... 17	Package Coffee..... 3	Smoked Fish, Codfish and Mackerel..... 28	
Cocoonut..... 17	Jars and Jar Rubbers..... 4	Paper..... 9	Smoking Tobacco..... 28	
Coffee Essence and Chicory..... 3	Ketchup..... 4	Peas..... 14	Soap Powder..... 25	
Cornmeal..... 14	Lamp Goods..... 18	Peanut Butter..... 19	Soda—Bi-Carb..... 24	
Cornstarch..... 26	Lard and Compounds..... 20	Pickled Meats and Fish..... 11	Soft Drinks..... 24	
Condensed Milk..... 10		Pickles..... 20	Soups..... 7	
Cottolene..... 12		Plum Pudding..... 24	Spices..... 26	
Crackers and Cakes..... 10		Popping Corn..... 15	Stove Polish..... 26	
Cut Plug Tobacco..... 28			Sundries..... 27	
			Syrup and Molasses..... 27	

ADVANCES.

Sugar..... 27
Cheese..... 27
Eggs..... 27
Fresh Fish..... 27

DECLINES.

Flour..... 27
Provisions..... 27
Live Poultry..... 27

SUGAR.

	Barrels.
Cut Loaf.....	6.30
Eagle Tablets.....	6.80
Crystal Dominoes, 24 5-lb. pkgs.....	7.90
“ “ “ 60 2-lb. pkgs.....	8.40
Patent Cubes.....	5.65
Confectioners' Lozenge.....	5.55
Powdered.....	5.50
Fruit Powdered.....	5.40
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.70
Granulated, fine or standard, McCaltan.....	5.40
“ “ “ Franklin.....	5.45
“ “ “ extra fine, bbls.....	5.40
“ “ “ 2-lb. bags.....	5.70
“ “ “ 5-lb. bags.....	5.60
“ “ “ 10-lb. bags.....	5.55
“ “ “ 25-lb. bags.....	5.55
“ “ “ 100-lb. bags.....	5.40
“ “ “ coarse.....	5.50
Confectioners' Crystal A.....	5.40
A Confectioners'.....	5.30
A No. 1.....	5.15
A No. 2.....	5.10
Franklin B.....	4.95
Extra C.....	4.70
C.....	4.55

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	40 -45
Choice, ½ and ¼ chests.....	35 -38
Finest, ½ and ¼ chests.....	27 -30
Fine, ½ and ¼ chests.....	23 -25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	30 -35
Choice, ½ and ¼ chests.....	27 -29
Finest, ½ and ¼ chests.....	26 -28
Superior, ½ and ¼ chests.....	22 -24
English Breakfast, black—	
First picking, ½ and ¼ chests.....	30 -35
Choicest, ½ and ¼ chests.....	26 -28
Good to superior, ½ chests.....	22
First crop, about 28-lb. original boxes.....	25
Gunpowder, green—	
Extra firsts, ¼ chests.....	35 -40
Firsts, ¼ chests.....	28 -30
Extra seconds, ¼ chests.....	25 -27
Seconds, new, ¼ chests.....	24
Imperial, green—	
Firsts, ¼ chests.....	38
Seconds, ¼ chests.....	25 -30
Japan, green—	
May pickings, ½ chests.....	38 -40
First crop, ½ and ¼ chests.....	30 -35
Second crop, ½ chests.....	28 -30
Basket fire, uncolored, needle leaf, ¼ chests.....	32
Young Hyson, green—	
Firsts, ¼ chests.....	35 -40
Hyson, green—	
Extra firsts, ½ chests.....	35 -40
Firsts, ½ chests.....	28 -32
Seconds, ¼ chests.....	25 -27
Assam, black—	
Choice, ½ chests.....	26
No. 1, extra quality, 20-lb. boxes.....	28
Te ley's India and Ceylon, 25-lb. cases—	
1 lb. ½ lb. ¼ lb.	
Gold Label, I. and C.....	71 72 73
Buff Label, I. and C.....	56 57 58
Green Label, I. and C., Formosa Oolong or Mixed.....	50 51 52
Orange Pekoe.....	55 56 57
Red Label, I. and C. or Mixed Sunflower, I. and C., Formosa Oolong or Mixed.....	44 47 48
Red Label, I. and C., 10c. 2½-oz. tins, doz.....	60 60 60
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	90 90 90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55 1.55 1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55 2.55 2.55

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Lipton's Tea, 50-lb. cases—	1 lbs.	½ lbs.	¼ lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ “ Red.....	.45	.46	.47
“ “ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
“ “ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ “ Cream.....	.45	.46
Ceylon Green, Purple.....52
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....90
White Foam, 10 oz., 3 doz.....	1.35
“ “ “ 16 oz., 2 doz.....	1.35

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ “ “ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ “ “ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, ¼ gross.....	per gross 8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.66
“ “ “ 6 oz., 2 doz.....	2 15
“ “ “ 6 oz., 4 doz.....	4 25
“ “ “ 6 oz., 6 doz.....	6 20
“ “ “ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
5c. tins, 4 doz.....	45
10c. tins, 2 doz.....	90
½-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2 50
Davis' O. K.—	
¼ lb., 4 doz.....	45
½ lb., 3 doz.....	90
1 lb., 2 doz.....	1 65
5 lb., ½ doz.....	7 20
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free.....	45
½-lb. cans, 2 doz., 2 cans free.....	90
1-lb. cans, 1 doz., 1 can free.....	1 65
5-lb. cans, ½ doz.....	per case 3 60
Sea Gull, 6-oz. tins, 4 doz.....	45
Parrot and Monkey, 4 doz.....	45
Royal—	
10c. size, 4 doz.....	86
½ lb., 4 doz.....	1 30
½ lb., 2 doz.....	2 40
1 lb., 1 doz.....	4 65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
“ “ “ No. 2, ¼ gross.....	3.00
“ “ “ No. 3, ¼ gross.....	3.30
“ “ “ No. 4, ¼ gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ “ “ Russet.....	.75

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Black Shine, No. 2.....	.45
“ “ “ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ “ “ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ “ “ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ “ “ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ “ “ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ “ “ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22¾
Java, fancy, 50-lb. lots.....	.27¼
Mocha, genuine, finest, ½ and ¼ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.12¾
Carcacas, fancy, washed.....	.15¼
Maracaibo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.11¾
Santos, fancy.....	.12½
Rio, Golden, fancy.....	.10¾
Rio, prime.....	.09

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27¼
Mocha, finest.....	.33½
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.18½
Maracaibo, extra fancy.....	.16¼
Santos, Peaberry, extra fancy.....	.14½
Santos, extra fancy.....	.15½
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.10¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 50	12 60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, ½ gross.....	per gross 2 60
“ “ “ imp., ½ gross.....	2.15
Floto's, improved, ½ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ “ “ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ “ “ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ “ “ No. 2, 3 doz.....	2.50
“ “ “ Mammoth, 3 doz.....	3.60
“ “ “ Ball Blue, No. 1, 3 doz.....	2.60
“ “ “ No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7½ oz., ¼ gross.....	4 25
French Laundry, large, ½ gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4 00
“ “ “ 8 oz., 3 doz.....	6 50
“ “ “ 16 oz., 1 doz.....	9 50

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BUTTER.

Tub Butter—	Per
Creamery specials.....	
“ “ “ extra, 60-lb. tubs.....
“ “ “ first, “ “ “ “.....
“ “ “ second, “ “ “ “.....
“ “ “ third, “ “ “ “.....
“ “ “ dairy, extra, bakers' use, 30-60 lbs.....	24-
“ “ “ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	30-
Print Butter—	
Price.....	
Gurnee, lbs. and ½ lbs.....	
Awltru.....	
Milhen Farm, lbs. and ½ lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	29-
Sheaf.....	
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	Per
“ “ “ 16s, 30 lbs.....
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....
Searchlight, hotel, 16s, 30 lbs.....
Peerless, hotel, 16s, 30 lbs.....
Bright Light, 16s, 30 sets to box.....	per box 1

JARS AND JAR RUBBERS.

Mason's—	Per
Half gallons.....	7
Quarts.....	4
Pints.....	4
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....
Single lip, wide, 1 doz. cartons.....
Acme, wide, 1 doz. cartons, 5 gross boxes.....
“ “ “ medium, 1 doz. cartons, 5 gross boxes.....
Lightning, pure rubber, bulk.....
Reliable, white rubber, wide.....
“ “ “ medium.....
Black rubber, medium.....
25 lb. lots 1 cent per lb. less.....
Jar Tops—	Per
½-gross boxes, no rubbers.....	1
Jelly glasses, fluted, hbls. 24 doz.....	per doz.

CATSUP.

Snider's—	Per
16 oz., 2 doz.....	2
8 oz., 2 doz.....	1
Ritter's—	
Tomato, ½ pint, 2 doz.....	8
Tohasco, ½ pint, 2 doz.....	5
Perch-Nut—	
Pints.....	25
½ pints.....	25

KETCHUP

Curtice's "Blue Label," Tomato—	Per
Small.....	25
Medium.....	25
Large.....	25

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

Beans—	
er's, No. 2	1.25
bell's, 20 oz., tomato sauce or Boston	1.90
le's, No. 2	1.40
camp's, No. 2	1.40
shank's, No. 2	1.35
nz's, No. 2	1.40
's Head, No. 3	1.25
ory, No. 1	.47½
toes—	
ard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
Beans—	
ard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
cy, small, No. 2	1.50
Beans—	
ard, New York, No. 2	1.10
cy, New York, No. 2	2.00
cy, New York, No. 2	1.50
ard, Maryland, No. 2	.60
Kidney Beans—	
ard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
ard, New York, No. 2	.90
cy, New York, No. 2	1.00
ard, Maryland, No. 2	.80
" Maine, No. 2	1.00
cy, Maine, No. 2	1.25
e Peg, No. 2	.85
ole grain, No. 2	.75
ard, New York, No. 2	1.25
ed, New York, No. 2	1.50
ra sifted, New York, No. 2	2.00
ard, Southern, No. 2	.75
ed, Southern, No. 2	1.00
ra sifted, Southern, No. 2	1.40
ard, Indiana, No. 2	.75
ed, Indiana, No. 2	1.00
ra sifted, Indiana, No. 2	1.40
ard, Wisconsin, No. 2	1.10
ed Wisconsin, No. 2	1.40
ra sifted, Wisconsin, No. 2	2.00
ard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
ash—	
ard, New York, No. 2	1.00
cy, New York, No. 2	1.25
ard, Maryland, No. 2	.95
cy, Michigan, No. 2	1.20
agus—	
all, No. 2½	2.00
dium, No. 2½	2.20
ge, No. 2½	2.50
s, No. 1	2.25
skins—	
ard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ch—	
ard, Maryland, No. 3	.95
Krout—	
ard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

ots—	
ra, No. 3	2.75
" No. 2½	2.10
ra Standard, No. 2½	1.75
ard, No. 2½	1.50
ett Pears—	
ra, No. 3	2.50
" No. 2½	2.30
ra Standard, No. 2½	2.15
es Cherries—	
ra, No. 3	2.90
" No. 2½	2.50
ra Standard, No. 2½	2.25
ard, No. 2½	2.25
hes, Lemon Cling, Sliced—	
ra, No. 3	2.95
" No. 2½	2.00
ra Standard, No. 2½	1.75
ard, No. 2½	1.50
hes, Lemon Cling—	
ra, No. 3	2.95
" No. 2½	2.00
ra Standard, No. 2½	1.75
ard, No. 2½	1.45
hes, Yellow Crawford—	
ra, No. 3	2.80
" No. 2½	2.00
ra Standard, No. 2½	1.70
ard, No. 2½	1.40

Eastern Canned Fruits.

es—	
ew York State, No. 3	.90
" No. 10	2.90
berries—	
yrup, No. 2	1.35
water, No. 2	1.35
ies—	
hte Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	2.50
hes—	
ble, No. 3	1.35
onds, No. 3	1.15
o, No. 3	.85
rllett, Extra Standard, No. 2½	2.00
lfer, syrup, No. 3	1.00
" water, No. 3	1.00
is—	
avy syrup, No. 2½	1.25
ght syrup, No. 2½	1.00
berries—	
ine, la water, No. 2	1.40
ra preserved, No. 2	2.80
eserved, No. 2	1.60
water, No. 2	2.80

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	15.00
" high oval, 100s.	18.00
" Fresh Mackerel, 100s.	19.00
" dgl., Young Mackerel in Olive Oil, ¼s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain	11.00
Normanna, Tomato Sauce, 100s.	11.00
" Boneless, ¼s, ova', 100s.	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	23.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	Per case
" ¼s, Tomato Sauce, 100s	11.50
" ¼s, oval, Royans a la Bordelaise, 100s.	11.50
" Portuguese, Olive Oil, ¼s, skinless and boneless, 100s.	24.00
Boneless and peeled, ¼s	24.00
" D. & G., ¼s	26.50
" Ispa, ¼s	28.00
" Gondolier, ¼s, 100	20.00
" Landell, ¼s, 100	9.50
" Martell, ¼s, 100	10.50
" ¼s, 100	15.00
" Loyal, ¼s, 100	9.50
Argonauts, ¼s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100	15.00
" ¼s, tomato sauce, 100	15.00
" ¼s, olive oil, 50	13.25
" ¼s, tomato sauce, 50	13.25
Sea Queen, ¼s, olive oil, 100	11.25
Sea Pearl, ¼s, olive oil, 100	9.40
Tea Time, ¼s, olive oil, 100	7.80
"Herringlets", olive oil, 50	7.50
Bouillon "Herringlets", 50	5.60
Norwegian—	
King George, ¼	14.00
Nansen brand, ¼	10.50
Portuguese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s	2.90
No. 2, ¼s, 100	2.50
¼s, key, 100	2.75
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" ¼s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	2.25
¼s, 48	3.60
Continental, ¼s, key, 48	3.15
Irma, fancy, ¼s, 50	3.80
Gold Label, ¼s, 50	4.50
" ¼s, 100	7.00
Underwood's, ¼s, 50	4.50
Pickert's, Crown brand, ¼s, 48	4.00
" Columbias, ¼s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.75

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50

Armour's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.90
Ham, No. ¾, 2 doz.	1.40
Tongue, No. ¾, 2 doz.	1.40
Libby's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	

No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	

No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ½, 2 doz.	1.95
Libby's—	
No. ½, 2 doz.	1.70
No. ¾, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ½, 4 doz.	2.15
" No. ¾, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.10
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups— Quarts. Pints ½-Pints

Chicken, Chicken Con-	
somme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45 2.00 1.10
Assorted	3.15 1.80 1.00
Green Turtle Thick	7.50 4.00 2.25
Clear Green Turtle	10.00 5.50 3.00
All others	3.10 1.75 .95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 18, 10½ oz., 4 doz.	3.60
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bonillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60
Curtice Brothers' Blue Label—	

Quarts. Pints. ½-Pints	
Green Turtle	6.50 3.50 2.00
" clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
All others	3.15 1.75 1.25
Ritter's, Tomato	.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6 lb. boxes	.35
¼-lb. tins, 6-lb. boxes	.30
½-lb. tins, 6-lb. boxes	.29
1-lb. tins, 6-lb. boxes	.28
5-lb. canisters	.30
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.32
½ lb., 6 and 12-lb. boxes	.31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ¼s, 6 lb.	per lb. .19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.	.29
" ½ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

W. H. Baker's

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	.80
Milk Chocolate, 50 sc. pkgs. in box, per box.....	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
Meda lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.....	Per can. Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....	.18 1/4 2.20
1/2-lb. round cans.....	.29 3.48
1-lb. round cans.....	.57 6.84
60 lbs. in case.....	Per can. Per lb.
5-lb. round cans.....	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.....	Per .28
Sweet Vanilla, 4 cakes to lb.....	.28
" 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
" 12 cakes to lb.....	.50
Milk Chocolate Towers, 5-lb boxes, 20 boxes in case.....	.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56
Bensdorp's Cooking Chocolate—	Per lb
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30
Bensdorp's Turinos—	
5 lbs in box, 20 boxes in case.....	.50
1 lb. boxes, 30 boxes in case.....	.55
1/2 lb. boxes, 60 boxes in case.....	.55
1/3 lb. boxes, 90 boxes in case.....	.56
Van Houten's—	Per tin
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65
" 12-lb. boxes, 1/2-lb. tins.....	.18
" 6-lb. boxes, 1/4-lb. tins.....	.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb
No. 300, unsweetened, 1/2 and 1/4-lb pkgs.....	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box
No. 1, 25 cent size, 6 tablets in box.....	1.10
No. 3, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, 25 cent size, 6 tablets in box.....	1.10
No. 54, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Cocoa—	Per lb
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39

PAPER.

Scott Paper Co.—	
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls.....	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons.....	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls.....	3.25
Continental Paper Bags—	
Net price per 1,000—500 in a bundle	
Golden Rod S. O. S. Republic (White) S. O. S.	
1/4 lb.....	.34 1/2 .26
1/2 ".....	.41 1/2 .31 1/2
1 ".....	.55 1/2 .42
2 ".....	.72 1/2 .55
3 ".....	.86 1/2 .65 1/2
4 ".....	1.07 1/2 .81 1/2
5 ".....	1.24 1/2 .94 1/2
6 ".....	1.52 1/2 1.15 1/2
8 ".....	1.76 1/2 1.34
10 ".....	2.01 1.52
12 ".....	2.35 1/2 1.78 1/2
14 ".....	2.98 2.25 1/2
16 ".....	3.18 1/2 2.41 1/2
20 ".....	3.56 1/2 2.70 1/2
25 ".....	3.95 2.99
Manilla—	
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream
15x20, 5 reams in bundle.....	.48
20x30, ".....	.90
24x36, ".....	1.20
Butter, Parchment—	Per pkg.
8x11, 100 sheets.....	.60
9x12, ".....	.70
18x24, 50-lb. bundles of about 1200 sheets.....	per lb. .10
Toilet—	Per case
Extra quality, 100 rolls.....	5.75
Good " 200 ".....	4.95
Butter, Wax—	Per pkg.
9x12, about 480 sheets.....	.14 1/2
White Tea—	Per bundle
8x11, 100 sheets to pkg., 10 pkgs to bundle.....	.60
9x12, 100 sheets to pkg., 5 pkgs to bundle.....	.70
Bags, price per M—	
Sizes Original Bundles Ex. Heavy Heavy	
1/4 lb. 15M .33 .25	
1/2 " 10M .41 .29	
1 " 8M .53 .39	
2 " 6M .71 .52	
3 " 5M .84 .61	
4 " 4M 1.08 .78	
5 " 3M 1.24 .90	
6 " 3M 1.54 1.12	
8 " 2M 1.78 1.26	
10 " 2M 1.95 1.48	
12 " 2M 2.30 1.73	
14 " 1M 2.85 2.20	
16 " 1M 3.15 2.35	
20 " 1M 3.45 2.62	
25 " 1M 3.95 2.71	

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Flour Sacks, satchel bottom—	
Majestic.....	Plain per 100
Ex. Heavy.....	.42
12 1/2 lbs., 1/2 bbl.....	.70
24 1/2 lbs., 1/2 bbl.....	1.40
49 lbs., 1/2 bbl.....	Per lb.
No. 2, Manilla light weight—	
12 in. rolls.....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Paper Towels—	
50 rolls, 150 towels each, with holder and basket.....	per case 10.00
10 roll lots.....	per roll .20

CONDENSED MILK.

Eagle, 4 doz.....	Per case 6.25
" 2 doz.....	3.15
Challenge, 4 doz.....	4.45
Magnolia.....	4.95
Dime.....	5.75
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.55
Star, 4 doz.....	4.95
Anchor, skimmed.....	3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.50
" " small, 6 doz.....	2.50
" family size.....	3.10
" hotel size.....	3.50
" confectioners' size.....	3.50
Silver Cow, small, 6 doz.....	2.50
St. Charles, small, 4 doz.....	1.75
" tall.....	3.50
" hotel size.....	3.50
" confectioners' size.....	3.50
Pearl, tall.....	3.50
" small, 6 doz.....	2.50

HIRES CONDENSED MILK



Silver.....	Per case \$4.95
Hires.....	4.65
Queen.....	4.65
Premium.....	4.25
Gold (Baby).....	2.50
Gold (Tall).....	3.50
St. Elmo.....	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes
Assorted Jumbles.....	.10
Cocoanut Ripple.....	.11
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Honey Jumbles.....	.12
Lemon Bar.....	.09
Lunch Biscuit.....	.09
Marshmallow Mayblossoms.....	.12
Newtons.....	.11
Raisin Cookies.....	.10
Saltines.....	.13
Spiced Wafers.....	.09
Sugar Cookies.....	.10
Water Crackers.....	.08
7-lb. tin pails—	
Arrowroot Biscuit.....	.16
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.16
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.16
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundae.....	.16
Lady Creams.....	.20
Lemon Sundae.....	.16
Sweet Marie.....	.15
Package goods—	Per doz.
Animals.....	.45
Cracker Meal, large.....	.90
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.90
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltona Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbbs. Boxes
Butter Crackers.....	.09 .09 1/2
Oyster Crackers.....	.09 .09 1/2
Wine Scroll.....	.11 .11 1/2
Cracker Dust.....	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.

Wein Senf, Prepared Mustard.
Dove Brand.

Stone pots, small, 2 doz.....	per doz. 1.40
" with horseradish.....	" 2.00
" large, 1 doz.....	" 2.00
" with horseradish.....	" 2.00
Wein Senf, bbls.....	per gal. .85
" 1-gal. stone jars.....	per jar 3.50
" 5-gal. kegs.....	per keg 3.50
Prepared Mustard, bbls.....	per gal. .85
" 15-gal. kegs.....	" 1.75
" 10-gal. kegs.....	" .90
" 5-gal. kegs.....	per keg 1.75
" 2-gal. pails.....	per pail .50
" 1-gal. pails.....	" .50
Prepared Special, with spoon, 2 doz.....	per doz. .95
" sitting top, 2 doz.....	" .46
" with horseradish, 2 doz.....	" .97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	loaf.....
Sap Sago, 3 to 10 lb.....	per lb. .10
" less than cask.....	" .10
Roquefort.....	12 in case, " .10
" less than case.....	" .10
Parmesan, about 30 lbs.....	loaf, " .10
" less than loaf.....	" .10
Edam, 12 in case.....	case.....
" single.....	" .10
" in tin.....	per lb. .10
" 1-lb. tins.....	per case .22
Camembert, domestic, wood boxes.....	per doz. .22
" Autocrat brand, large.....	" .22
" medium.....	" .22
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz. 1.75
Parmesan, grated, ready for use, small bottles.....	per doz. 2.50
Olmutter Hand, 100 in box.....	" .22
Edelweis, Romatour and Eter-Kase.....	per doz. .22
American Swiss, No. 1.....	loaf.....
" less than loaf.....	" .22
" square loaves, No. 1, about 25 lbs. each.....	per lb. .20
Limburger, No. 1.....	box and 1/2 box .17
" less than 1/2 box.....	" .20
Pinxter, from Holland, in tins.....	per doz. 2.60
Muenster.....	per lb. 20-22
Brick, No. 1.....	" 18-20
English Dairy.....	" .22 1/2
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	" 2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....	" .85
" 4 doz.....	" .85
" Thuringer, 4 doz.....	" .85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....	"
Imported Cervelat Sausage, Rolf's.....	per lb.
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....	per lb.
Pate de fois Gras, small.....	per doz. 3.00
American—	50 and 100-lb. boxes. Less.
Cervelat (Circle S.).....	.27
" (Diamond S.).....	.25
" Peutonic.....	.24
" Gothaer.....	.32
Salami (Circle S.).....	.27
" (Diamond S.).....	.26
" (G. A. P.).....
Landjager, short.....	per lb. .35
" long.....	" .35
Mortadella, dry.....	" .35
Knackwurst, 25 in box.....	per box 4.75
".....	per doz. 2.40
Tongue Sausage.....	per lb. .18
Smoked Braunschweiger Liver Sausage.....	" .18
Lachs Ham.....	" .39
Petit Delicatess Frankfurters, plain.....	per doz. 1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz. 1.00
Lebawon Beef Bologna.....	per lb. 20-22
Paprika Speck.....	" .18
Mettwurst, half round.....	" .25
Liver Sausage (special), truffle, goose or sardellen.....	per lb. .18
Smoked Thuringer Blutwurst.....	" .18
" Pfefferwurst.....	" .18

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz. 4.80
" " quart glass jars.....	5.75
" " 10-oz. jars.....	2.50
" tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....	per pail 1.05
" 5-gal. kegs.....	per keg 2.25
Russian Sardines.....	" .65
" 5-lb. pails.....	per pail 1.25
" 10-lb. pails.....	" 1.00
Beef Salad, in glass.....	" 1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	per keg
Milkers, Y. M.....	per keg

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Mixed, standard, bbls.....	per doz.
" 1/2 bbls.....	"
Milkers, standard, bbls.....	per doz.
" 1/2 bbls.....	"
Scotland—	
Mixed, large, tulls, bbls.....	per doz.
" 1/2 bbls.....	"
Milkers, " bbls.....	per doz.
" 1/2 bbls.....	"
Marinerte Herring, Imported, about 40 in pail.....	per pail
Roll Herring, imported, about 25 in pail.....	per pail
Spiced Herring, imported, about 40 in pail.....	per pail
Norway Stockfish, dry.....	per lb.
Matjes Herring.....	piece

Bismarck Herring.

Round tins, with key, pint.....	per doz. 2.40
" " quart.....	per tin .40
" " 2 quarts.....	" .70
" " 4 quarts.....	" 1.30
Roll Mops, 4-quart tin.....	per tin 1.10
" 2-quart tin.....	" .70
" quart tin.....	" .40
Kruger's Roll and Brat Haring, oval tins, doz.....	per doz.

Russian Sardines.

Imported, Walkoff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....	"
Cut Spiced, 10-lb. pails.....	" 1.10
" 5-gal. keg.....	per keg 2.10
Russian, in glass jars.....	per doz.

Norway Anchovies.

Fancy, keg.....	per doz.
" 1/2 keg.....	"
" 1/4 keg.....	"
" 1/8 keg.....	per doz. 2.10
Original package.....	per 1/2 bbl
Repacked, 5-lb. pails.....	per pail
" 10-lb. pails.....	"
" 5-gal. kegs.....	per keg
" 1/2-lb. flat tins.....	per doz.
" 1/2-lb. tall tins.....	"
" 1-lb. tall tins.....	"

Salt Sardellen.

Original packages, 1902.....	per anker
Repacked, kegs, about 8 lbs.....	per keg 3.10
" pint jars.....	per doz. 5.10
" large tumblers.....	"
" small tumblers.....	"

Russian Caviar.

1-lb. tins.....	per doz. 22.10
1/2-lb. tins.....	" 11.10
1/4-lb. tins.....	" 6.10
1/8-lb. tins.....	" 3.10

German Dill Pickles—Regular S.

60-gal. casks, about 2000.....	per cask
50-gal. bbls., about 1200.....	per bbl. 9.10
15-gal. kegs, about 500.....	per 100
10-gal. kegs, about 300.....	"
5-gal. kegs, about 150.....	"
10-lb. pails, about 50.....	per pail

Imported Sour Crout.

Magdeburger, 60-65 gal cask.....	per cask
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Domestic Sourkrout—Long Cut

60-gal. casks.....	per cask
48-gal. bbls.....	per bbl. 6.10
10-gal. kegs.....	per keg 2.10

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EGGS.

	Per doz.
Large, candled and selected, 30 doz.	.34
Small, selected, 30 doz.	.32
1 Farm, 30 doz.	.37
1, packed in cartons, 30 doz.	.35

FANCY GROCERIES.

Staple Paste, 5-lb. cans, per lb.	.33
Vines, in oil, 6 ring bottle, per doz.	5.00
" 3 ring bottle, per doz.	3.25
Nonpareil, 1/2-gal. kegs, per doz.	1.25
" quart, glass, per doz.	7.50
" hotbed, 1/2 size, per doz.	2.25
" " 1/2 size, per doz.	2.00
" " 1/2 size, per doz.	1.20
Ginger, large pots, 6 to case, per case	4.25
" medium, 12 to case, per case	4.50
" small, 24 to case, per case	4.25
es in Maraschino, glass, 1 doz.	7.00
Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" 2 doz. 3-lb. per doz.	2.20
Powder, pints, per doz.	3.60
" 4 oz. per doz.	2.40
" 2 oz. per doz.	1.40
Peas, extra fins, per case	21.00
" fins, per case	1.00
" moyens, per case	1.00
nn's Irish Oatmeal—	
" cans, per doz.	3.00
" cans, per tin	.65
" cans, per tin	.65
ey & Palmer's Petit Beurre Biscuit, lb.	.24
" Dinner Biscuit, lb.	.33
" Breakfast Biscuit, lb.	.33
Packed 7 and 5 lbs. in a can.	
Pepper, ring, pints, per doz.	1.25
" 1/2 pints, per doz.	.60
stone jars, 4 doz.	1.75
lore Marquett Mushrooms—	
" choice, per case	25.00
ice, 100 tins, per case	30.00
el, 100 tins, per case	30.00
es, 1/2 doz. per tin	.25
" 1/2 doz. per tin	.40
" 1/2 doz. per tin	.75
" 1/2 doz. per tin	1.50
ps, pickled, small size, per doz.	2.50
" Dunbar's, 2 doz. per doz.	6.50
a Cordial, Bishop's, 1 doz.	3.75
lized Ginger, 1-lb. tins, per doz.	2.25
" 1/2-lb. tins, per doz.	4.50
Juice, Rose's, per doz.	2.25
" Rose Water, per doz.	2.25
" Peach Water, per doz.	5.25
Olives, per doz.	5.25
ranco-American Food Co.—	
ths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

MILLION CUBES AND LIQUIDS.

Bouillon Cubes—	
" tin, 100 cubes, per tin	1.70
" 50 cubes, per tin	.90
doz. tins, 12 cubes each, per tin	2.75
o Clam Bouillon—	
" z. bottles, 1 doz.	2.00
" z. bottles, 1 doz.	3.75
's Oxo Cubes—	
" s, 100 size, per doz.	.85
" s, 250 size, per doz.	2.00
" s, 100 cubes, per 100	1.65
ur's Beef, Clam and Chicken Cubes—	
" ll boxes, 12 cubes, 1 doz.	2.50
" llum boxes, 50 cubes, per tin	.90
" ge boxes, 100 cubes, per tin	1.70
ur's Concentrated Bouillon—	
" i, size 2, 1 doz.	3.50
" " 4, 1 doz.	6.75
" " 8, 1 doz.	13.00
" " 16, 1 doz.	25.00
ur's Tomato Bouillon—	
" les, size 4, 1 doz.	2.50
" " 12, 1 doz.	6.50
" " 5, per bottle	3.00
cy jugs, size 2, per jug	1.25

EXTRACT OF BEEF.

ur's Solid Extract of Beef—	Per doz.
" size 2, 1 doz.	4.45
" " 4, 1 doz.	8.20
" " 8, 1 doz.	15.90
" " 16, 1 doz.	29.75
ur's Fluid Beef Extract—	
" les, size 4, 1 doz.	5.00
" " 8, 1 doz.	9.00
" " 16, 1 doz.	17.00

FLOUR.

	Per bbl.
ota.	6.25
Midas	6.90
Medal	6.25
burne	6.25
pp	6.70
ury's Best	6.25
er Idem	5.70
of the West	5.60
am	5.50
Vell	6.25
er	6.00
seal	5.65
" White	6.60
er's Best	6.00
h Imperial	6.00

Prepared Flours.

la Prepared Doughnut, Cake, Ginger-	Per case
head and Tea Biscuit Flour—	1.44
z. 14-oz.	2.40
z. 28-oz.	(Either straight or assorted cases)

Self-Raising Flour.

er's Buckwheat, medium, 12s.	1.50
Flap Jack Flour, 18s.	1.42 1/2
Jerry Buckwheat, 36 2s.	2.75
Pancake, 36 2s.	2.60

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Presto, 18 pkgs.	1.55
Aunt Jemima Buckwheat, 18s.	1.45
" Pancake, 18s.	1.45

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags	.05 3/8
New York State Marrows, new, bags about	
1/2 bushel.	
Michigan Pea, new, bags about 1/2 bushel.	3.37 1/2
Red Kidney, fancy, new, grain bags about	
1/2 bushel.	3.80
Peas—	
Scotch, domestic, bags about 1/2 bushel.	2.75
Yellow, split, domestic, 1 bushel bags.	3.55
Lentils—	Per lb.
oooooooo, 100-lb. bags	
Less quantity	

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.	1.95
Lea's, yellow, granulated, 100 lbs.	2.15
" fine, 100 lbs.	2.10
Western, yellow, granulated, 100 lbs.	2.00
" table, 100 lbs.	1.95
Farina—	
Hecker's Cream, 18 pkgs.	1.50
Shaker Corn—	
Fancy, bbls.	
Less quantity	
Hominy—	
Lea's Grits, 24 2s.	1.80
Pearl, 100-lb. bags	2.30
Grits, 100-lb. bags	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case)	
Barley—	
No. 2, 100-lb. bags	3.00
No. 3, 100-lb. bags	3.00
Oatmeal—	
B, bbls.	5.75
B, 100 lbs.	3.00
Rolled Oats—	
Avena, 180 lbs.	5.50
" 90 lbs.	2.90
" 90 lbs.	2.63
Tapioca—	Per lb.
Dromedary, 36 pkgs.	2.50
Instantaneous, 50 1s.	4.00
Colburn's Hasty, 36 pkgs.	.85
Pearl, fancy, loose	.04 1/4
Flake	.06 1/4
Minute, 3 doz.	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large	2.25
" 18 pkgs., small	1.45
Egg-O-See 36 pkgs.	1.75
E-C Corn Flakes, 36 pkgs.	1.75
Mapl-Wheat Flakes, 24 15c. size	2.70
" 36 10c. size	2.80
Mapl-Corn Flakes, 36 pkgs.	2.80
Washington Crisps, 24 pkgs.	1.85
Washington Wheat Flakes, 24 pkgs.	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.	2.50
1 doz. large pkgs.	2.25
2 doz. small pkgs.	2.70
3 doz. large pkgs.	6.75
Instant Postum—	
2 doz. 4-oz. tins	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins	5.00
1 doz. 8-oz. tins	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.	2.70
Post Toasties—	
3 doz. popular size	2.70
Post Tavern Porridge—	
2 doz. 15c. size	2.80
3 doz. 10c. size	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size	1.75
3 doz. 10c. size	1.75
Shredded Whole Wheat, 36 pkgs.	
Cream Wheat, 36 pkgs.	4.50
Triscuit, 18 pkgs.	1.80
Wheatena, 36 pkgs.	4.50
National Oats, 18s, tubes.	1.45
Malted Breakfast Food, 36 2-lb. pkgs.	4.40
" 18 2-lb. pkgs.	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.	2.80
" Wheat Biscuits, 36 pkgs.	3.30
" 18 pkgs.	1.65
" Wheat Flakes, 24 pkgs.	1.80
" Bran Flakes, 1 doz. pkgs.	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.	2.90
" large, reg. asst., 20s.	4.55
" no china, 20s.	3.85
" tins, 36s.	4.05
Quaker Oatmeal, steel cut, 24s.	2.85
Old Fashion Scotch Brand Oatmeal, 24s.	2.85
Mother's Oats, regular, 36s.	2.90
" large, reg. asst., 20s.	4.55
" no china, 20s.	3.85
" aluminium asst., 20s.	4.65
Royal Seal, 36s.	4.65
Mother's Steel Cut Oat Meal, 24s.	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.	1.80
" family, 10s.	1.80
Quaker F. S. Hominy, pearl or gran., 24s.	1.80
" 10s.	1.80
Mother's Hominy, pearl or gran., 24s.	1.80
" Cornmeal, large, yellow, square,	
10s.	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.	2.70
Pettijohn's Breakfast Food, 18s.	2.15
Quaker F. S. Farina, 24s.	1.45
Saxon Wheat Food, 24s.	2.70
Mother's Wheat Hearts, 18s.	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.	1.90
Corn Puffs, 36s.	4.30
Puffed Rice, 36s.	4.30
" Wheat, 36s.	3.45
Mother's Corn Flakes	2.10

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Sundries—

Pettijohn's Bran Flour, 12s.	2.25
Quaker Breakfast Biscuit, 24s.	2.70
Apetit, 24s.	2.90
Quaker Whole Wheat Flour, 10s.	2.15
Schumacker XXX Graham, 10 10s-20 5s.	3.15
Scotch Brand Pearl Barley, 24s.	1.70
Holland Rusk—	
36 pkgs.	2.85
60 pkgs.	4.75
144 pkgs.	3.60
Freihof's Bread Crumbs, 1 lb.	.06
" Unsweetened Zwiebach.	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.	1.45
" small	.90
" large, gross.	17.25
" small, gross.	10.80
Plymouth Rock, pink or white.	1.17 1/2
Nelson's, large.	1.50
Bromangelon, assorted, 3 doz.	.87 1/2
Jellycon, assorted flavors, 2 doz.	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.	.95
Per gross.	11.25
5 gross lots, with 1/2 gross free	per gross 11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.	.45
Per gross.	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.	1.20
Per gross.	13.80
5 gross lots, with 1/2 gross free	per gross 13.50
Mother's, small, 1 doz.	.45
" large, 1 doz.	.85
Cooper's, 1 doz.	.88
Tryphosa	.88
Pudding, assorted, 2 doz.	1.60
Minute Gelatine, 3 doz.	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant: Wine	
Flavors: Port, Sherry, Madeira, per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.	.90
" 50 10-oz. pkgs.	1.75
" 100 10-oz. pkgs.	3.25
" 24 20-oz. pkgs.	1.75
" 48 20-oz. pkgs.	3.25
Brad's "I-X-L," 40 16-oz. pl gs.	2.25
White Rice, shelled, sacks about 150 lbs.	.03 1/2
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.	2.00
Santa Claus, 100 10-oz. pkgs.	2.75
" 50 10-oz. pkgs.	1.45
Yankee, 100 12-oz. pkgs.	3.00
" 50 12-oz. pkgs.	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.	.12
Short, 25 1s.	.12
Cubes or Elbows, 24 1s.	.12
Spaghetti, 25 1s.	.12
Vermicelli, 25 1s.	.12
Alphabet, 25 1s.	.12

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghetti a la Milanese, No. 1, 4 doz.	.90
" No. 2, 2 doz.	1.35
Freihof's—	Per lb.
Elbow Macaroni, 36 1s.	.10
Straight Macaroni, 36 1s.	.10
Pastels, 36 1s.	.10
Spaghetti, 36 1s.	.10
Elbow Spaghetti, 36 1s.	.10
All styles, 10c.	.07 1/2
Noodles, 1/2 lb., 24s.	.06
Fancy, long, 25 1s.	.07 1/4
Cubes or Elbows, 24 1s.	.07 1/4
Spaghetti, 25 1s.	.07 1/4
Vermicelli, 25 1s.	.07 1/4

Choicest Grades.

Macaroni, short, 25 1s.	.08 1/4
" 50 1/2-lb. pkgs.	.04 1/4
Cubes or Elbows, 24 1s.	.07 1/4
Spaghetti, 25 1s.	.07 1/4
Vermicelli, 25 1s.	.07 1/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200lb.	100lb.	50lb.	10lb.
Ex. Norway, No. 1	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5	550-650	20.00	10.60	5.50	1.25
Shore Bloaters	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2	225-250	24.00	12.60	6.50	1.45
Extra Irish, No. 2	300-350				
Medium Irish, No. 2	350-450				
Irish, No. 4	400-450				
Large Cape Shore	100-120	16.00	8.60	4.50	1.05
Med. Cape Shore	180-220	17.00	9.10	4.75	1.10

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Herring.

	200lb.	100lb.	50lb.	10lb.	8lb.
Herring, large No. 1.					
Lab. Splits	7.50	4.35			
Herring, large No. 2.					
Lab. Splits					
Shore, round, large					
" medium					
Ocean Whiting Fish	5.50	3.35		.50	.45
Salmon Trout, red.	18.00	9.60	5.60		
" white	16.00	8.60	4.50		
Shad, Mess.	14.00	7.60	4.00		

Shredded Cod.

	Per doz.
Beardsley—	
Dime cartons, 2 doz.	.90
Tins, Jewel, 2 doz.	.90
Large cartons, 2 doz.	2.00
Large tins, 2 doz.	2.25
Dime tumblers, 2 doz.	.90
Bulk, 15 lbs.	per lb. .18

Thredded Cod.

"Gilt Edge," 24 pkgs.	.80
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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Dos Palamos, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/4
Cherries—	
California, pitted, 25 lbs.	.16 1/4
Eastern, pitted, 25 lbs.	.16 1/4
Peaches—	
Jumbo, Yellow, 25 lbs.	.09 1/2
Fancy Muirs, 50 lbs.	.07
Choice Yellow, 50 lbs.	.06
Extra choice Muirs, 50 lbs.	.06 1/4
Extra fancy Muirs, 25 lbs.	.09
Pears—	
Del Monte, extra fancy, 25 lbs.	.15
" fancy, 25 lbs.	.15
Fancy California Bartlett, 25 lbs.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	.11 3/4

Foreign.

Citron, 10 lbs.	.16 3/4
Orange Peel, 10 lbs.	.12 1/2
Lemon Peel, 10 lbs.	.13 1/4
Currents—	
Valca, 40 pkgs.	.10 3/8
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose.	.08 1/2
Dates—	
Dromedary, 35 pkgs.	per case 2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 100. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11
" 6 crown, 14 lbs.	.11
California, 12 pkgs.	per box .11

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.11 1/4
50-60	.11 1/4
60-70	.11 1/4
California, 25-lb. boxes—	
40-50	.12 1/4
50-60	.10 1/4
60-70	.09 3/4
90-100	.08 1/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box 3.30
Clusters, Imported—	
Extra Desserts, 20 pkgs.	Per lb. 3.00
Connoisseur, 20 pkgs.	Per lb. .09 3/4
California Seedless—	
Thompson, 50 lbs.	.09 3/4
Sultana, fancy, 50 lbs.	.09 3/4
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08 1/4
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.09
Fancy Ondara Layers, 28 lbs.	.09
Seeded—	
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.07 1/2
Crystal, 40 pkgs.	.08
Sun-Maid, 36s.	.09
Seedless—	
Not-a-Seed, 36 pkgs.	.09 5/8
Valca, Thompson, 40 1s.	.09 1/2

COCOANUT.

Dromedary—	
48 1/4-lb. pkgs.	Per case 3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/8-lb. pkgs.	1.80
24 1/4-lb. pkgs.	1.75
12 1/2-lb. pkgs.	1.65
Dunham's—	
1/4-lb. pkgs., 15 lbs.	.29
1/4 and 1/2-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	
120 5c. pkgs.	Per case 4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz. .87 1/2
Milleman's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbett glass, 2 doz.	.45

INK.

Arnold's, black, 32.	per bottle .50
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid.	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32.	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors.	1.00

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LAMP WOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2				Per doz. .80
" No. 2, slim				.80
Rochester, No. 2				.80
" No. 2, 12 inch				1.25
Success, No. 1, 10 inch				.90
" No. 1, 12 inch				1.25
No. 0, Tubular Lantern Globes	5 doz.			2.75
Cold Blast	5 doz.			3.25
Jumbo Chimneys, plain	per doz. .75			.85
" dec., 207				1.00
Banner Burners	No. 0. No. 1. No. 2.			
	.40 .50 .70			
No charge for packages.				
Oil Cans—				Per doz.
1 gal., glass				2.40
1 gal., galvanized, Pearl				2.00
5 gal., Lennox, spout				6.00
5 gal., " spigot				6.75
5 gal., Columbia				8.00
5 gal., Banner				9.00
5 gal., Climax, pump				10.00
5 gal., Home Rule, pump				12.00
Lanterns—				
No. 0, Standard				4.00
No. 0, Dash				7.50
Cold Blast				7.50
Nu Style				8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	4.25
Blue Ribbon No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 3/4 cases.	

MINCE MEAT.

None Such—	Per case
1/4 gross	2.70
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs.	.09 1/2
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	2.70
" 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	
Veribest, Concentrated—	Per doz.
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb. .13 1/2
" 20 lbs.	.13
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins.	.08 1/2
National—	Per lb.
18-lb. canakins.	.07 3/4
30-lb. nails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	

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Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	
Packages not returnable.	

LIME.

Chloride, Acme, sifting, 25-lb. boxes	Per lb. .05 3/4
" " " 3-box lots	.05
" Banner, sifting, 25 1s.	.06 1/2

OILS.

Stove Gasoline	Per gal.
Headlight, 150 test	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/2-gal. tins, 5 gal.	10.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	20.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech-Nut—	Per doz.
Bottles, 24 oz.	10.50
" 16 oz.	7.75
" 4 oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins.	2.90
1/4 " 4 tins.	3.00
1/8 " 8 tins.	3.10
1/16 " 16 tins.	3.20
Re Umberto Oil—	
4-oz. bottles	per doz. 2.50
16-oz. bottles	" 7.00
1 gallon	3.00

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Loubon, large, 1 doz.	1.55
" small, 2 doz.	.45

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.0
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 1/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	Per doz. 2.30
Medium, 2 doz.	1.40
Small, 2 doz.	.90

NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb. .24 1/2
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, b'les, about 220 lbs.	.15 1/2
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13 1/4
" medium	.12 1/4
Mixed Table Nuts, 25 lbs.	.14 1/4

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Peanuts, Green—	
Jumbo	Per lb. 1
Fancy, hand picked	1
Virginia, choice	1
Peanuts, Roasted—	
Jumbo	Per lb. 1
Fancy, hand picked	1
Virginia, choice	1
B g Nickel	100 cartons 3

PICKLES.

Sweet—	
16-gal. keg, 2100s.	15
10-gal. keg, 1300s.	10
5-gal. pail, 650s.	5
16-gal. keg, 3600s.	18
10-gal. keg, 2200s.	12
5-gal. pail, 1100s.	6
16-gal. keg, 5000s.	20
10-gal. keg, 3000s.	13
5-gal. pail, 1500s.	7
16-gal. keg, 7500s.	22
10-gal. keg, 4500s.	15
5-gal. pail, 2250s.	7
Sweet Mixed—	
16-gal. keg	12
10-gal. keg	8
5-gal. pail	4
Sour and Dill—	
45-gal. bbl., 1800s.	17
32-gal. bbl., 1200s.	12
16-gal. k g, 600s.	6
45-gal. bbl., 2400s.	19
32-gal. bbl., 1600s.	13
16-gal. keg, 800s.	7
5-gal. pail, 250	2
45-gal. bbl., 3600s.	20
32-gal. bbl., 2400s.	14
16-gal. keg, 1200s.	7
5-gal. pail, 350s.	3
Chow-Chow—	
16-gal. keg	10
10-gal. keg	6
5-gal. pail	3
Sweet Pickle Relish—	
16-gal. keg	11
10-gal. keg	8
5-gal. pail	4

VINEGAR.

Pure Cider, 45 grain	
" 40 grain	
Distilled, 45 grain	
" 40 grain	
Fermented, 45 grain	
" 40 grain	
Beech-Nut, quarts	per doz.
" pints	"
" 1/2 pints	"
Cruikshank, distilled, white	per gal.

PROVISIONS.

Premium Brand Hams, 8-10 lbs.	
" " 10-12 lbs.	
" " 14-16 lbs.	
" Skinned Hams	
" Cooked Hams	
" Bacon	
" Dried Beef, insides	
" Beef, knuckles	
Empire Brand Hams, 10-12 lbs.	

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DRESSED MEATS.

ed Stock—	Per lb.
.....	.12 - .14 1/2
.....	.11 1/2 - .14
.....	.08 - .12
.....	.15 - .16
.....	.17 - .17
.....	.10 - .12
.....	.15 - .16
.....	.10 - .11
.....	.12 - .12
.....	.15 - .16
.....	.17 - .17
.....	.12 1/4

UTCHERS' SUNDRIES.

.....	each	-.80
.....	-.60
.....	-.75
.....	per pair	-.75
.....	per lb.	-.25
.....	-.30
.....	per doz.	1.25
.....	1.10
.....	per doz.	1.30
.....	per lb.	-.05
.....	16.00
.....	-.22
.....	-.19
.....	-.19

DRESSED POULTRY.

	Per lb.
young hens, 8 to 10 lbs.....	.24 -.27
young toms, 15 to 17 lbs.....	.25 -.28
and toms.....	.20 -.22
to good.....	.15 -.18
phia, fresh killed, 3 lbs. and to pair, fancy.....	.30 -.32
phia, fresh killed, 3½ to 4 lbs.	
.....	.30 -.32
phia, fresh killed, 3 to 3½ lbs.	
.....	.30 -.32
.....	.30 -.32
.....	.19 -.20
roasters, 4 to 5 lbs.....	.21 -.22
good.....	.17 -.18
.....	.13 -.14
Per doz.	
arge, fancy.....	4.00-4.50
.....	3.00-3.50
.....	1.75-2.00

LIVE POULTRY.

.....16 - .18
.....16 - .17
.....16 - .17
.....12 - .13
.....15 - .16
.....14 - .15

SERVES, JELLIES, JAMS AND MARMALADES.

	Per doz.
.....	.95
.....	1.00
.....	.80
.....	.87 1/4
.....	1.05
.....	Per lb.
.....	1.60
.....	.09 1/2
.....	.06 1/2
.....	3.00
.....	1.40
.....	.90
.....	1.90
.....	1.50
.....	Per doz., in glass
.....	Large Medium Individual
.....	3.25 2.00 1.10
.....	3.00 1.80 1.00
.....	3.00 1.80 1.00
.....	2.25 1.40 .80
.....	2.25 1.40 .80
.....	2.40 1.50 .80
.....	2.25 1.40 .80
.....	2.25 1.40 .80
.....	3.00 1.80 1.00
.....	3.00 1.80 1.00
.....	3.00 1.80 1.00
.....	2.25 1.40 .80
.....	1.50 .90
.....	2.25 .80
.....	1.80
.....	3.00 1.80 1.00
.....	3.25 2.00
.....	2.25 1.40 .80
.....	2.25 1.40 .80
.....	2.20 1.35 .80
.....	ars packed one dozen, medium two dozen
.....	individual three dozen per case.

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Fruit Butters—		Per doz.
Apple, Southwark,	30 lbs.....per pair	1.15
“	full 5-lb. slip cover tins,	
	1/2 doz.....per case	1.60
“ Schimmel's,	30-lb. pails.....per lb.	.06 3/4
“	3-lb. slip cover tins, 1	
	1 doz.....per doz.	2.60
“	2 1/2-lb. stone jars, cloth	
	top, 1/2 doz .per doz.	2.90
“	40-oz. stone crock, glass	
	top, 1/2 doz .per doz.	3.15
“ Mother Cook's, No. 14,	2 doz....doz.	.90
Peach, 30-lb. pails.....	per lb.	.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.85	1.95	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.85	1.95	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.75	1.95	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95
.....	5 per cent. discount in gross lots assorted.		
Alum.....	per lb.	.10	
Borax, powdered, bulk.....10	
.....	lump bulk.....	.07 1/2	
Butter Color, W. & R.....	per doz.	2.00	
Bluestone, bulk.....	per lb.	.12	
Copperas.....02 1/2	
Camphor, gum, 1-oz. blocks.....70	
.....	flakes, 250-lb. bbls.....	.18	
.....	less quantity.....	.19
.....	Tar Balls, 250-lb. bbls.....	.17	
.....	less quantity.....	.18
Castoria, Fletcher's.....	per doz.	2.80	
.....	Pitcher's.....	.80	
Carbonate of Ammonia.....	per lb.	.15	
Epsom Salts, bbls.....04 1/2	
Glauber Salts.....02 1/2	
Glue, ordinary.....11	
.....	white.....	.20	
Gum Arabic.....50	
Haarlem Oil.....	per doz.	.40	
Husband's Magnesia.....	2.90	
Jamaica Ginger, Hires', flasks.....90	
Licorice, P. & S., 5c. stick, imported.....36	
.....	M. & R., 5c. lb. boxes.....	.23	
.....	lozenges, 5-lb. boxes.....	.27
.....	4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24	
.....	root.....	.12	
Putty, 25-lb. cans.....	per 100 lbs.	1.57 1/2	
.....	50-lb. cans.....	1.47 1/2	
Petroleum Jelly, screw top, 5c. size.....	per doz.	.35	
.....75	
Paris Green, 100-lb. kegs.....	per lb.	.17	
.....	1/4-lb. pkgs., 50 lbs.....	.22 1/2	
.....	1/2-lb. pkgs., 50 lbs.....	.21 1/2	
.....	1-lb. pkgs., 50 lbs.....	.20	
Rosin.....04 1/2	
Roach Powder, BB, 4-oz. cans.....	per doz.	2.00	
.....80	
Roachsalt, 10c. size.....80	
Saltpetre, crystal, about 350-lb. bbls.....	per lb.	.20 1/4	
.....	granulated, about 100-lb. kegs.....	.20 1/2	
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.	2.50	
.....	100-lb. bags.....	.02 1/4	
.....	less quantity.....	.03	
Venetian Red.....02	
Whiting.....02	
Goff's.....	Per doz.	2.00	
.....	Cough Syrup, 25c. size.....	2.00	
.....	Herb Bitters, 25c. size.....	2.00	
.....	Oil Liniment, 25c. size.....	2.00	
.....	Kidney Pills, 50c. size.....	4.00	
.....	Worm Syrup, 25c. size.....	2.00	
.....	Herb Pills, 10c. size.....	.80	
Iron Glue, McCormick & Co.—		
.....	No. 5.....	.45	
.....	No. 10.....	.85	
.....	Tube V.....	.75	
McCormick & Co., Bee Brand—		
.....	Insect Powder, 25c. size.....	2.00	
.....85	
.....	BB, 10c. size.....	.80	
.....	Root Beer.....	.80	
.....	Talcum Powder.....	1.50	
.....	Triangular Quinine.....	1.75	
.....	Quinine Capsules.....	1.25	

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax.....03
Silver Sand.....	per bbl.	1.20
Tar, pts.....	per doz.
.....	qts.....
.....	gals.....	each.....
.....	1/2 bbls.....
.....	bbls.....
McCormick & Co.—	
.....	Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case 4.50
.....	U. S. Nerve and Bone Liniment, 25c. size.....	2.25
.....	McCord's Magic Medicine, 25c. size.....	2.00
.....	50c. size.....
.....	McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
.....	50c. size.....
.....	Reliable Brand Headache Powders, 10c. size.....	.80
Borax, 20-Mule Team—	
.....	48 1-lb. cartons.....	4.80
.....	72 10-oz. cartons.....	4.80
.....	96 1/4-lb. cartons.....	3.20

Extracts and Essences.

McCormick & Co. Bee Brand—	Per doz.
.....	Vanilla, No. 2 size.....	.90
.....	No. 4 size.....
.....	2.25

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Rose, No. 2 size.....	1.25
" No. 4 size.....	2.75
Pistachio, No. 2 size.....	.90
" No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....	No. 2 size .90

Sauer's Flavoring Extracts—

No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....	per gross 10.80
Nos. 2 and 4, assorted cases.....
F. F. V. Vanilla.....	Pts. Qts. 1/2 Gal. Gal.
XXX.....	2.00 3.75 7.25 14.00
XX.....	1.75 3.25 6.25 12.00
X.....	1.50 2.75 5.25 10.00
Lemon.....	1.00 2.00 4.00 8.00
Ginger, Clove, Pepper-mint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange, Nutmeg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple, Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....	Per doz.	1.50
Hansen's Junket Tablets, 3 or 1 1/2 doz.....80
Old Orchard, bbls.....	per gal.
.....	1/2 bbls., 28 gals.....	per 1/2 bbl.
.....	kegs, 14 gals.....	per keg.....

CIDER.

Old Orchard, bbls.....	per gal.
.....	1/2 bbls., 28 gals.....	per 1/2 bbl.
.....	kegs, 14 gals.....	per keg.....

CHEWING GUM.

Adams', counter jars, 100 sc. pkgs.....	2.75
.....	boxes, 20 pkgs.....
Gee Whiz, 100 pkgs.....	.60
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 sc. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut cases of 100 boxes.....	62.00

MINT TABLETS.

Certified Products Co.—	
Peppermint "Smiles," display cartons, 18 5c. pkgs.....	.50	
.....	half case, 6 cartons	2.85
.....	full case, 12 cartons	5.50

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2 1/2-lb. dustproof cartons.....	.06	
Hotel Astor, quick cooking, granulated, 1-lb. cartons.....	.06	
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2 1/2-lb. cartons, sterilized.....	.06 1/2	
Comet, natural brown, 1-lb. cartons, sterilized.....	.06 1/2	
Comet Cereal, 1-lb. cartons, sterilized.....	.06 1/2	
Sola Japan Unkoted.....	.06 1/2	
D. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons.....	.06 1/2	

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50	
.....	60 5-lb. bags.....	4.00
.....	22 14-lb. bags.....	3.75
.....	30 10-lb. bags.....	3.75
.....	115 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50	
.....	56-lb. bags.....	.65
.....	28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 lbs to the bbl., 10c. size bags list.....	3.00	
Pretzel, 280-lb. bbls.....	2.40	
.....	180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40	
.....	140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50	
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7 1/2 per cent. discount may be allowed.		

SALAD DRESSING.

Durkee's, large, 1 doz.....	Per case	4.25
.....	small, 2 doz. 1/2 pints.....	2.50
Schimmel's, small 2 doz.....	per doz.	.90
My Wife's, large, 1 doz pints.....	2.50
.....	small, 2 doz. 1/2 pints.....	1.50

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SAL SODA.

Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
.....	Crystal Brand, 24 2 1/2-lb. pkgs., per case	.80

SAUCES.

Lea & Perrins'—	Per doz.
.....	Worcestershire, medium.....	4.50
.....	small.....
.....	Worcester, Campbell's, No. 8, 2 doz.....	.90
.....	North of England, No. 8, 2 doz.....	.82 1/2

SODA—BI-CARB.

	Per lb.
Babbitt's, ¼s, 25 lbs05½
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
“ ½-lb. pkgs., 36 lbs..	.05½
“ ¼-lb. pkgs., 36 lbs.....	.06
“ ½ and ¼-lb. pkgs., 36 lbs ..	.05½
“ 1, ½ and ¼-lb. pkgs., 36 lbs.....	.05¼
Dwight's, 1-lb. pkgs., 36 lbs.....	.04¾
“ ½-lb pkgs., 36 lbs.....	.05⅓
“ ¼ and ½-lb pkgs., 36 lbs05⅞
“ 1, ½ and ¼ lbs. pkgs., 36 lbs.....	.05⅞
112-lb. kegs02½
Bi-Carb, bulk03

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars.	Lbs.	5 boxes.
Young's Pearl Borax Soap Chips.	40 16-oz.	3.20		
Acme, Lautz.	100	3.75		
Babbitt's White Floating.	100	3.85		
" Naphtha.	100	3.90		
" N. V. C.	60	3.40		
Best, B. T. Babbitt.	100 75	3.90		
Borax, Pearl, Young & Co.	40 40	2.80		
" Naphtha, Eavenson.	100 br.l.	4.00		
" Dreydoppel.	40 40	2.85		
" Novelty, Day & Frick.	40 40	2.90		
" Red Seal, Tom on.	100	4.00		
Big Master, Lautz.	100	3.90		
Circus, Lautz.	100	3.75		
Cream Borax, Lautz.	100	3.90		
Coal Oil Johnny.	100	3.85		
Fairy, Fairbank's.	100 5ct.	4.00		
Fels-Naphtha, Fels & Co.	100 10ct.	6.75		
Fels-Naphtha, Fels & Co.	100 75	4.00		
5-case lots.		3.95		
Grand Pa Wonder, Beaver Sp. Co.	50 large	3.25		
	50 small	1.95		
Gloss, Lautz.	100	3.75		
Ivory, P. & G.	100 10 oz.	7.00		
	100 6 oz.	4.00		
Lautz Naphtha, 10 cartons.	100	3.90		
" Master.	100	3.75		
Lenox, P. & G.	100	3.05		
Lotus, white, Lautz.	100 1dry.	5.20		
	100 5ct.	3.90		
Marseilles, Lautz.	100 5ct.	4.00		
" laundry size.	100	6.00		
Miller's, C. Miller & Co.	100	4.00		
Miners', Lautz.	100	3.05		
Mystic White Borax, Lautz.	100	4.00		
Mayer's, Elkinton.	100	4.00		
Noxal, Penna. Soap Co.	100 7 oz.	1.55		
New Process, Lautz.	25	3.80		
"	30	3.80		
Oak Leaf, Lautz.	100	3.05		
Octagon, Colgate & Co.	100 75	4.00		
Oleine, Oxide, P. & G.	72 60	3.05		
" Eavenson.	84 60	3.15		
" Penna., Miller.	60 50	1.95		
" Phila., Lautz.	60 60	3.15		
" Conway.	60 60	3.10		
" Kirk's.	84	2.75		
" Monarch, Miller.	60	2.10		
" C. & C., Globe Soap Co.	60 5ct.	2.40		
Ozone, Fairchild & Son.	100 75	4.00		
Polo, P. & G.	120	2.40		
Pound Bleacher, Day & Frick.	60	2.65		
P. & G. Naphtha.	100	3.90		
Railroad, Lautz.	120	2.50		
Star, P. & G.	80	3.20		
Sunlight, twin, Lever Bros. Co.	100 5ct.	4.00		
Sunny Monday, Fairbanks.	100	4.00		
Velvet, P. & G.	100	3.90		
White Flake, Kirk's.	100	3.75		
Swift & Co.—				
Arrow Borax, 100 bars.		3.85		
Classic White Laundry, 100 bars.		3.85		
Naphtha, 100 bars.		3.85		
Old Mill, 100 bars.		2.50		
Pride, 100 bars.		2.85		
Wool, 100 5c. bars.		3.85		
" 100 10c. bars.		6.50		
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.				
Wool Soap Flakes, boraxated, 50 10c. size.		3.75		
" 20 25c. size.		3.75		

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.	2.05
" 100 bars.	3.90
Cygnat, floating, Young & Co., 6 1/2 oz., 50 cakes.	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.	6.50
Castile Conti, white.	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box.	4.50
Fairy, 100 cakes.	4.00
" Fairbank's, 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes.	2.00
Hand Sapoline, 1/4 gross.	9.50
Lava.	3.85
" 100 cakes.	2.00
Marseilles, white, Lautz, 100 pkgs.	4.00
" 50 pkgs.	2.10
Miller's.	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes.	3.85
" Haskin's, 36s.	1.45
Sweetheart 50 cakes.	1.90
" 100 cakes.	3.80
Witch Hazel, 3 cakes.	3.50
Swift & Co.—	
Vulcan Pumice, 100s.	3.50
" 50s.	1.80
Raven Tar, 100s.	3.50
" 50s.	1.80
Queen Regent, 100s.	3.50
" 50s.	1.80
Witch Hazel, 100s.	3.50
" 50s.	1.80
Jergens' Violet Glycerine.	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.	Per case 3.60
Gold Dust.	4.30
" 100 5c.	3.85
Oak Leaf, Lautz, 24s.	3.75
" 100s, 5c. size.	3.75
Soapine, No. 3, 100 12-oz.	4.00
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, Lautz, 24s.	3.75
" 100s, 5c. size.	3.75
Snow Boy, Lautz, 60 5c. size.	2.40
" 48 10c. size.	3.75
" 100 5c. size.	3.75
" 24 family size.	3.75
" 20 laundry size, 6 teaspoons in each pkg.	4.00

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Lautz Naphtha Soap Powder.	60 pkgs.	2.40
" 100 pkgs.		3.75
Kirkline, Kirk's, 24 4s.		3.80
Grandma, 100s.		3.65
Polly Prim, Scouring, 60 10c.		4.20
Star Naphtha, 100 5s.		3.75
Miller's Powerine, 100s.		3.70
Swift & Co.—		
Pride Washing Powder, 24s, large size.	3.50	
" 100s, 5c. size.	3.60	
Sunbrite Cleanser, 60s.	2.25	
Fairbank's Scouring, 100 5c.	3.00	
Novelty Borax, 40 1-lb. pkgs.	2.40	
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90	
" 100 16-oz. pkgs.	3.75	
" 24 4-lb. pkgs.	3.75	
Tomson's Red Seal Soap Powder, 50 pkgs.	2.00	
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.	4.00	
Fels' Soap Powder, 100 pkgs.—	Per box	
Less than 5 boxes.	2.25	
5 boxes or more.	2.20	
10 "	2.15	
25 "	2.15	
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap		

Laundry Crystals.

Chase-O, 1/4 gross.	per gross 5.00
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MUSTARD—Prepared.

Stohrer's, 5c. tumblers, 4 doz.	Per doz .45
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—		
Black, White and Red Pepper, Mustard,		
Allspice, Cinnamon, Cloves, Nutmeg,		
Ginger, Sage, Thyme, Poultry Dressing.		
10c. tins, 4 doz.	.80	
McCormick & Co., Ground—	Per lb.	Per lb.
Allspice.	.10 3/4	.11
Cinnamon.	.13 1/2	.14
" Col. Cinnabar.	.18 1/2	.18 1/2
" Saigon.	.71	.71
Cloves.	.25	.26
Cream Tartar.	.40	.40
Ginger, African, Crystal.	.11 1/2	.12
" Cochin.	.14 1/2	.15
Mace.	.80	.80
Nutmegs, ground.	.24	.24
Pepper, Singapore.	.17	.17
" Butchers'.	.17	.17
" Red.	.19	.16
" White.	.25	.26
Tumeric.	.09 1/2	.10
Whole—	Per lb.	Per lb.
Allspice (Pimento), original bags.	.05	.05 1/2
" less quantity.	.05 1/2	.05 1/2
Cinnamon, Canton, fancy.	.11	.11
" Java, thin quill, about 5-lb. rolls.	.30	.30
" Saigon.	.55	.55
" Mandalay, stick, 48 5c. cartons.	.38	.38
Cloves, choicest Zanzibar, bags.	.17 1/2	.17 1/2
" less quantity.	.19 1/2	.19 1/2
Green Ginger Root.	.15	.15
Mace, choicest Penang.	.75	.75
Nutmegs, medium.	.80	.80
" large.	.81	.81
Pepper, black, original bags.	.14 1/2	.14 1/2
" less quantity.	.16 1/2	.16 1/2
Pickling—		
Mixed, 6 or 10-lb. boxes.	.14	.14
Mayflower, isinglass front, 10c., 2 doz.	.70	.70
" 5c., 4 doz.	.38	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.	.82 1/2	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .03 3/4
" 48 1s.	" .03 3/4
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 3/4
" 24 1-lb. pkgs.	" .05 3/4
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons.	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes.	.08 1/2
Duryea's, Superior, 3-lb. cartons.	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes.	.08 1/2
" Superior B, bulk, 40 lbs.	.03 3/4
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk.	.05 1/2
" 48 1-lb. pkgs.	.05 1/2
" 16 3-lb. cartons.	.05 1/2
" 6-lb. boxes.	.06 1/2
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

Enameline Paste, small, 1/4 gross.	Per gross 4.50
" large, 1/4 gross.	7.20
" Liquid, large, 1/4 gross.	7.50

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Mason's Challenge Paste, boxes, 1/4 gross.	5.00
Electric Paste, 1/4-gross boxes.	4.50
Rising Sun.	per gross 8.00
Sun Paste, 5c. size.	4.50
" 10c. size.	7.20
X-Ray Stove Polish—	
Small.	per gross 5.00
Large.	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size.	5.00
10c. size.	9.00

SUNDRIES.

Bird Food—		
Rosenstein, 24 lbs.	per lb. .07 1/2	
Weikel's, 24 pkgs.	per doz. .90	
Bird Gravel—		
Red, 36 pkgs.	per doz. 1.05	
Silver, 36 pkgs.	1.05	
Bath Brick, 25 bricks.	per box .77 1/2	
Toothpicks, Eureka, 100 boxes.	per case 1.80	
" Saginaw, 3 doz.	per doz. .35	
David's Liquid Glue.	" .90	
" Mucilage.	" .75	
" Cone General Mucilage, 2 oz.,		
1 doz.	" .30	
Le Page's Glue, bottle.	" .80	
" tube.	" .80	
Royal Glue, 3 doz.	" .80	
Steel Carpet Tacks—	Per doz.	
8 oz., 100 count.	.08 1/2	
10 oz., "	.10	
12 oz., "	.12	
Wooden keg, 1/2-gross case, assorted, 6, 8,		
10s.	per case .92 1/2	
Mattings Tacks—	Per doz.	
No. 11, blued.	.10	
No. 11, "	per gross .85	
Fly Paper—		
Sticky.	10 cartons 2.35	
Tanglefoot.	10 cartons 2.35	
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40	
Poison.	1 doz. sheets .20	
I-X-L Poison.	50 envelopes .60	
Wire Fly Swatters, leather bound.	per gross 3.60	
Wax, white and yellow.	per lb. .25	

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.	
Cotton, 50 feet.	.90	
" 60 feet.	1.10	
" 75 feet.	1.35	
" 90 feet.	1.50	
" 100 feet.	1.70	
Coils or spools, 1/4 inch.	per lb. .11 1/2	
Jute—	Per lb.	
Reels.	.08	
Tie Yarn—	Per lb.	
5-lb. balls.	.20	
Colored assortment.	.26	
Cones.	.20	

SYRUP AND MOLASSES.

All Molasses in 1/2 bbls. 3c. per gal. additional		
Porto Rico—		
Fancy, A. & Co.	.40	
Choice.	.28	
Special.	.22	
New Crop New Orleans—		
Apollo.	.45	
Bertha.	.39	
Corra.	.33	
River Front.	.36	
Mixed New Orleans—		
Fancy, No. 29.	.30	
Extra choice, No. 3.	.26	

Glucose.

Best, for confectionery.	per cwt. 2.65
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HONEY.

Selser's, small bottles, 2 doz.	Per doz .95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" small bottles, 2 doz.	1.40
" "	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.	
4 doz. in bbl.	.95	
1 doz. in case.	.95	
Lyle's, Imported, No. 2, cans, 2 doz.	2.40	
Banner, in jars, compound.	.90	
Family Corn and Cane—	Per case	
No. 2, 2 doz.	1.78	
No. 2 1/2, 2 doz.	2.32	
" "	Per case	
Karo, cane flavor, 24 2 lb.	1.90	
" 24 2 1/2 lb.	2.30	
" 12 5 lb.	2.25	
" 6 10 lb.	2.15	
" crystal white, 48 1 1/2 lb.	3.50	
" 24 2 1/2 lb.	1.80	
" 24 2 lb.	2.15	
" 24 2 1/2 lb.	2.55	
" 12 5 lb.	2.50	
" 6 10 lb.	2.40	
Lassies, 24 2 lb.	2.00	
Duff's—		
No. 2 1/2, screw cap, 2 doz.	1.90	
10c. size, 4 doz.	.94	
Nuorlyn—	Per doz.	
No. 2, 2 doz.	1.10	
No. 2 1/2, 2 doz.	1.62	
Perfection—	Per doz.	
No. 2, 2 doz.	.90	
No. 2 1/2, 2 doz.	1.25	
Stromeyer's—		
Penn Mar Table Syrup, 1s.	1.15	
" 2s.	1.90	
" cups.	1.25	
Turkey, No. 2, 2 doz.	per doz. .85	

Modern Merchant

AND

Grocery World

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

DL. LX.

PHILADELPHIA, November 8, 1915.

No. 19.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287 Keystone, Race 746
e Exchange.

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Copies10

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Listen to What One Hundred Women Said About Your Stores

They Answer a List of Nineteen Questions as to Free Delivery, Buying for Cash, Mail Order Buying, Soliciting Orders and so on. Most of the Hundred Did Not Alter Their Opinion of an Article's Quality When the Price was Cut.

Not long ago "System," the business magazine, sent a list of nineteen questions on matters connected with the purchase of every day supplies to a selected list of representative women—presidents of women's clubs. There were about 100 in all and something like 94 answered. "System" has kindly furnished this paper with copies of the questions and the answers and from these we publish the following summary. What nearly 100 women think about vital storekeeping matters is pretty sure to be what all women think:—

What method of sales solicitation appeals to you most as a customer—sales letters, personal calls, newspaper advertisements, samples, and so on? Why?

Nearly 13 per cent. of the women stated explicitly that they object to personal and telephone calls as part of an effort to sell them goods. However, 7.2 per cent. favored telephone and personal calls as methods of sales solicitation. It is worth noticing that the majority of those who expressed a preference for personal sales calls live in towns or villages.

By far the largest group of answers to this question expressed a preference for magazine and newspaper advertisements—57 per cent. The remainder of the answers favored samples (13.4 per cent.); demonstrations (1.8 per cent.); sales letters (6.9 per cent.); and show windows (1.2 per cent.).

What, if any, of the service which most merchants nowadays render—free delivery, rest rooms, credit accounts, and so on—do you think could be just as well discontinued?

Over 59 per cent. of these women feel that one or another of the services could be just as well abandoned. The remainder emphatically asserted that all the services now supplied are required, and one or two even suggested that additional services are needed.

The majority of those who thought that less service would be sufficient suggested that credit priv-

ileges be abandoned. Others suggested a restriction of the privilege of returning purchases, less generous free delivery schedules and more expenditures for rest rooms.

What percentage of his sales do you imagine, on a guess, a grocer in a city of about 100,000 pays out to deliver to you the goods you buy of him?

Would you be willing to order from your grocer between certain hours so that he could reduce his deliveries to a definite schedule?

Would you be willing to pay cash for your groceries if prices were thereby reduced 2 per cent.?

Would you be willing to pay cash for your groceries and carry home all but heavy purchases if prices were reduced 10 per cent.?

The replies to these questions indicate that the average housewife in this group is glad to co-operate with merchants in carrying out plans for schedules—and, therefore, less expensive—deliveries. A very pronounced willingness to pay cash, and to carry home light purchases was also shown—provided, of course, that suitable reductions in prices were made.

Ninety-six per cent. of these women said that they are willing to order goods according to a definite delivery schedule. About one per cent. remarked that they are already doing this.

The answers were not so overwhelmingly in favor of price reductions in return for cash purchases and the non-delivery of all but heavy goods. Still, over 76 per cent. were in favor of paying cash and receiving a reduction of 2 per cent., while over 74 per cent. expressed a willingness to carry home all but heavy purchases, and to pay cash besides, if prices were reduced 10 per cent.

Did you ever buy by mail?

Do you feel that goods purchased in large quantities, as they usually must be from mail-order houses (because of the sugar prices depending on quantity purchase) would be consumed with needless extravagance?

It is extremely suggestive to find that no less than nearly 48 per cent. of the answers reported purchases,

at one time or another, from mail-order houses, although about 2 per cent. mentioned that these dealings were very limited in extent. The answers gave support to the contention that bulk purchases result in rapid consumption—nearly 60 per cent. expressed this opinion. A number added that it holds particularly true when servants handle the purchases. About 5 per cent. stated that the character of the consumer is the deciding factor; the remainder held that bulk purchases do not speed up consumption to any marked extent.

Does it lower your estimation of a nationally known article to see it offered for sale at a cut price—say, an Ingersoll watch offered for 49 cents?

Over 61 per cent. of the replies stated that price-cutting has no effect on the estimation in which the brand is held, 34 per cent. took the opposite viewpoint, and 4½ per

cent. were undecided. Some of answers to this important question will be of interest—for example

Do you find that merchants give more care and attention to customers who have charge accounts and less to those who pay cash?

Over 62 per cent. of the answers stated that charge customers receive the most attention; about 31 per cent. took exactly the opposite stand; and approximately 7 per cent. did not reply definitely.

Dry Goods Distribution Increases

Marshall Field & Co. in their review of the dry goods trade say

Current wholesale distribution of dry goods shows a healthy increase over the corresponding period of a year ago, in spite of the weather, which has tended to strict demands upon the retailer.

Road sales for both immediate and spring delivery are running ahead of the past two years, and merchants continue to come to market in much larger numbers. Collections are well ahead of a year ago.

The Trade Believes This Scheme Is Bad Business

Plan is the Commercial Credit Co.'s to Popularize the Practice of Selling Jobbers' Accounts Against Retailers. National Credit Men's Association is Fighting it Because It Leads to Secret Shrinking of Apparent Assets.

The trade generally seem to be getting considerably aroused over the effort of the Commercial Credit Co. of Baltimore, Md., to popularize the practice on the part of wholesalers of selling their accounts against retailers in order to raise money. The practice is being fought by the National Credit Men's Association who will attempt to have laws passed forbidding it. They say it induces fraud. A wholesale grocer will apparently be doing an active business. One of the assets of such business is always the book accounts, and belief that there is such an asset has very probably affected the granting of credit to such jobber. As a matter of fact, the National Credit Men's Association argue, he may have sold his accounts to some such concern as the Commercial Credit Co. and spent the money. His assets in such a case would of course be much less than they seemed.

This is the scheme of the Commercial Credit Co. quoted from one of their letters:—

With spot cash you can buy "gains," increase your volume, reduce your overhead, save accounts and improve your credit prompt payment of your bills.

You can sell us all or part of your invoices or customers' notes without notice to and without knowledge of your customers, a total discount of only—

Our total charges on the net of accounts, including interest, change, postage and all other extra from date of our purchase paid, are only:—

½ per cent. if payments average 15 days.

1 per cent. if payments average 30 days.

1½ per cent. if payments average 45 days.

2 per cent. if payments average 60 days.

1-30 of 1 per cent. per day from date of our purchase until paid, plus a fee of \$5 per \$1,000 on the first \$100,000 sold within a year.

No commission. No interest. exchange. No extras.

How do these rates compare with the discounts you offer to your customers for cash in 10 to 30 days? Don't they pay our charge by taking the discount you offer them? If they discount our charge it is very small.

We will pay you about 80 per cent. spot cash on your invoice or customers' notes as your shipments are made—balance, as each invoice or note is paid by your customer. You collect our accounts for us.



Important Notice to the Wholesale and Retail Grocery Trade

¶ We announce **Goldenoyle**, the highest grade cooking and salad oil ever put on the market.

¶ We know what we are talking about, for we have refined and sold salad oils for over twenty-five years.

¶ So does Prof. L. B. Allyn, the famous food chemist of the Westfield, Mass., Board of Health, know what he is talking about. He analyzed **Goldenoyle** and not only gave it the very highest commendation, but orders it for his own household.

¶ Anything bearing the Westfield standard is half sold now-a-days. Every consumer knows about the Westfield Health Board, Dr. Allyn, and their influence on food purity.

¶ **Goldenoyle** is beautifully packed, and is a high-class article for fine trade. It pays everybody a satisfactory profit and ought to be a winner from the start.

¶ Have you noticed how tremendously the demand for vegetable oils as substitutes for lard and butter, has increased?

Packed 4 doz., 7-oz. bottles; 2 doz. small cans, 21 $\frac{3}{4}$ oz. each; and 1 doz. $\frac{1}{2}$ -gal. cans. On 3-case order we prepay the freight. Beautiful receipt book for retailers' customers.

A. C. Nowland Company

257-259 North Front Street

Philadelphia

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 6.—By Samuel C. Henry, President National Association of Retail Druggists, 501 South Sixty-first Street, Philadelphia, Pa.

Opponents of the Stevens bill have expressed two opinions: First, that retailers would not patronize manufacturers who maintained prices on their products, as this bill proposes; and second, that the public would not patronize the retailers who did patronize such manufacturers and maintain contractual relation.

In answer to this I will say that the principle of this bill is a matter of life and death to the small dealer, and is essential to the welfare and continued existence of the small town; it is the most vital question of the day to the small man in business. The Stevens bill is his bill; it is his baby. It is ridiculous to suggest that he does not favor it in the face of the fact that every large association of retailers in the country has indorsed it. Conditions such as it will restore are the only conditions that stand between independent retailers and annihilation by the great distributive monopoly that is now visibly building. To assume that retailers will not support such a law as this bill proposes is to assume that they will go on, open eyed, straight over a profitless road to inevitable failure.

The suggestion that the public will not pay a fair uniform price for standard goods indicates an attitude contrary to the public policy that has created and will maintain the Interstate Commerce Commission and the Federal Trade Commission, a policy of equality under the law; equality of opportunity and reward for initiative. Evidence has been submitted that clearly shows that predatory price cutting is a fraud upon the consumer. That this is appreciated by the intelligent public is proven by the words of the public press and the statements made in

hundreds of gatherings of organizations created for the heightening of national honor, especially national commercial honor.

There is only one merchandising element in this country that comes into direct, personal contact with the individual consumers, and that is the retailing element, especially the element consisting of proprietors of small stores who are salesmen in their own establishments. We know, better than any others, that intelligent consumers are rapidly awakening to the general fraud of sham bargains, that they do want to be able to get standard goods freely in an open market at a uniform price, and not be obliged to shop, to fight, to haggle, and in the end find that they are the victims of higher general costs of living than ever before. As for the ignorant and careless purchasers, who in reality constitute a large portion of the consuming public, legitimate retailers know by actual observation and experience that irregular prices on well-known articles deprive them of any means of estimating or measuring values. We believe that the bill is distinctly favorable to this class, that it will assure them dollar value for dollar spent.

For more than 25 years independent retailers of the United States in all lines of trade have been studying the question; it is the question of their existence; studying it from the consumer's point of view as well as their own; studying it from that point as none but the consumers and themselves can study it, and upon that study, that experience, such as no other class could have, they voice their approval of this bill; voice it through all their great national associations and hundreds of their State and

local organizations, and with this voice they express the firm conviction that unless legislation such as is proposed in the Stevens bill is speedily enacted the people of the United States will find themselves in the clutches of a great distributive monopoly made through a combination of mail-order houses, store chains and allied interests, and that monopoly will say to the American consumer: "You shall buy what I choose to sell you and pay whatever it may be my pleasure to ask you."

Beans Containing Culls Are Adulterated But Government Will Not Seize Them If They Have Been Picked.

Department of Agriculture Answers Inquiries as to Shipping Dried Beans Which Contain Some Bad Ones. If They Have Been Hand-picked Government Will Not Condemn for the Few Bad Beans That Remains.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

November 4, 1915.

The Department of Agriculture has been requested by many growers and shippers to define its position with respect to the application of the Federal Food and Drugs Act to the transportation in interstate commerce of dry pea or navy, medium and kidney beans. These requests have been prompted by the action of the Department in recommending seizures of "cull" beans in sacks and of beans in cans which were found upon examination to contain considerable percentages of beans which were wholly or in part filthy, decomposed or putrid.

Under the Federal Food and Drugs Act, beans are adulterated if they consist "in whole or in part of a filthy, decomposed or putrid animal or vegetable substance." "Cull" beans, in the opinion of the Depart-

ment, usually contain considerable percentages of beans which wholly or in part filthy or decomposed and are therefore adulterated. The shipment in interstate commerce of such beans for food purposes is prohibited by the act.

The Department is informed that dry pea or navy, medium and kidney beans intended for use as food for man are sent customarily by growers to elevators where beans are sorted by hand picking as to eliminate the beans which wholly or in part filthy, decomposed or putrid. It has been represented that in the process of hand picking nearly all moldy or musty beans are removed, but that it is not practicable to remove all beans which are slightly decomposed. The Department has not recommended seizure of dry and mature pea or navy, medium or kidney beans which have been hand picked in accordance with good commercial practice.

Ho

Ross Food Company File Answer to Shredded Wheat Biscuit Suit

The Ross Food Co., which was recently sued in New London, Conn., by the Shredded Wheat Co. for marketing shredded wheat biscuit which it alleged was an imitation of Shredded Wheat Biscuit, has filed a voluminous answer. Stripped of legal verbiage, the answer claims that the Shredded Wheat Co.'s patents have expired, and the Ross Food Co. therefore has the right to use the name that shredded wheat biscuits are separated from the cartons and do not reach the consumer without distinguishing marks, but are packed by the Shredded Wheat Co. either in cartons or envelopes, clearly distinguishing them from Ross biscuits; that the Ross Food Co. biscuits are admittedly like shredded wheat biscuits in appearance, but are prepared differently from shredded wheat biscuits and cannot be confused with them; that the advertising language which the Shredded Wheat Co. said the Ross Food Co. copied from the former's advertisement was simply a correct description of a biscuit, and anybody can use the

The Week's One-Time Ads.

Ever hear of Winter's Changeable Steel Signs? They have an ad. in this week. Look for it, will you? Much obliged. The scheme is probably the very thing you've been looking for for a long time. It's a splendid frame—they have seven kinds of frames—with little places where steel letters fit. You can set up any sign in no time and say anything in it that the police will let you say. Gives you a reg-

ular newspaper for your front window. Then there is something to it. They've had some crack writers write 52—one for each week—nifty little advertising signs that can be used in the sign. They give you these too. Besides, you can think of lots of other things to say. You ought to get on these sign outfits—it's the best thing of the kind I know anything about.

JIMMY MANDL

The New York Letter

Independent Retailers Declare for Stevens Bill. New York University Now Conducts Course in Retail Store Management. Rejection of New Constitution a Blow to Retailers.

Special Correspondence of "Modern Merchant and Grocery World."

New York, November 5, 1915.

The conference of independent retail merchants which, as reported in the last letter, was scheduled to be held at the Hotel Astor on Thursday night, adopted the following resolutions in favor of the Stevens bill. The conference was presided over by the American Fair Trade League and I am told that the resolutions were drawn by E. A. Pittier, secretary of that organization:—

Whereas, Certain interests, opposed to the Stevens Bill, are employing ingenious and plausible arguments which are misleading and designed to render the Stevens Bill unpopular with the retail trade; and

Whereas, These arguments are intentionally misleading, inasmuch as the Stevens Bill expressly provides for a fair and equitable disposal of unsalable merchandise, in that the dealer may sell goods at any price he chooses, provided he has first given the manufacturer an opportunity to take them off his hands, at what they cost; and

Whereas, Practically every organization of retail trade has gone on record as favoring the bill; therefore be it

Resolved, That the Conference of Independent Retailers of the Metropolitan District indorses the Stevens Bill, protests against the unfair methods to defeat it, and favors the reintroduction of the bill at the next Congress and pledges its influence and assistance in promoting its passage; further

Resolved, That we reaffirm our belief in the principles of price standardization, and indorse the Stevens Bill as being the only practical form of legislation, now visible, which promises the establishment of resale prices, preventing predatory price cutting, and offering guaranty of free and honest competition in all lines of trade; and

Resolved, That the secretary be instructed to send a copy of these resolutions to the President of the United States, to each member of the Federal Trade Commission, to every member of the United States Senate and House of Representatives, to the Governor and to every member of the State Legislature and to the press.

Considerable interest is taken in the fact that the New York University is now providing a special course in retail store management. It is said that the various courses are handled by men who have practical experience and that they are really very helpful. The

course of lectures includes the following subjects:—

The retailer's place in the distribution of goods.

Equipment and efficient store arrangement.

The organization of typical retail establishments.

Selecting and training the store's employees.

The store's policy as to service, quality, premiums, etc.

Buying, stock records and pricing.

Advertising, window displays and arrangement of merchandise.

Selling and methods of directing the sales force.

Delivery and credit problems.

Standards of efficiency for the retail store.

The wholesaler's co-operation with the retailer.

The rejection of the New York State Constitution was a decided blow to the retail trade of this city, for it would have abolished the recent Department of Markets which was recently created for the purpose of opening public markets at which producers could sell their goods direct to consumers. Not only this, but the new constitution would have made it impossible for the Legislature to have created such a department.

The Interstate Commerce Commission has dismissed the complaint of the New York Mercantile Exchange against various transportation companies. The Exchange contended, as did a number of its members who joined in the cause as individuals, that receivers of eggs should not be expected to accept damaged eggs in apparent good order when there was evidence on the outside of the cases that the eggs were actually in bad order. The receivers claim that the railroad companies would compel them to sign for obviously damaged eggs as "in apparent good order" and would hold this receipt up against them when they found that the eggs were not in good order and would bring suit for the damages. Receivers also complained of some of the rules and as to the making of claims, contending that they were unreasonable and arbitrary. The commission ruled that it had no power to alter any of these things

(Continued on page 14.)



The Law Of Average Works for YOU!

WITH millions of wise, everyday buyers now saving *S.H.* Green Stamps and **Hamilton** Coupons, the problem of increasing your sales is easily solved.

IF you are giving *S.H.* Stamps over your counter and have in stock the popular brands which carry a **Hamilton** Coupon in the package, you are giving the customer the two soundest reasons in the world for patronizing your store regularly.

YOU are giving the larger percentage of those who pass your door a **particular, personal reason** for bringing you their trade. You are offering an inducement which they thoroughly understand **puts money in their pocket.**

CLIP the coupon and analyze the power of the "*Sperry*" Service for yourself—our "Service Chart" will surprise you.

Clip and mail us the coupon

The Sperry & Hutchinson Co.

S.H. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

**BRANCHES
EVERYWHERE
IN THE
UNITED STATES**

**MAIL
THIS!**

Please send me a copy of "The Business Builder" and "The Sperry Map." This request incurs no obligation.

Name.....

Address.....

Address Dept. "H" Service

WITH THE EDITOR

Speaking of the many men who can very successfully show other people how to run their business, but fail completely when they attempt

**Do As I Say, Not
As I Do.**

to run a business for themselves, take the case of Seymour Eaton. I see the Philadelphia "Record" is advertising "One Hundred Lessons in Business," by Seymour Eaton, as a subscription premium. This reminds me that one of the most complete and colossal business failures which I ever knew was the failure of Seymour Eaton's Tabard Inn scheme. Almost everybody remembers that. It started with a sort of circulating library, which was subsequently enlarged to include the sale of high grade and very expensive specialties like coffee and olive oil. Eaton had even wilder ambitions than these—in many ways he expected to revolutionize business.

The whole scheme completely collapsed. It melted away more completely, considering its size and importance, than any scheme in my time. The bankruptcy court got it and though some people bought the brands and carried them along for a while, they also disappeared after a little.

Yet here is Eaton, writing "one hundred lessons in business" for other people to follow. I wonder whether his hundred rules are those he followed.

Frequently in the last few years I have discussed the value of arbitration as a means

**Arbitration Instead
of Law Suits.**

of settling business disputes. The opinion I have expressed is that if business men would cultivate the habit of submitting their controversies to three arbitrators in whom they had confidence, they would be saved a vast amount of expensive and annoying litigation, and in most cases justice would be done just as well.

In the November bulletin of the National Wholesale Grocers' Association is the report of eleven arbitrations held recently by the members of that organization. Reading them, to a lawyer, is exceedingly in-

teresting. Each one is material for a perfect law suit, yet the whole eleven were settled without even one law suit. And outside of the arbitrators' fees, there was no expense.

Here is the report of Arbitration No. 12, showing how effectively the plan compromises the difficulty:

Sept. 23, 1915. A Missouri jobber purchased from a California packer 300 cases No. 2½ Extra Standard Y. C. Peaches. They were rejected on arrival on the ground that the fruit was irregular and the syrup not up to the usual test for Extra Standards. The rejection was sustained and the arbitrators recommended that the buyers take the peaches with an allowance of 5 cents per dozen.

Any one who has seen a judge trying to decide whether a rejection of certain goods was justified, the goods being some, perhaps, that he never even heard of, will prefer the settlement of such technical questions by men who know the subject. The court really never decides such questions anyway—it takes the word of experts, who are partisan because they are hired by one party or the other. Personally, if I were a party, no matter which party I was, I should prefer having it decided by non-partisan experts.

A writer in "Printers' Ink" says some interesting things about the interior arrangement of retail grocery stores:—

The grocery business is a very old business; it is strange that the physical characteristics of grocery stores have not changed to any noticeable extent.

Nineteen grocery stores in 20 are just about what 19 stores in 20 were 40 years ago—as far as the arrangement of the floor space is concerned.

Take a case in point, a good-sized grocery in a town of 20,000. On either side of the door through which buyers enter, are windows. They may be plate-glass windows, but the chances are they are not. Down both sides of the store run long counters. On all counters, close to the entrance door, rest showcases in which are displayed a few boxes of candies, a few boxes of stogies, some tobacco, and a varied assortment of 5-cent toilet soaps. Back of the counters are shelves which groan under the weight of canned goods, baking powders, matches, laundry soap, cereals, etc.

Ten or 12 feet from the door is a stand in which the products of the National Biscuit Co.—or the Loose-Wiles Co.—are on exhibition.

Somewhere, either in the front or back of the store, is pretty sure to be a barrel or two of apples and a few bags of potatoes.

If you will stop to think of it, you will realize that this arrangement is far from ideal. Space is not utilized as it should be. The store seldom looks neat. Sales people take a great many unnecessary steps.

Perhaps all of this is true. Still, the merchant who can get people into his store and sell them merchandise at a profit can make his sales and his profits pretty nearly as well with this old inside arrangement as with some more modern plan. Perhaps it isn't quite as convenient to customers, or to himself, for that matter, or as sightly as some other arrangement would be, but it isn't a determining factor as between success and failure.

I am not disparaging modern methods of arranging a store interior. In fact, it has always been my idea that there is room for a new profession—that of interior

store architect, who would go in a store and show the proprietor how to rearrange it so as to be more attractive, more convenient, more compact, and more saving in shoe room. This could be done in nine stores out of ten. There are men who do this, but they confine their work to large stores.

In the last issue a brief Washington letter stated that several large Western coffee houses have complained to the Federal Trade Commission that some of the statements made in the advertising coffee substitutes were untrue and libelous as to coffee. They claim that this was unfair competition and asked that it be stopped.

Untrue statements in any advertising ought to be stopped, of course, whether they are about coffee substitutes or about coffee. I respectfully suggest, however, that while the coffee men are seeking to cure the tendency to exaggerate the evils of coffee, on the part of the substitute people, they go after those of their own number who are using the same argument before the public, and in a fraudulent way.

For instance, in a Government food law report just received, is the history of a case brought against a well known St. Louis coffee hotel which sold a soluble coffee under the following representation: "Our process of manufacturing soluble coffee, nearly all the caffeine and tannic acid is discarded, consequently taking out the sting and making it more wholesome and harmless for people who are distressed when drinking regular made coffee." There is no real difference between this and the argument of the substitute men.

The Government analyzed the coffee and found that "little or none of the caffeine or tannic acid had been discarded in the process of manufacture of said article, and said article was not rendered by any process of manufacture more wholesome and harmless for people who are distressed when drinking regular made coffee." In other

Worth Reading and Remembering

No. 1.

Department stores succeed because they keep a record of sales in each department and of each clerk. They know their profit or loss on each class of goods. They always give a receipt.

They have polite and attentive clerks. Have neat and clean stores. They keep their windows attractive.

But the department store lacks the personal touch of the owner with the customer.

This personal touch offsets the buying power of the department store. It enables the smaller merchant to give better service and charge whatever price is necessary.

it was a plain fake. The
ment prosecuted the manu-
er, who at once plead guilty
as fined.

re are several somewhat sim-
ases which the coffee men
go after.

Pennsylvania Organization Notes.

e will be a combination food
corn and agricultural exhibit at
lle on November 17th, 18th, 19th
th.

event will be under the manage-
f the Pottsville "Republican," to
applications for space should be

ounty Association of Retail Mer-
will be formed at Lawrenceville
ursday, November 11th. Tioga
has been without organization
his time. A preliminary meet-
s held last week at Blossburg.

Wood is the new secretary of
Butler Business Men's Associa-

Apollo Business Men's Associa-
s adopted the following:—

ereas, The manufacturers of
country are doing a great
nt of nation-wide advertising
e weekly and monthly papers

and magazines, and believing that
if part of this money was spent in
a local way it would be a much
greater benefit to the manufacturer,
the local dealer and the consumer;
therefore be it

Resolved, That we, the Business
Men's Association of Apollo, here
assembled, hereby make an appeal
to said manufacturers to do part of
their advertising in our local papers.

A county convention of merchants,
Boards of Trade, etc., is being planned
for Erie County on November 30th.
The meeting will be held at Erie under
the auspices of the Erie Commercial
Club.

Organizer Smedley, during the past
week, addressed the associations at
Minersville, St. Clair, Ashland and
Pottstown. Next week he will speak
at Indiana, Latrobe and Kittanning.

Scranton grocers are planning for a
rousing mass meeting.

Mr. Smedley organized the merchants
of Wellsboro on October 25th, with 41
members. This is only a start. The
association will eventually include every
business man in the town.

The meeting was held at the Country
Club and took the form of a dinner.
The representative business people of
the town were present. E. E. Bennett
presided, and the Organizer made the
chief address of the evening.

This is an association of great prom-
ise and a great work is before it. A

paid secretary will be employed and
headquarters established.

The Pennsylvania Plan is again in
operation and the rules governing the
same are as follows:—

LIST OF AWARDS AND RULES GOVERN- ING SAME.

Fifteen hundred dollars on pur-
chases of merchandise listed in the
Pennsylvania Plan from September
1, 1915, to July 31, 1916.

Awards will be made only on re-
ports of purchases made by retail
members of local associations, cer-
tified to by the local secretary or
other authorized official, on forms
provided for that purpose, and must
be in the hands of the Committee
on Pennsylvania Plan by noon on

the second day of the annual con-
vention, to be held at Bradford, Pa.

Associations to be eligible to com-
petition in any of the various
awards shall have paid their per
capita tax to the Retail Merchants'
Association of Pennsylvania up to
July 31, 1916. Awards will be made
by dividing the total purchases of
Pennsylvania Plan products by the
total number of grocer members of
that association, and on the unit
base thus formed.

First award\$300
Second award 200
Third award 100
Fourth award 100
Fifth award 100
Sixth to nineteenth awards, \$50
each.

Eight hundred dollars for mileage.
To be divided among association



Women Will Thank You

Chase-O is quite unlike any
other washing help made, and
can't be compared with any other.
With boiling water and a little
soap, it will actually do whole
washes—gets rid of all the hard
work. Women will thank you for
introducing them to it—your own
wife would. Sells for a nickel,
and sells again and again. Look
into it.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.

Healthy Customers Are the Best Customers

They are pretty regular in their habits—especially in their calls for food.

Grape-Nuts

keeps folks fit and in trim for work and sport because it pro-
vides complete nourishment.

Grape-Nuts advertising never ceases—works day and night—
bringing customers to your store.

Sale guaranteed—Profit good!

Grape-Nuts makes healthy customers—

"There's a Reason"



sending delegates to the convention, as follows: The total amount of direct mileage of the properly accredited delegates representing such associations as shall have qualified under the rules of the Pennsylvania Plan, into the \$800 dollars and awarding to each delegate a sum equal to as many times that unit as the delegate has traveled miles by the shortest route from his association office to Bradford, Pa. No officer of the State Association, whose expenses are otherwise provided for, will be allowed mileage from this fund.

Two hundred dollars for largest increase in membership, to be awarded as follows:—

First award	\$100
Second award	50
Third award	25
Fourth award	25

Awards will be made only to associations upon the basis of membership as registered with the State Secretary on September 1, 1915, and July 31, 1916, and who shall have filed a report of purchases of Pennsylvania Plan products.

E. J. GALLAN,
A. KAISER,
J. A. EDGAR,
E. W. HEFFNER,
WM. SMEDLEY,
Committee.

The manufacturers whose goods count in the awards are as follows:—

Franklin Sugar Refining Co., carton sugar.
Borden's Condensed Milk Co., condensed milk.
Joseph Tetley & Co., Inc., Tetley's tea.
Wm. Wrigley, Jr., & Co., spearmint and double mint gum.
Loose-Wiles Biscuit Co., Sunshine biscuits.
Diamond Match Co., Safe Home matches.
Corn Products Refining Co., Argo and Kingsford Starch, Karo and Mazola.
Woolson Spice Co., Golden Sun coffee and spices.
H. O. Wilbur & Sons, cocoa and chocolate.

Louisiana Anti-trading Stamp Law Upheld. Only One So Far.

The Supreme Court of Louisiana has just handed down a decision to the effect that the trading stamp law of that State, imposing a tax of \$5,000 on trading stamp companies, is constitutional. The opinion was rendered in the case of Charles A. Underwood, doing business as the Southern Mercantile Exchange, which came up on an appeal from the District Court, where Underwood had secured a favorable verdict. Underwood dealt in Hamilton coupons and was generally accepted as being the representative of the Sperry & Hutchinson interests in Louisiana, his concern being merely a subterfuge to evade the law, it having been proven that he did a regular trading stamp business. Underwood is enjoined from doing business in the State until he pays the \$5,000 fee, with interest at the rate of 2 per cent. per month from June 10, 1913, the date of the filing of the original suit. The decree stands as a judgment against the defendant and constitutes a first lien on any and all of the assets of the concern. The case will be appealed to the United States Supreme Court.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

November.

The American Magazine.

Cream of Wheat, one page.
Nabiscos, half page.
Ivory Soap, one page.

The Century Magazine.

Fairy Soap, one page.
Premium Bacon, one page.
Campbell's Soup, one page.
Ivory Soap, one page.
Libby's Holiday Desserts, one page.

Collier's Weekly.

Cream of Wheat, one page.
Campbell's Soups, half page.
Three-in-One Oil, quarter page.
Prince Albert Tobacco, one page.
Sterling Peppermint Gum, one page.
Nabisco, one page.
Bull Durham Tobacco, one page.
Van Camp's Pork and Beans, quarter page.
Grape Nuts, quarter page.
Quaker Oats, half page.
Three-in-One Oil, quarter page.
Puffed Wheat and Rice, half page.
Barrington Hall Coffee, quarter page.
Pettijohn's, five inches.
Campbell's Soups, half page.
Eagle Milk, eighth page.
Heinz Spaghetti, three-quarters page.

Designer.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Burnham & Morrill Fish Flakes, half page.
Puffed Wheat and Rice, half page.
Blue Label Ketchup, eighth page.
Stereo Cubes, eighth page.
Pompeian Olive Oil, one inch.
Liquid Veneer, eight inches.
Lea & Perrin's Sauce, four inches.
Three-in-One Oil, five inches.
Dromedary Dates, eighth page.
Pettijohn's Bran.
Diamond Dyes, eighth page.
Snider's Catsup, one page.

Delineator.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Bon Ami, quarter page.
Dromedary Dates, eighth page.
Burnham & Morrill Fish Flakes, half page.
Armour's Veribest Mince Meat, half page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Pompeian Olive Oil, one inch.
Stereo Cubes, eighth page.
Pettijohn's Bran, five inches.
Blue Label Ketchup, eighth page.

Three-in-One Oil, five inches.
Liquid Veneer, eight inches.
Lea & Perrin's Sauce, four inches.
Kitchen Bouquet, two inches.
Crystal Domino Sugar, quarter page.

Diamond Dyes, quarter page.
Snider's Catsup, one page.

Everybody's Magazine.

Ivory Soap, one page.
Grape Nuts, one page.
Horlick's Malted Milk, two inches.

Three-in-One Oil, quarter page.
Bon Ami, one page.

Harper's Monthly.

Shredded Wheat, one page.
Grape Nuts, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Postum, quarter page.

McClure's.

Campbell's Soups, half page.
Grape Nuts, quarter page.
Fairy Soap, one page.
Beech-Nut Tomato Catsup, eight inches.
White House Coffee, five inches.
Heinz Spaghetti, three-quarters page.
Butter Kist Popcorn, eight inches.
Cream of Wheat, one page.
Shredded Wheat, one page.

Ladies' Home Journal.

Crisco, one page.
Ivory Soap, one page.
Wool Soap, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Goblin Soap, quarter page.
Campbell's Soups, half page.
Old Dutch Cleanser, one page.
Underwood Deviled Ham, quarter page.
Burnett's Almond Extract, eighth page.
Heinz Spaghetti, three-quarters page.
Sun Maid Raisins, half page.
Stereo Cubes, eighth page.
Blue Label Ketchup, eighth page.
Puffed Wheat and Rice, half page.
Kellogg's Bran, four inches.
Burnham & Morrill Fish Flakes, half page.
Electro Silicon, four inches.
Parrot Polish, eighth page.
Dromedary Coconut, eighteen inches.
Airline Honey, eighth page.
Armour's Star Ham, half page.
Dromedary Golden Dates, four inches.
Pompeian Olive Oil, one inch.
Quaker Oats, half page.
Pettijohn's Bran, five inches.

Colburn's Poultry Seasoning, two inches.
Premium Bacon, quarter page.
Scot Tissue Towels, quarter page.
Three-in-One Oil, five inches.
Towle's Log Cabin Syrup, quarter page.
Sani-Flush, five inches.
Kellogg's Toasted Corn Flakes, one page.

Ladies' World.

Cream of Wheat, one page.
Bon Ami, quarter page.
Campbell's Soups.
Lowney's Cocoa, quarter page.
Grape Nuts, quarter page.
Puffed Wheat and Rice, half page.
Royal Baking Powder, half page.
Pompeian Olive Oil, one inch.
Diamond Dyes, quarter page.
Cresco Flour, two inches.
Dromedary Dates, quarter page.
Burnham & Morrill Fish Flakes, half page.
Old Dutch Cleanser, quarter page.
Stereo Cubes, eighth page.
Swansdown Cake Flour, two inches.
Fairy Soap, quarter page.
Teco Self Rising Flours, eighth page.
Rumford Baking Powder, eighth page.
Atmore Mince Meat, one inch.
Quaker Oats, half page.
Three-in-One Oil, two inches.
Sani-Flush, six inches.
Pettijohn's Bran, six inches.
Minute Tapioca, two inches.
Cox Gelatine, one inch.

McCall's Magazine.

Puffed Wheat and Rice, two-thirds page.
Eagle Brand Condensed Milk, third page.
Grape Nuts, third page.
Fels Naphtha Soap, third page.
Bon Ami, third page.
Arbuckle's Coffee, one page.
Dromedary Dates, third page.
Royal Baking Powder, two-thirds page.
Kitchen Bouquet, two and a half inches.
Quaker Oats, two-thirds page.
Diamond Dyes, third page.
Knox Gelatine, third page.
Pettijohn's Bran, sixth page.
Burnham & Morrill Fish Flakes, sixth page.
Crisco, half page.
Minute Tapioca, two inches.
Gold Dust, sixth page.
Pompeian Olive Oil, one inch.
Liquid Veneer, quarter page.
Old Dutch Cleanser, one page.

The Outlook.

Puffed Wheat and Rice, one page.
Royal Baking Powder, one page.
Quaker Oats, one page.
Bon Ami, one page.
Grape Nuts, one page.
Pettijohn's, quarter page.
Bull Durham Tobacco, one page.

Pictorial Review.

Cream of Wheat, one page.
Old Dutch Cleanser, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Grape Nuts, quarter page.
Shredded Wheat, quarter page.
Borden's Eagle Milk, quarter page.
Wool Soap, quarter page.
Armour's Grape Juice, half page.
Royal Baking Powder, half page.
Crisco, quarter page.
Burnham & Morrill Fish Flakes, quarter page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Blue Label Ketchup, eighth page.
Pompeian Olive Oil, one inch.
Three-in-One Oil, three inches.
Diamond Dyes, quarter page.
Liquid Veneer, eighth page.

Steero Cubes, eighth page.
Dromedary Dates, eighth page.
Pettijohn's Bran, six inches.
Sani Flush, six inches.
Bon Ami, one page.

St. Nicholas.

Fairy Soap, one page.
Campbell's Soups, one page.
Puffed Wheat and Rice, one page.
Maillard Chocolate, quarter page.
Beech-Nut Peanut Butter, quarter page.
Three-in-One Oil, quarter page.
Kellogg Toasted Corn Flakes, one page.
Quaker Oats, one page.
Ivory Soap, one page.
Libby's Products, one page.
Fairy Soap, one page.
Baker's Cocoa, one page.
Campbell's Soups, one page.
Nabisco, one page.
Dromedary Golden Dates, one page.
Beech-Nut Peanut Butter, quarter page.
Maillard Chocolates and Mint, three-quarters page.
Eagle Condensed Milk, quarter page.
Three-in-One Oil, quarter page.
Puffed Wheat and Rice, one page.
Kellogg's Corn Flakes, one page.
Ivory Soap, one page.
Old Dutch Cleanser, one page.
Crystal Domino Sugar, one page.

The Youth's Companion.

Crisco, quarter page.
Van Camp's Pork and Beans, quarter page.
Baker's Cocoa, four inches.
Three-in-One Oil, two inches.
Campbell's Soups, half page.
Crystal Domino Sugar, four inches.
Minute Tapioca, two inches.
Nabisco, quarter page.
Baker's Chocolate, one page.
Swift's Ham and Bacon, quarter page.
Pettijohn's Bran, six inches.
Three-in-One Oil, six inches.
Old Dutch Cleanser, one page.
Baker's Cocoa, four inches.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.

Saturday Evening Post.

Duke's Mixture, half page.
Quaker Oats, half page.
Beech-Nut Tomato Catsup, quarter page.
Dri-Foot, quarter page.
Lea & Perrin's Sauce, four inches.
Luxedo Tobacco, one page.
Velvet Tobacco, one page.
Sani Flush, eighth page.
Prince Albert Tobacco, one page.
Kellogg Toasted Corn Flakes, one page.
Ivory Soap, one page.
Campbell's Soups, half page.
Scott Tissue Towels, half page.
Goblin Soap.
Sterling Chewing Gum, four inches.
Pompeian Olive Oil, one inch.
Van Camp's Pork and Beans, quarter page.
Kat Cleanser, three inches.
Hawaiian Pineapple, one page.
Underwood Deviled Ham, quarter page.
Sunshine Biscuits, quarter page.
Dull Durham Tobacco, one page.
California Sun Maid Raisins, one page.
Three-in-One Oil, quarter page.
Puffed Wheat and Rice, half page.
Blue Label Ketchup, eighth page.
Burnham & Morrill Fish Flakes, four and a half inches.
Campbell's Soups, half page.
Towle's Log Cabin Syrup, one page.
Pettijohn's Bran, five inches.

Johnston's Chocolates, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Maillard's Chocolates, quarter page.
Sterling Cinnamon Gum, four inches.
Burnham & Morrill Fish Flakes, eight inches.
Heinz Spaghetti, three-quarters page.
California Sun-Maid Raisins, one page.
Towle's Log Cabin Syrup, one page.
Gold Medal Flour, one page.

The Woman's Magazine.

Crisco, one page.
Pear's Soap, quarter page.
Bon Ami, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Blue Label Ketchup, eighth page.
Grape Nuts, quarter page.
Diamond Dyes, quarter page.
Burnham & Morrill Fish Flakes, half page.
Quaker Oats, half page.
Puffed Wheat and Rice, half page.
Steero Cubes, eighth page.
Pettijohn's Bran, five inches.
Three-in-One Oil, five inches.
Lea & Perrin's Sauce, four inches.
Crystal Domino Sugar, quarter page.
Dromedary Dates, eighth page.
Liquid Veneer, eight inches.
Pompeian Olive Oil, one inch.
Snider's Catsup, one page.

Woman's Home Companion.

Ivory Soap, one page.
Old Dutch Cleanser, one page.
Bon Ami, quarter page.
Grape Nuts, quarter page.
Dromedary Dates, quarter page.
Borden's Eagle Brand, quarter page.
Heinz Spaghetti, three-quarters page.
Burnham & Morrill Fish Flakes, half page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Armour's Simon Pure Leaf Lard, half page.
Crystal Domino Sugar, quarter page.
Crisco, quarter page.
Steero Cubes, eighth page.
Pompeian Olive Oil, one inch.
Knox Gelatine, quarter page.
Colburn's Mustard, two inches.
Fairy Soap, one page.
Burnett's Vanilla, eighth page.
Pettijohn's Bran, five inches.
Three-in-One Oil, five inches.
Beech-Nut Tomato Catsup, quarter page.
Minute Tapioca, two inches.
Sani Flush, five inches.
Liquid Veneer, eight inches.
Lea & Perrin's Sauce, four inches.
Blue Label Ketchup, eighth page.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

SUN-MAID RAISINS

The Nationally Advertised Brand
California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson St., New York

Trouble in the Rennet Bottle

Unless a man knows how to make **Rennet**, every bottle he turns out stores up a world of trouble for the retail grocer.

Nothing is more delicate than Rennet, nothing harder to make or to keep.

James T. Shinn's Liquid Rennet, to begin with, is as clean as we would want Rennet to be. It is so clean that we guarantee it against spoilage. And it is probably the quickest Rennet made — it will coagulate milk in five minutes.

Surely a grocer should be willing to handle such a superfine article on a small profit — but **Shinn's Rennet** pays 100%.

Why stand ye here idle when you could be selling this great good thing?

Shinn & Kirk

1400 Spruce St., Phila

Show Our Samples to Anybody

If you say you can't buy **Tea and Coffee** by mail of us because you don't know much about them and have to depend on the salesman, we ask you why you can't depend on us. We believe we can show that we are worthy of your confidence.

But if you aren't convinced of that, we will permit you to show any sample of ours to whoever you like. Let them tell you what they think it's worth.

We know we can save you money, because it isn't debatable that you can sell by mail cheaper than you can sell through salesmen.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

Why Imperator Will Outsell

There may be other head rice about as fancy as **Imperator**, but it's apt to be coated with talc and glucose, while **Imperator** is uncoated. Take this as almost a guarantee:—that you will sell more **Imperator** rice than you will sell of any other brand, first because it's natural, second because it's exceedingly high grade.

Imperator and its idea make fine window display material.

D. S. & H. CRAIG, Inc. :: Philadelphia, Pa.



A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWMILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Printers of Trading Stamps.

Manheim, Pa., October 26, 1915.
To the Editor.

Dear Sir:—Could you tell me of two or three good reliable printers of trading stamps?

Yours truly,
H. D. LEMAN & Co.

Eureka Specialty Printing Co.,
Scranton, Pa. Also write "Engravers," 5 Irving street, Albany, N. Y.

A Detective Concern.

Bordentown, N. J., Oct. 26, 1915.
To the Editor.

Dear Sir:—Have you information relative to the reliability of the parties named on the card for collecting accounts?

Yours respectfully,
H. G. WRIGHT.

Beardslee & Gray, "detectives, accountants and adjusters," 267 S. Hirst street, Philadelphia, Pa., are not listed in telephone directory, Bradstreet's or the business directory. We have not been able to learn anything about them and advise doing no business.

From the American Fair Trade League.

New York, Nov., 3, 1915.
To the Editor.

Dear Sir:—My attention has been called to an article appearing in your issue of the 25th inst. under the caption, "The Association Says After Investigation, That Retailers Do Not Favor Stevens Bill." I trust that in fairness to both sides you will be willing to give the following reply as much prominence as you did the article to which it is an answer.

Mr. Pinkham's statements are:—

"Such a law would prohibit low retail price opportunities to the consumer who wishes to economize. It would, for example, prevent important seasonal reductions in prices upon which most housewives depend—especially those of limited means."

Nothing of the sort. Price cutters of standard articles necessarily reimburse themselves by overcharging on unbranded and un-

known wares and families who patronize them are victimized; merchants, to exist, must maintain an adequate average of profit.

"It would give the manufacturer the right to name the retailer's purchasing price and his selling price, thereby controlling his profits. Thus the manufacturer could arbitrarily raise his price to the merchants while keeping the retail price at a fixed figure, or even reduce the latter, thereby curtailing the profits of the merchant. It is contrary to the understanding which has always existed that a person who purchases an article outright has a right to do with it as he deems best, and, in the case of the retailer, to resell it at any price to the mutual advantage of himself and his customer. It does not take into consideration the different conditions under which an article might be resold."

Absolutely contradicted by the trade fact that on no price maintained standard product has the price been raised; on the contrary, on all such goods the manufacturer is giving to-day more and more for the money as competition among manufacturer in quality increases. For instances, a package of Kellogg's Toasted Corn Flakes is one-half larger and one-third less in price than it was ten years ago—the Ingersoll watches have greatly improved and have been reduced in size and thickness nearly one-half during the same period. This same increase in quality, per \$1 of cost, under the standard price system, is convincingly shown in the automobile industry, in which all products are marketed under the maintained price systems and in which, nevertheless, prices are constantly falling and qualities constantly rising.

Yours faithfully,
EDMUND A. WHITTIER,
Secretary American Fair Trade League.

More Information as to the Brite-Mawrin Co-operative Buying Enterprise.

St. Paul, Minn., Oct. 26, 1915.
To the Editor.

Dear Sir:—Replying to yours of recent date in which you ask relative to the Twin City Wholesale

Grocery Co. of St. Paul, would say that according to our understanding of the matter, this is one of a chain of some thirteen similar stores throughout the United States.

We really know very little about this proposition aside from the fact that they are apparently doing a rather good business and that they number among their officers some of the representative grocers and general merchants of the Northwest as well as a few in the Twin Cities.

We understand that at their annual meeting held recently the officers and members expressed themselves as being well satisfied with the volume of business done during the first year of their existence.

Yours truly,
COMMERCIAL BULLETIN Co.,
H. S. McIntyre, Editor.

Government Will Go After "Adulterated" Oranges and Grape Fruit.

Gives Warning That Fruit Which Has Been Artificially Colored, so as to Appear Ripe, by Exposure in a Warm Room, will be Considered Illegal.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

November 5, 1915.

The Department of Agriculture has been requested by growers and shippers to define its position with respect to the application of the Federal Food and Drugs Act to the transportation in interstate commerce of immature oranges and immature grapefruit. These requests have been accompanied by requests for modification of the tests announced by the Department for determining whether oranges and grapefruit are immature.

Oranges and grapefruit in common with other articles of food, in the opinion of the Department, are adulterated "if they are mixed, coated, colored, powdered or stained in a manner whereby damage or inferiority is concealed." The only announcement of the Department affecting the shipment of immature citrus fruits with which growers and shippers are at present concerned is that given in Food Inspection Decision 133. In that decision the view was stated that green, immature oranges which have been artificially colored by holding in a warm, moist atmosphere for a short period of time after removal from the tree are colored in a manner whereby inferiority is concealed and are therefore adulterated. In the opinion of the Department, grapefruit which have

been similarly treated also are adulterated. The Federal Food and Drugs Act prohibits the shipment in interstate commerce of such oranges and grapefruit.

The Department therefore gives warning that the transportation at sale in interstate commerce of oranges or grapefruit which have been artificially colored by sweating or otherwise so as to conceal damage or inferiority will be regarded as in violation of the Federal Food and Drugs Act and proceeding under that act will be instituted in all cases where sufficient evidence obtained to justify such action.

HOLT.

AMONG THE TRADE.

On Monday creditors filed a petition to have Edgar T. Hill and Horace M. Thomas, individually and trading as Edgar T. Hill & Co. of this city, adjudged involuntary bankrupts. The petitioners and their claims are: Pottash Bros. \$603.19; Harry C. Taylor & Co. \$134.22; Scarborough & Rowland \$122.11. Hill & Co. are wholesale oyster dealers at Front and Dock streets.

Isadore Levin, of S. H. Levin Sons, wholesale fish dealer, dropped dead in the street last Saturday.

THE NEW YORK LETTER (Continued from page 9)

but that the receivers could ahead and enter suit against railroads if they had a case.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged. Ceylon situation firm on account of continued rejections. Reports from China that the Chinese are mixing willow leaves with tea in order to increase the volume.—Coffee somewhat higher on better demand and on account of low European purchases of low grades. Rio 7s and Santos 4s are 10 slightly higher for the week. Mocha firm. Many varieties scarce. Sugar firm and unchanged on basis of 5.35 for granulated around 4½ cents for raws.—Tomatoes unchanged but firm on strong statistical position. On canned goods unchanged, but are slightly firmer. Corn quite on short pack.—Salmon unchanged; moderately active. Stocks short and situation firm.

stic key sardines scarce, firm and
her.—Future prunes strong but
changed for the week. Spot
nes easing off on account of ad-
onal receipts. California raisins
a. Currants very scarce and
ong.—Nuts are reported to be in
derate supply only; the outlook
ong.—Wheat firm on account of
d export demand.—Flour about
changed, although spot situation
firm on account of light spot
ply.

A Big Success.

he new all-metal McCaskey Safe
ister introduced last December has
its way rapidly from coast to coast,
large sales are reported from all
rters.
his Safe Register is the latest prod-
of the McCaskey System. Nearly
merchants are familiar with this sys-
in its one-writing simplicity, ac-
cy and speed, as housed in the
some quartered oak cabinets in use
thousands of merchants—and the
Register does not change the sys-
idea at all, but furnishes a new

housing, a container which removes the
anxiety from fire ever present in the
minds of storekeepers, not only for
their stock of goods, which can be in-
sured, but more particularly for their
accounts receivable, which cannot be
insured.

While it is true that the metal leaves
from the oak McCaskey Cabinets can
be removed and placed in the safe at
night, it is equally true that a pro-
portion of both employers and em-
ployees *forget* to do this. And it is
therefore infinitely safer to have these
records in a fire-resisting cabinet.

The years of costly development
spent by experts in the development of
the McCaskey Safe Register would
make a long story. Briefly, it is of
cold drawn steel, not a single joint—
except where necessarily top and bot-
tom meet. The walls are double, filled
with a secret insulating composition,
not asbestos, which has stood the most
severe fire tests to which it could be
subjected. These walls are only one
inch thick and the cabinets therefore
rest easily on the merchant's counter
and can be shifted to suit changing con-
ditions in the store equipment.

It is rather trite to say this Register
"fills a long-felt want," but such is the
truth, and the big plant of the Mc-
Caskey Register Co. is being taxed to
supply the trade with its new Safe
Register.—Advt.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Selling Cider.—Don't expect to build
big trade on sweet cider unless you
a high-class article.

ou can't get uniform quality by buy-
indiscriminately from farmers. A
gar firm is the place to buy, because
a firm has proper facilities for
ing out good goods.

he proper treatment of barrels be-
the juice is put into them is of
importance.

ashing out the old barrel doesn't
ys cleanse it. The manufacturer
ws this.

ap your barrel of apple juice right
e store and sell it from a prominent

. Don't have any goblets around
p a little wine glass handy for the
on who wishes to have a taste.

ree sweet cider sampling is good
ness.

ee drinking of it isn't.

ou see the point, of course.

ean glass gallon jars are the thing
se. These have largely taken the
e of the old stone jug.

on't talk half-gallon or quarts or
es. Always give the gallon price,

never fail to charge for your jar,
matter who the customer may be,

rming her or him that the usual
nd will be made on the return of

ve your cider a name—not a fancy
e and not a name hard to remem-
something like "Rusty Leaf," or

"Cedar Hill" or "Brown Vale." A
narrow yellow and black label posted on
the jar giving this name would naturally
help make your cider popular.

A sweet cider ad. will be mailed to
the "Grocery World and General Mer-
chant" this week and if the advertising
manager considers it worthy his page,
it may be reproduced there.

If you find it of any assistance to
you, and you can consistently apply it,
go ahead.

But cider is only one thing. Think
of the splendid opportunities we men
have of pushing things—two, three, six
at a time. Each season, each week, you
might say, brings goods which must be
talked and must be shown and made at-
tractive looking.

Take California figs, for instance—
a dozen 10-cent packages in a box. Put
25 of these boxes in your window with
a big 10-cent sign and see how they
move. We are writing from actual ex-
perience.

Coming back to cider. Did you say,
"The boss objects to having a common
barrel of anything displayed in the
store"?

Well, not if he's the kind of a boss
I work for, and the kind most of us
work for, because there is nothing that
comes in a barrel that we know any-
thing about, outside the booze stuff, that
pays a better profit.

This Solves Your Window Sign Difficulties



YOU don't want porcelain
letters glued on your
windows and possibly
there isn't anybody in your
store who can do good card-
board lettering. Therefore
you have lost the business
that comes from snappy
signs, often changed.

Our Metal Changeable
Signs are precisely what you
need. You can make any
sign you want in a few min-
utes and change it to another
just as easily. We give with
it fifty-two catch phrases,
written by one of the great-
est ad. writers in the United
States.

Letters made of steel,
frame of oxidized copper,
bronze, circassian walnut,
white porcelain enamel, ma-
hogany, brass or silver.
Indestructible throughout.
Two sizes—250 steel letters
in small size, 660 letters in
large size. Write for pamphlet.

**H. E. Winters
Specialty Co.
Davenport, Iowa**

Everybody Knows Them



KNIGHT'S FLAVORING
EXTRACTS have been
pleasing epicures throughout
the United States for fifty-nine
years. The name Knight on
an extract package is a stamp
of excellence. Thousands of
families can be induced to use
nothing else. Most grocers
sell them; if you don't, do so
now and you will find that the
goods not only sell themselves,
but that your extract trade
will increase. You cannot
make a better profit on any
first-class brand.

**KNIGHT
Cooking Extract Co.**

No. 211 Arch Street

PHILADELPHIA, PA.

These Manufacturers Will Graciously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" has always directed the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests have been held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes mammoth cartons, twelve-package containers for window and shelf trims, small signs for inside display, recipe booklets for distribution and lantern slides with dealer's name for picture show advertising. Will also mail samples to selected list of customers.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads, stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and

cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naphtha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs,

metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large Jummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveteen inside display cards and transparent signs for window or door.

(Continued on page 18.)

The Grocery Markets

Tea.

The tea market has shown no regular change during the week, although low grade green teas are somewhat firmer. The consumptive demand for tea is good considering the season.

Coffee.

The coffee market is firm. There is buying considerable Brazilian coffees, and that has advanced No. 7s almost a half cent per lb. Santos coffee is also a substantial fraction higher on this account and also because of better domestic demand. There is not so much low grade coffee about. The market is also strengthened on account of heavy European demand. The price of Caracas is almost off the market and prices average from 1 to 2 cents above the point ruling some time ago. Java and Mocha are unchanged and quiet.

Sugar.

The sugar market shows no change for the week. All refiners are still quoting granulated at 5.35. Raw sugar, under the pinch of scarcity, has sold at high as 4.59. Although the market is somewhat firmer than that now. The consumptive demand for refined sugar is firm, refined advanced to 5.50. The market is firm at 4.51.

Syrup and Molasses.

Corn syrup remains unchanged for the week. Compound syrup in fair demand at ruling quotations. Sugar is unchanged and firm. Molasses is quiet at ruling quotations.

Fish.

The mackerel situation is not very good, speaking particularly of the Norway mackerel. Spot stock is of course lower than it was a week ago as it has had no accessions. The market shows no change and is firm and high. The situation for Norway mackerel shows no recession in price. The catch in shore mackerel has been very good for the last two weeks. The market is so bare, however, that prices have advanced rather than declined. Cod, hake andaddock are in fair demand at firm prices. Salmon

shows no change; demand quiet. Domestic sardines continue much unsettled on account of light supplies. Prices firm. In domestic sardines the carton and higher grade goods are ruling relatively higher than usual in comparison with the ordinary grades.

Canned Goods.

Tomatoes show no change, although the statistical position is very firm, as published last week. The demand is fair and predictions of very much higher prices within the next few months are freely made. If there is any demand for tomatoes at all, it is difficult to see how the market can stay where it is. Corn is steady to firm, as the supply is undoubtedly smaller than it ought to be. Peas continue somewhat heavy and quiet. Apples unchanged and dull. California canned goods show no change either in primary or secondary markets. The market is rather heavy. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes are a shade higher on the coast, although they show no radical advance. In the East, although shipments are coming in, prices have not yet receded. They will, however, as soon as supplies become substantially better. The raisin combination has advanced bulk seeded raisins $\frac{1}{4}$ cent, but there is no other change. The demand for raisins is good. Currants continue very scarce and very high. Peaches and apricots are unchanged.

Butter.

There is a good active consumptive demand for butter and the receipts are lighter than they were a week ago. The market is very firm at an advance of 1 cent per pound. The quality of the butter arriving is averaging good for the season and the entire situation is healthy on the present basis. The trade looks for higher prices in the near future, both on solid packed and prints, Pennsylvania and Western butter.

Eggs.

The egg market is firm at 2 cents advance. There is a good consump-

tive demand and extremely light receipts of new laid eggs. The demand for storage eggs is fair and the market is firm but unchanged.

Cheese.

There is a normal consumptive demand for cheese and as the neighboring markets have advanced $\frac{1}{2}$

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair dealing, of honest manufacturing, an unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.



Registered,
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This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

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Editor "Modern Merchant and Grocery World"

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IT SELLS BETTER
the second time. That
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SEATTLE, WASH.



THE RACK
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Is SHIPPED ON APPROVAL.
They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

927 Arch Street

PHILADELPHIA

cent on good grades, the local trade is expecting the same. Stocks of cheese are normal for the season and the consumptive demand is good.

Beans and Peas.

The market for pea beans is easing off on account of better supplies. The market in Michigan in a large way f. o. b. is \$3.45, which is a substantial drop from the highest point. On spot the quotation is \$3.75, which is also a drop from the highest point. Marrows are still ruling on spot at \$5 per bushel in a large way, but can be bought to come forward at about 10 cents less. California limas are unchanged and dull. Green and Scotch peas have both receded about 10 or 15 cents a bushel on account of larger supplies.

Provisions.

Smoked meats are all steady and unchanged in price with a normal consumptive demand. Pure lard is steady at a decline of a quarter cent. So is compound. The declines were due to the fact that prices have been held too high and the trade did not respond. Stocks are now ample and no further change of any moment is looked for in the near future. Dried beef, canned meats and barreled pork are all unchanged.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The feature this week in the market here was the publication by the Tri-State Canners' Association of the statistics of the tomato pack this season by its members in Maryland, Delaware and New Jersey, by far the three largest canning States in this country. According to their report, the output was below 50 per cent. of the output of the same canneries in 1914 and below 55 per cent. of the output in 1913. Those canners represent the most important houses engaged in the business in the States named, which have always canned about 60 per cent. of all the tomatoes produced in this country. The official statistics of the National Canners' Association, for the entire United States and Canada, will be published around December 1st, and there is keen interest in the outcome shown by the jobbers, canners and brokers alike. If such a large shortage, or anywhere near it, is shown throughout the country, the course of the market prices during the winter months and next spring will not be based on guess-work.

During the first three days of last week the tomato market showed an inclination to ease off, both as to the demand and the prices, and alert buyers quickly absorbed some good bargains that were available. In the last half of the week the market became fairly active again, and the bargain counter was quickly cleared. When an opportunity occurs to pick up any good quality tomatoes at a fraction under the going prices take them in and there will be no regrets. No substantial break in the prices may be looked for, and, from

the present outlook, no lower prices may be expected. The Western jobbers were again the largest buyers this week, but the Eastern jobbers are not slow to take hold "when the spirit moves them." Further rumors are abroad about large buying of tomatoes for export.

Low prices for first-class quality sweet potatoes continue to attract numerous orders, and it was the most active article this week in the list of vegetables, excepting tomatoes. As a matter of fact, the buying of the other items was less active this week than in the previous week, except on one or two days when corn was fairly active. It was a dull week, comparatively, for the other canned vegetables, and there were no developments in them of more than ordinary interest.

The orders for canned fruits were again light this week. Straight carload shipments of any one article were not in evidence. During October the fashion has been to make up carlots by including several lines of fruits, and while that character of buying wears away the stocks held here, it seldom causes any advance in prices until almost the last case has been sold. Pie grated pineapples is an illustration. There ought to be enough of them to supply the demand until next spring, but here in the month of October the Baltimore canners are sold out of them. The quality of the new pack of pears is very good, and they are worth attention. The buying of apples and peaches is remarkably light.

The fall canning season for oysters is on. Reports from the oyster beds are unfavorable and they indicate a higher cost for the new stock.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Rice.

Good demand continued during the week. The call is for "all sorts and conditions" of rice. The constant withdrawal for consumption has left stocks not over well assorted. Buyers are taking freely of what they think "will do as well" in the absence of what they really desire. Medium Honduras and Japans have advanced sharply under light receipts. Choice fancy Honduras has again advanced and is in short supply. The export inquiry is broadening, but sales are difficult on account of higher values.

Advices from the South along the Atlantic coast show continued active demand, especially on Carolina rices, which are considered at that point to represent better value than similar grades from the Southwest.

At New Orleans the market during the past week shows a further advance on all grades. Prime fancy Honduras, even at the sharp advance, is not obtainable, all lots offered being snapped up instantly. Japans, Blue Rose and broken rices have advanced a full quarter over last week.

In the Interior, Southwest Louisiana, Texas and Arkansas, the market continues to harden on all styles, especially Honduras. The Rice Growers' Association advised the mills that Blue Rose rough would be advanced 25 cents a barrel on November 1st, which will compel the millers to advance values a full $\frac{1}{4}$ cent. All mills are sold ahead and in consequence are very firm in their views, at the recent advance—a few mills have refused to book any more business until they catch up on their shipments.

D. TALMAGE'S SONS Co.

New York and New Orleans.

Spices.

The market has been exceedingly active during the week. The demand has been large and prices have been fluctuating steadily. Peppers, cloves and seeds have advanced. The situation as

to ocean freights is more serious than ever before and indications point to still higher prices throughout the list.

Pepper.—The market has advanced steadily. Prices abroad are higher than in effect here. White peppers are lagging some little, but we believe will soon be higher on account of urgent trade needs.

Red Peppers.—Are exceedingly scarce and higher prices will rule for some time.

Cloves.—It is reported that shippers are having much difficulty in procuring freight room for shipment from Zanzibar. Stocks here are scarce and prices have advanced.

Pimento (Allspice).—Is slowly working upward. The article has advanced fully $\frac{1}{4}$ cent per pound and will go higher.

Mace.—Unchanged and in fair demand.

Nutmegs.—Exceedingly scarce, particularly 105-108, as well as 80s. We believe nutmegs are going higher. Surely present prices are safe.

Cassias.—Saigon unchanged. All grades of Batavia bark have advanced. Ceylon cinnamon is firmer.

Green Ginger Root.—Is slow of sale at present. There is some little to be had at low prices.

Paprikas.—Prices remain steady. There has been a good demand covering all other grades. Hungarian is still out of stock.

Tapiocas.—Unchanged during the week. In fair seasonable demand.

Seeds, Herbs, Etc.—Stocks of caraway, poppy, cummin and mustard are all small. All of these seeds are firm and higher prices are probable. Thyme, savory and marjoram have advanced during the week.

McCORMICK & Co.

Baltimore, Md.

Imported Fish Specialties.

Holland Herrings.—Our hopes of a large catch have vanished, and so have our expectations of lower prices. A lot of mines have been laid off late in the waters wherefrom the Holland herrings are usually taken, causing fishing to be a very dangerous affair, and it is believed to that is owing the practical impossibility of fishing operations. The demand from the countries at war continues so brisk that it far exceeds the supply, consequently prices instead of going lower have gone higher.

The first arrivals of new autumn Norway mackerel have arrived, but we have not seen the quality as yet, as the goods have not been unloaded from the steamer, but we know what the prices are, and they are away above those which have prevailed during the last few seasons. Still, the catch in Norway has been so extremely small that those who want Norway mackerel will simply have to pay the prices or do without them. But taking into consideration the enormous prices paid for all kinds of herrings, prices for Norway mackerel are really proportionately cheap.

There has been practically no fishing of sardines of late in Norway, and while the usual winter fishing should have started in by this time, there is no sign of it as yet. Stocks here of Norway sardines are nearly exhausted, and hardly anything is coming forward from Norway, because we simply cannot afford to pay the prices which they are asking, and which they are getting readily from Germany and from other countries now at war.

Prices for other Norwegian canned goods, like kippered and tomato herrings, fish balls, etc., have advanced in like proportion, and stocks are very limited in first hands.

Portuguese sardines are getting to be quite scarce, owing to our inability to secure new supplies at halfway reasonable prices. French sardines are practically out of the market. French sprats

are absolutely unobtainable, and prices now asked by the packers are prohibitive.

STROHMEYER & ARPE

New York.

War's Changes in Marketing of Brazilian Coffees.

A comparison of the total exports of Rio and Santos coffee from Brazil during the year ended July 31, 1915, with the first 12 months of the European war, with the exports of the 12 months immediately preceding the war, shows a decrease of only 7.7 per cent., or 1,066 bags, with a total shipment of 13,401,515 bags. The United States continues as the chief purchaser of Brazilian coffee, the exports to this country being 5,880,619 bags, an increase of 62,991 bags, of which 46,000 were re-exported to Havre. The exports from Brazil to France, were second in importance, amounting to 1,808,815 bags, a decrease of 93,832 bags, or 4.9 per cent. The shipment of 1,933,373 bags to the Scandinavian countries shows a remarkable increase of 489 per cent. The greater part of this was taken by Sweden alone, its imports of 1,300,000 bags, being an increase of 1,100,988 or 447 per cent. over those of the preceding year. Italy took 688,252 bags, an increase of 447,408, or 186 per cent. The shipments to Great Britain were 479,701 bags, an increase of 207,208 or 76 per cent. No shipments were made to Germany, Austria or Belgium, countries to which in the preceding year the aggregate exports were 3,400,000 bags.

THESE MANUFACTURERS GRATUITOUSLY SEND REPLY TO ADVERTISERS AND PLAY MATTER.

(Continued from page 16.)

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show card chandeliers; also window cards—six pieces, on paper, in each envelope. One show card is sent in each order of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window cards, transparencies, complete window display envelope stuffers, electros, lantern slides showing dealer's name, other dealer-helps. Wesson's Sifted Oil.


Loose-Wiles Biscuit Co., Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, boards, sampling lists.

Buffalo Specialty Co., 375 Elm street, Buffalo, N. Y. Furnishes window trims, newspaper electros, posters and circulars for dealers to put out to their customers. L. Veneer.

William J. Moxley, Inc., Philadelphia, Pa., will send to all dealers handling their butterine window trims, cut-outs, empty cartons, hanging picture slides, quarter-page samples and much other material for use in advertising and exploiting goods.

The Hill Bros. Co., New York will supply, advertising Dromedary Dates and Coconut, framed signs, date hanger, yellow paper, empty date cartons, coconut hanger and all material necessary for window displays.

HARISCO STANDARDIZED COFFEES

Royal Special	Royal Crest	Royal Cup
Royal Stag	Royal Lance	Red Seal
Royal Signet	Royal Mail	Jamestown
Royal Pennant	Royal Seal	Sirrah
Royal Currier	Royal Scepter	Astor House
Royal Gauntlet	Old Hermitage	Waldorf
Royal Helmet	Harisco Special	Royal Stag Java
Royal Standard	 Blend	and Mocha

"KUP KWALITY FIRST KONSIDERATION"

WILLIAM B. HARRIS, Pres.

CHAUNCEY H. MARSH, Treas.

William B. Harris Company

Old Dutch Mills

COFFEE ROASTERS

COFFEES, TEAS, SPICES AND COCOA

65 Front Street

NEW YORK

You Want to Do What We've Done, But You Can't

Harisco Standardized Coffees are exactly what you want your Coffees to be, and exactly what you have always tried to make them—a list of standard and fancy grades and blends, rigidly kept uniform from one year's end to another.

We don't know any way in which your Coffees can be kept that way, outside of handling **Harisco Standardized Coffees**. The average coffee jobber of course aims to make his Coffees uniform—everybody does. But he cannot do it. He hasn't the machinery, or the patience, and often he hasn't the money. You know by experience with the average jobber how seldom he succeeds in this.

You can work to get a customer tied up with **Harisco Standardized Coffee** as hard as you like, with absolute certainty that that customer will stay put.

If you're interested, write.

The Awards in the Lipton Tea Window Display Contest will be made as soon as the photographs and descriptions can be examined and judged



Blaming It on the Wrong Thing.

There's a fellow out in Pennsylvania not far from Harrisburg who is talking night and day against the chain stores. You can't stir him up to talk about anything else, not even votes for women. Start him on anything else and maybe he'll go along for thirty seconds, but after that he's back again on the chain stores.

If he don't look sharp, he'll go crazy about 'em inside of three months.

This man had a grocery store in a town where three chain stores have opened up. First there was one. He got along all right with that—it was in the other end of his town, and I don't believe it hurt him much.

But then another one opened up in *his* end of the town and that did hurt him. By and by another came right near him and to make a long story short, he had to close up. He's a man maybe fifty years old, he ain't got much money, and while he's got a job, it ain't a very good one. He figures out that the chain stores cut his throat, and he calls 'em everything he can think of.

The fact is the chain stores didn't kill him at all. It was mostly his blamed filthy way of running his store. I don't say they wouldn't have hurt him some—I suppose they would—but they wouldn't have killed him—that I'll take my oath on, because they ain't killed some of the other stores out there.

His store was the one that deserved to be killed most, because it was the dirtiest.

Did I tell him that? No, I didn't—life's too short. What good would it have done to tell him then? I know that some people did tell him while he was doing it, and it didn't do any good. He used to say—I've heard him say this much—that you couldn't run a grocery store clean.

Which as you and me know, is plain bunk.

Why you clean fellows have no idea of the way that store used to be kept. I've seen aprons on his clerks that looked like they come out of some garage. Why didn't his wife get into it? He didn't have any wife; he lived with his mother, who was an old woman that never went out of her house. Chance is a wife wouldn't have done any good—he'd have told her you couldn't run a grocery store clean and to mind her own blamed business. That's the kind of a hairpin he is.

Did I ever tell you what the wife of another customer of mine did once? He was another easy-going duck that thought you couldn't run a grocery store clean, and that people expected it to be cluttered up and so on. His wife come from Portland, Me.—you know what those down east women are about keeping clean. She and him had some scraps about it. They tell me she used to go down there in the day time and go on something fierce—right before customers—about why didn't he clean up this and clean up that.

You can't get anywhere with that, you know. She simply made him mulish, and one night she and a couple of scrub women went down there unbeknown to him and worked till 2 o'clock in the morning washing and cleaning up. The next morning when he went in there he thought he'd got in somebody else's store. Then so many people taffied him about it during the day that he started to tumble and after that it was different.

You can't beat the women when it comes to keeping clean. That is, some women. I've seen some things in skirts that I wouldn't touch with a ten-foot pole. And I ain't over-finicky either.

If you ask me, I think a dirty woman is the dirtiest thing on

earth. And a clean one is the cleanest. But I don't think it's up to a woman to have four fits just because a hard-working salesman's shirt gets a bit sweaty, do you? How can he help it if he's only got one shirt? Understand, I ain't talking about myself. Not at all, I've got two shirts—an outside shirt and an undershirt.

Now that's the reason a grocer ought to be ten times as finicky—he's selling to the sort of people that know clean places when they see 'em, don't you see.

If I had a store and was dealing with blind men or kids under ten years old, I wouldn't care a blame

how the place looked—I'd be comfortable and easy as a little in a puddle. And if I in my business had to meet up with two buyers, you can bet I'd dress me up all right. I'd have my pressed and my bald place polished up with 3-in-1 all the time. I'll hand it to you fellows—don't seem to care a ding when I come in with last year's collar or not. And a sweaty shirt or days too. I've handed you fellows many a sweaty shirt and you never kicked. Maybe because yours were worse. What can I do—I can't sweating, can I? Sure I can't—Professor Sweater from the Swerville Seminary—I can't sweating in all foreign languages. I sweat in places where nobody sweat before. I can't help it—the only thing I could do would I pour a quart of musk cologne in the sweaty places. I tried that and darned near suffocated. What else—I could get it was By George, that's so, ain't it? Funny I never thought of that before; I'll try that sometime when ain't too busy.

THE STROLLER

Weekly Window Display Suggestions



Buckwheat Flour.

Begin with the front of the window, placing bottles of honey as seen at either side of the three honeycomb squares. Display packages of buckwheat flour in semi-circles. On a neatly covered box with a sign, "Hot Buckwheat Cakes for Breakfast," make a mound of loose buckwheat flour. Back of the box are cans of syrup. Arrange twelve-pound bags of buckwheat flour at the sides toward the back. Finish window with a curtain of crepe paper.

YOU have had your trouble and loss involved in storing and handling *bulk* powdered and confectioners' sugar.

A damp floor or rainy week meant caking, sometimes a solid sugar mass, in barrel, bag or box. In these, when once opened, the store broom or any passing breeze deposited dust and dirt only too visible against the fine white grain of the sugars.

You can change all this in a day.

Put on your store shelves, and your customers' pantry shelves, the moisture proof, dirt proof, wax paper lined

cartons of Crystal Domino Powdered and Crystal Domino Confectioners' sugars.

Each carton holds one pound; packed 24 in a fibre container.

Guaranteed pure cane and full weight, like all of the Crystal Domino Sugar Products.



American Sugar Refining Company

SIMPLICITY

Protection
from Fire

EFFICIENCY

A Chain is Only as Strong as Its Weakest Link

EXCLUSIVE FEATURES of the original and complete

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

FIRST AND STILL THE BEST

Are the **Double Entry Duplex** Department, taking care of your purchases, stock, inventory, etc., with one writing. And the **Electric Recorder**, which handles Cash Received, Cash Paid, Payments on Account, etc., and also classifies all data at the end of the day by Departments, Salesmen, or Goods, as you will. All done in an accurate, quick, ONE WRITING McCaskey way. We want to tell you more about these exclusive features, and also about our All Metal, Fire Resisting, Double Walled

McCASKEY SAFE REGISTER

The **Best Protector from Fire** in its line and the **STRONGEST LINK** in the Merchant's business chain. We invite correspondence.

The McCaskey Register Company

Incorporated—Capital \$3,000,000

ALLIANCE, OHIO, U. S. A.

Largest makers in the world of Carbon Coated Sales Books and Account Registers, both metal and wood
Dominion Register Company, Toronto, Canada, and Manchester, England

ACCURACY

NO DISPUTES

THE
**STRONGEST
LINK**

McCASKEY SAFE REGISTER

Complete Records

Copyright 1915
The McCaskey Register Co.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



336.—Waging a Campaign Against Dishonest Advertising.

A correspondent advises me that an association of New York retailers has begun a campaign in that city against the fraudulent advertising with which the New York papers reek. Although New York State has had its honest advertising law longer than any other State, it has been grievously lax in enforcing it. There has been some enforcement of it, but nothing in comparison to the need of it.

The case which has now been brought is typical of the sort of advertising which many New York stores, large and small, do. The proprietor of a men's furnishing store on Broadway put some advertising in his window which represented that he was selling Manhattan shirts. As a matter of fact, he did not even handle them. His effort was to steal the reputation of the brand. Of course he will be convicted, as nothing could be clearer evidence of intended fraud.

The chief advertising fraud of the New York stores, as of the large stores of all other cities, however, is of a different sort. It is the advertising of merchandise at a certain price, and "worth" so much more. The fraud formerly took the form of advertising at a certain price merchandise "reduced from" some higher price. This involved more risk, because it was not a matter of opinion whether a thing had been reduced or not. The real value of a thing, or whether it is worth so much, is more of an opinion, therefore there is much greater latitude for misrepresentation which the advertiser argues will not be legal fraud. He is right in part but not altogether.

This sort of fraudulent advertising has become almost epidemic, and obviously something will have to be done about it in the near future. In States having honest advertising laws, as most States now

have, the remedy is in those laws. In States now having no honest advertising law, the remedy is to have one passed, or failing that, to get evidence against the fraudulent advertisers and arrest—or sue—they for false pretense.

I had a clerk recently go over the advertisements of five Philadelphia department stores for one day. They were mostly page advertisements—sometimes double pages—and in all those five pages there was but one article (Victor talking machines) which was not advertised at such and such a price, "real value" so much more. On the five pages there were one hundred and sixty-nine articles, *every one* of which was offered considerably below what was said to be its regular price and actual value. That in many cases the representations were fraudulent and the advertising dishonest, is as certain as anything can be.

I have been greatly surprised that associations of smaller retailers do not go after these big concerns who get much of their business by promising more than they perform. The small store would have nowhere near as much trouble to compete with the large store if the latter were honest in its advertising. The little store often does a wholly neighborhood business and does not advertise at all. The big store has its spreading pages every day in which \$1 silk is offered at 69 cents, \$10 suits at \$7.79, and so on. The small store has no equal way of meeting this underhanded competition, and it must lose out again and again.

I have already pointed out in a previous article that an advertisement offering regular \$1 silk for 69 cents, when the silk is not \$1 silk, is a criminal false pretense, and if it can be proven, as it should easily be, the advertiser can be arrested

for it, whether there is an honest advertising law in his State or not.

I say further that the representations made in an advertisement as to quality and real value are warranties, and if they are not true, you can get at the dishonest advertiser in that way also. He can be sued civilly for breach of warranty. There are many cases which hold that goods described as of certain quality are warranted to be of that quality. While that mostly means cases where goods would be repre-

sented, for instance, as "all wool" or as "pure honey," it would include, in my judgment, cases where silk was advertised as "usual \$1 quality."

And there are other cases which hold that it is also a warranty to advertise something as having certain value. This directly covers the very widespread advertising practice—"Price, 69 cents, real value \$1." This is a binding warranty that the article is worth \$1. If it is not, the buyer can sue for breach of warranty. Naturally the damages to be recovered would not be great, but the moral effect of a suit, accompanied by a threat that there would be others if the practice was continued, would probably be very great indeed. Of course every advertiser is given some latitude to become extravagant in his goods. He can claim the general terms, to be "worth more than his price without committing any fraud. But when he sells something as having a definite value," the law will hold him

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 7.

Jones & Brown, retail grocers, deliver their goods by wagons. One of their drivers is William Smith, who goes out one morning with a load. While passing down the street with a heavily loaded wagon, he collided with a motor truck, was thrown out under the truck and one leg crushed so badly that it had to be amputated. The cause of the accident was the careless driving of the truck, the driver being intoxicated. Smith was not at fault. He is married and has several children. His wages were \$17 weekly.

Before the Workmen's Compensation Law passed, Smith would have no complaint whatever against his employers; they would not even

be in the case. His case would be against the employer of the delivery truck driver, from whom he undoubtedly recover a very large sum. And in a case like this, the situation is not changed much by workmen's compensation. To be sure, employers accept the compensation principle as to all their employees; they will have to pay Smith 215 percent. of his wages for 215 weeks. But if they do not accept it, they probably not recover anything from them by suit. While the act prevents the employer from raising certain defenses which he could raise before, none of them are defenses which would arise in this case.

civil and criminal proceed-
whether there is an honest ad-
g law in the State or not.
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paign of fraudulent adver-
n the part of the large ones,
ute longer than they wish
can be stopped the minute
n prove the facts and get
gy enough to go after it.

right, November, 1915, by
Elton J. Buckley.)

Requests for information in
rtment should tersely set out
l the facts bearing on the case,
questions should be carefully
o avoid misconstruction. Write
ide of the sheet only. Letters
e received at this office not
1 Tuesday of each week, to en-
answer in the Monday's issue
. The signature and address
writer must accompany all in-
and will be published un-
is a request not to do so. All
received will be answered
charge. Address all communi-
o Legal Editor "Modern Mer-
d Grocery World."

What War Has Done for Butter, Cheese and Condensed Milk.

ormously Increased Our Ex-
Cheese Exports Which Were
000 Pounds a Year, Are Now
0,000 Pounds. We Now Ship
ous Quantities of All Dairy
cts to Many Foreign Lands.

Correspondence of "Modern Merchant
Grocery World."

ington, D. C.,

November 4, 1915.

ng on the commercial pros-
f the United States, cheese,
and other butter fats are
becoming important factors
export trade after a long
of comparative inactivity.
or twenty years ago the
States was selling abroad
20,000,000 and 30,000,000
of butter, from 50,000,000
0,000 pounds of cheese, and
5,000,000 to 10,000,000
of imitation butter annually.
years, however, exports of
s decreased in a marked de-
d in the fiscal year 1914 had
far below the quantities

In the year just ended
as a distinct revival in all
nes, with totals closely ap-
ating the high level touched
decade from 1890 to 1900.
tedly the war was partly re-
e.

Butter, usually averaging about
3,500,000 pounds annually in our
export trade, in 1915 went to nearly
10,000,000 pounds. During this
period imports of butter were re-
duced by more than one-half, fall-
ing from a little less than 8,000,000
pounds in 1914 to less than 4-
000,000 pounds last year.

American cheese, running at
about 2,500,000 pounds a year,
went to 54,000,000 pounds in the
fiscal year 1915. Here also, as in
the case of butter, the trade bal-
ance was transferred to the export
side, for the year's imports of
cheese last year totaled only 50,000-
000 pounds, a decrease of 13,-
750,000 pounds from the total for
1914.

Exports of condensed milk,
usually exported in sums valued at
between \$1,000,000 and \$2,000,000
annually, in 1915 rose to \$3,000,000
in value, the quantity (37,000,000
pounds) being double that of
1914.

Imitation butter contains, in ad-
dition to oleomargarine oil, some
butter fat. The exports of this arti-
cle also doubled, rising from 2,500,-
000 pounds in 1914 to 5,125,000
pounds last year.

England has become our largest
foreign market for butter, cheese,
and condensed milk, having taken
3,333,000 pounds of butter, out of
a total export of 10,000,000 pounds;
48,500,000 pounds of cheese, out of
a total export of 54,000,000 pounds;
and 4,000,000 pounds of condensed
milk, out of a total export of 37,-
000,000 pounds. Canada, Cuba,
Panama, Australia and Venezuela
also take considerable quantities of
American butter; Panama and the
West Indies are important markets
for our cheese; while Cuba, Bel-
gium, the Netherlands, China,
Japan, Hongkong, Russia, Chosen,
Panama and Brazil take large
amounts of American condensed
milk.

HOLT.

Making Approximately a Dollar Extra Profit on Each Case of Eggs Handled.

Comparatively few grocers seem to
realize the fact that with a very little
added effort they can gain from 75
cents to \$1.50 extra profit on every case
of eggs they sell. To some grocers this
may seem more or less of an impossi-
bility, yet the fact that it is to-day being
done by hundreds of grocers in all parts
of the country should be evidence
enough to convince even the most skept-
ical.

How is it done? By grading the eggs
into two lots, according to size. Rea-

Bigger and bigger sales
for you

GOLD DUST

Grocers who have displays of Gold Dust
in their windows and on their shelves find
that they are selling many extra packages.
Put a Gold Dust display in your store now.

Every woman who enters your store knows
Gold Dust—the chances are, has tried it.

Our extensive, continuous advertising
actually works for you. It explains how
Gold Dust saves work—how it can be
used for cleaning everything.

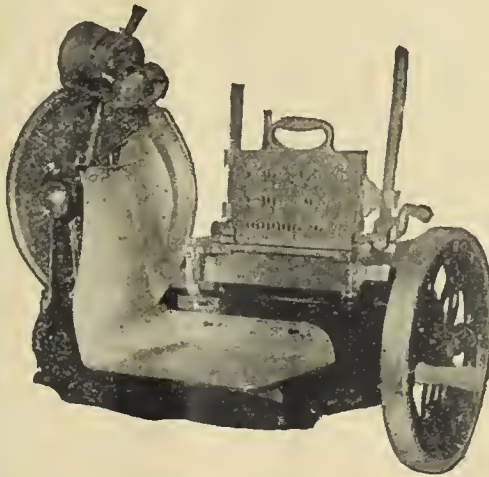
Gold Dust has made good with women
because it saves them work—and it has
made good with merchants because it
makes satisfied customers—the biggest
asset any store can have.



THE N. K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS
do your work"

Establish Your Store as a Quality Center
INSTALL



"The World's
Best Slicer"

Watch your sales and bank balance grow
and the waste disappear. Ask any of the
75,000 users.

Beware of fraudulent agents and imita-
tions.

Every machine absolutely guaranteed.
Write to-day for free demonstration.

U. S. Slicing Machine Co.
1024 Arch St., Philadelphia

Autumn Bargains

\$85 for a National Check Throwing Cash Register

\$40 for a Refrigerator, 5 x 3 x 7 feet high

\$22 for a No. 218 Enterprise Coffee Mill, equal to new

\$20 for a Toledo Computing Scale

\$16 for a large size Star Counter Coffee Mill

\$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to
estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

sonable enough, isn't it? You sell oranges, lemons, corn, tomatoes and a hundred and one similar items according to size, why not eggs?

For instance, let us take a case of eggs and grade them as suggested. You will find that approximately two-thirds of them, or 20 dozen, are large. If the small eggs which will average, let us say, an ounce each, sell for 25 cents a dozen, then the large eggs averaging an ounce and a half should bring 37½ cents per dozen. But let us be conservative. Instead of charging 12½ cents additional for these larger eggs, let us suppose the grocer charges 5 cents additional, the customer, you will agree, is receiving exceptionally high value for her money and the grocer is gaining an additional profit of practically a dollar on each case of eggs.

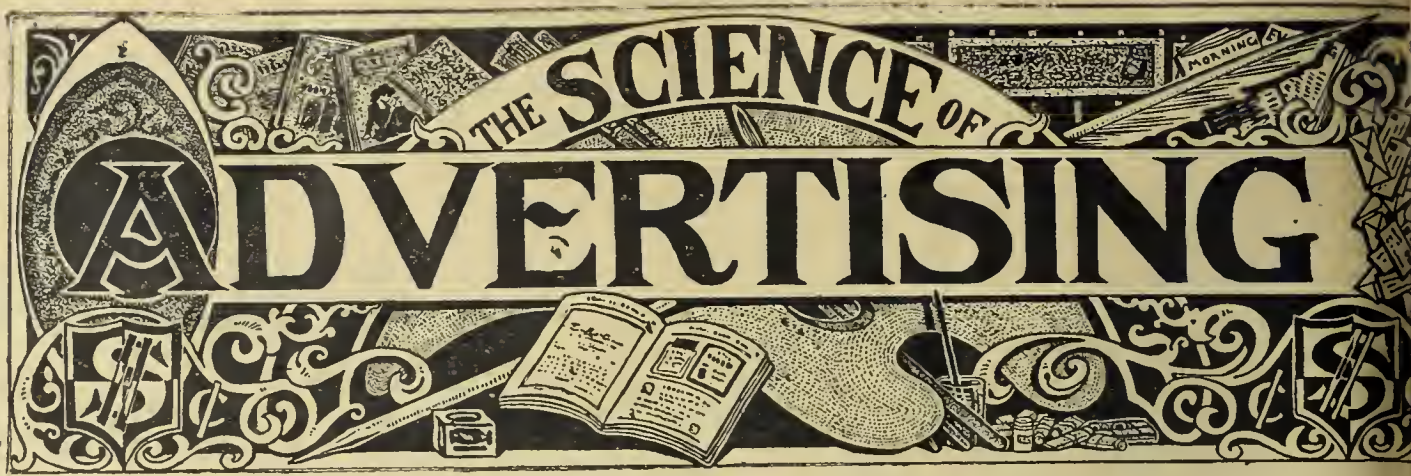
This idea of selling eggs according to size is by no means a new one. Eggs by weight is the common custom in a great many foreign countries. In fact, certain of our own States have attempted to pass similar laws, but have met with strong opposition from the grocers' associations, for the reason that they realize that selling eggs by weight means buying eggs by weight, which will necessarily occasion a great deal of extra handling, with a marked tendency to further increase the tremendous yearly loss that already exists.

Those grocers who have adopted this more profitable egg-selling method have also made it a point to safeguard the extra profit gained by providing themselves with a complete system for safe egg handling that will not only prevent egg breakage, but that will enable them to deliver the eggs with the smallest possible outlay, both of time and money.

Eggs when properly handled are one of the most profitable lines that any grocer handles, and further high quality eggs are so much in demand that once a grocer builds a reputation for furnishing strictly fresh eggs, he finds he has one of the strongest and most appealing "leaders" that is to be found in the grocery business.

Present Status of Food Legislation.

Scarcely any two States have food laws in common,* and but few of the State food laws agree in all the essential features with the Federal Food Law. Uniformity of food law among the States can hardly be looked for at the present time, since the conditions differ so widely in the several States. Under the term "food legislation," as usually considered, are to be included not only food laws proper, but drug laws, sanitary laws, false advertising laws, weight and measure laws and various statutes which are intended for the prevention of deception, adulteration and unsanitary conditions in the manufacture, sale, distribution or handling of food products. Few States have adequate drug laws at the present time and many of these are not enforced. Not a State has secured the enactment of a law to control the manufacture and sale of patent medicines, one of the worst evils thrust upon the American people at the present time. The first essential for uniformity is in the establishment of definitions and food standards, and when these have been established and generally adopted throughout the country the lack of uniformity in food laws will be less noticeable, for with uniformity in practice many of the apparent conflicts in food laws will have disappeared.



The Carnegie Provision Co., of Carnegie, Pa., send in copies of their local paper, the "Carnegie Union"—a newsy little sheet, apparently—containing their advertisement. It measures 10 inches double column and is here reproduced about half the original size:

tising or not. I suppose if they are obviously lower than the same goods are usually sold for there, the advertising might get some results. Even then, however, I should not consider it calculated to get the most results. All advertising like this assumes that the price is

ing Powder or Baker's Cocoa cents below the regular price, instance, you don't need to hint at the quality of the goods their well known quality and unusually low price together up the advertisement. But that is not so with "prime rib roast" most of the other goods advertised here. The advertiser's task, therefore, if his price on lard is several cents lower than usual, is to convince the public that his cheap is as good as the lard usually for more money. A great many advertisers forget all about that think the mere low price is enough. That is why, in my judgment, never good advertising to name quote cut prices, unless every advertised is well known. At the regular price should have given. The average person, seeing this advertisement, and especially well acquainted with current prices, would have no means knowing whether these goods are really specials or not. The advertisement would not do him.

If I were doing the Carnegie Co.'s advertising, I should change the style of my heading and introduction. I should wake 'em up with some good crisp head. "I'm Saving Chances for Saturday 16th." Or, "We'll Put More in Your Pocket Next Saturday 16th." Or "Read These Prices Then Get Your Basket Ready." Then a few lines of introduction emphasizing why you can get cheaper than your competitors you can. Then the specials, followed with a line of good strong talk about the regular and special price.

NOTE.—This department is devoted to the criticism of advertising matter, in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent for this department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

New Meat Market

Carnegie Provision Co.

Corner West Main and First Sts.

CARNEGIE, PA.

WE HANDLE a full line of fresh, smoked and salt Meats, Poultry, Eggs, Creamery Butter, also a full line of Oleomargarine at a saving to every purchaser of from 20 to 30 per cent on the dollar. Our prices below will prove for themselves.

Specials for Saturday, October 16

- Leg of Lamb, the tender kind, per lb. 15c
- Prime Rib Roast, per pound, 15c
- Chuck Roast from native steers, per lb., 12½c to 14c
- Sirloin Steak, the juicy kind, per lb., 18c
- Tenderloin Steak, lb., 18c Porterhouse Steak, lb., 18c
- Pork Loin Roast, per pound, 18½c
- Pure Lard, per pound, 10c
- Spring Lamb Chops, per pound, 17c
- Beef Shoulder and Rump Roast, per pound, 18c
- Fresh Link and Country Sausage, per pound, 12½c
- Wieners, per pound, 12½c
- Liver Pudding, 3 pounds for 25c
- Bacon by the piece, per pound, 17c
- Skinned Hams, sugar cured, per pound, 15c
- California Hams, per pound, 11c
- Brookfield Creamery Butter, per pound, 30c
- Good Luck Oleomargarine, 1 and 2 pound packages, per pound, 20c. 3 pound roll, 45c
- Spring Chicken, per pound, 23c
- Roasting Chicken, per pound, 23c
- Sauer Kraut, the finest in town, 2 pound for 5c

We give Sterling Stamps
Don't forget the right place

As I can't tell how these prices compare with the customary prices at Carnegie, I can't say definitely whether this should be good advertising or not. I suppose if they are obviously lower than the same goods are usually sold for there, the advertising might get some results. Even then, however, I should not consider it calculated to get the most results. All advertising like this assumes that the price is

enough to get the business. So it is if the goods are so well known that everybody knows what they are. If you advertise Royal Bak-

New Grade ATMORE'S MINCE MEAT in Bulk

"WHEN you weigh 'Extra Family' (Blue Label) brand in bulk, on the scales of trade satisfaction, you'll find it's not wanting.

"I've made a big hit with my finest trade by serving this extra quality grade in bulk, and there's a better margin in it for me."

20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842
Philadelphia



Consider These Talking Points

You can say more for Rumford Baking Powder than for any other baking powder on the market.

You can not only say that it will leaven more perfectly than any other powder, but that its use insures more wholesome and better food at a reasonable cost.

Rumford Sells readily and Pays you a Good Profit.

RUMFORD CHEMICAL WORKS, Providence, R. I.



Babbitt's Best Soap

"BEST SINCE GRANDMA'S TIME"

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.
NEW YORK CITY

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

I power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

I Sausage Stuffer, cost \$20, will sell for \$10.

I Lard Skinner, cost \$1.25, will sell for 50 cents.

I Lard Stirrer, cost \$1.10, will sell for 50 cents.

I 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

I Revolving Post Card Rack, holding 200 different views, 75 cents.

I Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.
Perfection Dried Beef Cutter, \$10.
WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much

to dispose of it at 75 cents per doz. I trust that I may be able to do through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price.

T. J. CRITCHLOW,
Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us offer. A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of a six-foot counter, one six-foot marble slab, sterling silver draught arm, fine and coarse streams; 10-gal. tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles labeled, and two extra syrup bottles. The things needed to operate same, including 5 crushed fruit bowls and silver ladles, silver soda holder, 1 doz. silver spoons, 8 doz. tumblers, 1 doz. 10-cent and 1 doz. 5-cent Sun cups, 1 doz. banana split dishes, cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12,
East Bangor, P.

Offer No. 101.

I have for sale one twin cylinder model Eagle Motorcycle, rated at 10 horse-power, but will develop three horse-power. Is equipped with light and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, P.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 10 cents per dozen.

Fifteen cases No. 3 New York S. Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 103.

We have for sale about 40 to 50 good Country Lard, in new 50-pound tins, at 11 cents per pound, net weight, f. o. b. Gordonville, Pa. Terms: cash 10 days. Will sell all or part, move soon. E. ZIMMERMAN & SON,
Intercoarse, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be continued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—We are in the market for electric coffee mill, Hobart preferred, y canisters, refrigerating counter, desk. Goods must be in first-class tion and reasonable. Address nm & Yerke, 145 Market St., Amm, N. Y. 24

HELP WANTED

WANTED.—Grocers' tea and coffee man to handle my line of store es on commission. H. F. Heacock, Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT STORES.

FOR SALE.—Meat and provision store, fixtures. Fine residential section, Philadelphia, fine established trade. reason for selling. Any one ng business will do well to inate. Address D. J. R., care Gro-World Publication Co., 927 Arch Philadelphia. 20

FOR SALE.—Stock and fixtures of an established general store in railroad Chester County; stock will in- y about \$3,000; doing over \$1,000 ss monthly. Address B. E. J., care y World Publication Co., 927 St., Philadelphia. 18

FOR SALE.—We have just equipped a delicatessen and confectionery store in Ardmore and are compelled to sell same at a sacrifice. Best location, in central shopping district. Excellent opportunity for a hustler. Address W. S. Ballinger, 118 Darby Road, Llanerch, Pa. 19

FIXTURES.

FOR SALE.—One National cash reg- ister for sale, cost \$95, only used three months, with detail slip; A No. 1 con- dition; will sell for \$50 cash; registers from 1 cent to \$50. Address Decker's Cash Store, Waynesboro, Pa. 19

MISCELLANEOUS.

FOR SALE.—Choice hand-picked win- ter apples, \$2 per barrel; York Imperial, Ben Davis, York Striped, Baldwin, etc. Cash and A No. 1 reference. Address W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 20

FOR SALE.—I have one Blodgett oven, 48 loaves, burns coal. Also one coffee urn, never been used. Oven used five months; cost \$45; urn cost \$10; if sold at once will take \$25 for both, delivered at your station. Address John Harris, Locke, N. Y. 20

FOR SALE.—We have on hand six of Robinson's folding bath tubs that we will sell at a bargain; cost \$36, will sell for \$24, f. o. b. Franklin. Address

P. G. F., care Grocery World Publica- tion Co., 927 Arch St., Philadelphia. 20

FOR SALE.—One platform scales, Fairbanks, 260 pounds, \$7.50. One plat- form counter scales, \$3. One counter scales, \$2.50. One (old) eight-leg Chip- pendale sofa, in good condition, price \$200. One (old) ladder Chippendale chair, \$40. Address G. P., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 21

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

A Sales Repeater

FLEISCHMANN'S YEAST

is purchased, say, two or three times every week by the housewife who bakes. And every time she comes in for a "cake of yeast" you have a fine chance to talk up and sell her other things too.

THE VALUE OF BRIGHT STORES

¶ The difficulty of mak- ing a sale—whether it be dry goods or vege- tables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

In Three Homes

When a grandmother, maintaining her own home, and her daughter, maintaining another home, and the daughter's daughter, main- taining a third home, all use **Wheatena** as a regular part of their daily food, what does it mean? Just what we have repeat- edly said, that **Wheatena** is peculiarly the food of succeeding generations and when it once gets in it is apt to run through all the branches of the family.

The hearts of selected wheat.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

Here Is Your Question Answered

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his busi- ness is the grocer who suc- ceeds.

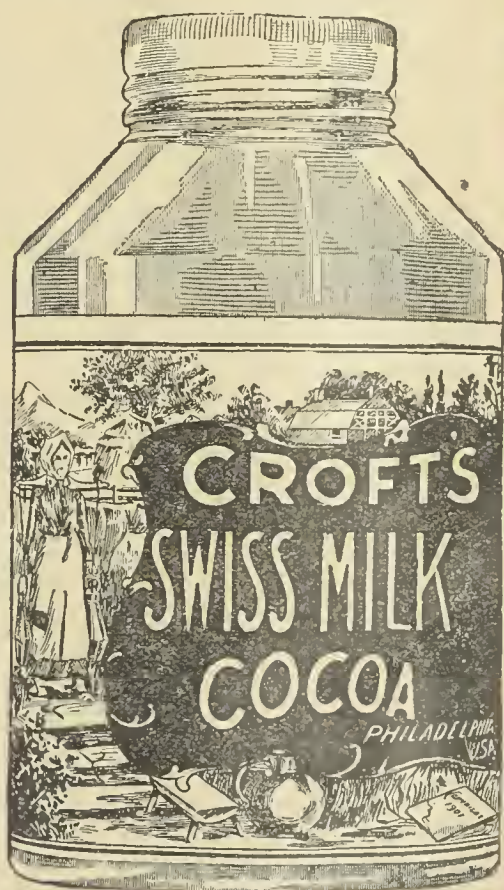
Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other man- ufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

HOW DO YOU DO

When you are up against the grouchy customer, fellow who over runs his account, the transient buyer who only drops in occasionally, the man who always disputes his bill, and up to 100 other troubles when you do not have our

Indexed Coupon Books?

expensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten bills—disputes. Equally good for cash or credit business or both. Will get the cash.

HAVE SOLD MILLIONS OF THEM

need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

P. FORBES, Forbes Building, Coshocton, Ohio



Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. NOVEMBER 8, 1915.

COL.	COL.	COL.	COL.	COL.
Ammonia..... 2	Datenut Butter..... 19	Laundry Crystals..... 26	Preserves, Jellies, Jams and Marma	Table and Cooking Oil.....
Axle Grease..... 2	Delikatessen..... 11	Laundry Soaps..... 25	lades..... 21	Tapioca.....
Baking Powder..... 2	Dressed Meats..... 21	Laundry Starch..... 26	Provisions..... 20	Tea.....
Barley..... 14	Dressed Poultry..... 21	Lentils..... 14	Prunes..... 17	Tobacco—Plug.....
Beans..... 14	Dried Fruits..... 17	Lime..... 19	Pure Olive Oil..... 19	Toilet Soaps.....
Blackening—Shoe..... 2	Drugs..... 22	Live Poultry..... 21		Vinegar.....
Bluing—Dry..... 3	Eggs..... 13	Lye and Potash..... 18		Wood and Willow Ware.....
Bluing—Liquid..... 3	Evaporated Milk..... 10	Macaroni..... 15		Yeast Cakes.....
Bouillon Cubes and Liquids..... 13	Extract of Beef..... 13	Mapleine..... 23		
Brushes..... 28	Extracts and Essences..... 22	Maple Syrup..... 28		
Butchers' Sundries..... 21		Matches..... 18		
Butter..... 4	Fancy Groceries..... 13	Mince Meat..... 18		
	Farinaceous Goods..... 14	Mint Tablets..... 23		
Candles..... 5	Floor Polish..... 24	Mops..... 28		
Canned Goods..... 4	Flour..... 13	Mustard—Prepared..... 26		
Canned Meats..... 6	Fresh Fish..... 16			
Catsup..... 4		Nuts..... 20		
Cereal Specialties..... 14	Gelatine and Prepared Desserts..... 15	Oatmeal..... 14		
Cheese..... 12	Green Coffee..... 3	Oils..... 19		
Chewing Gum..... 23		Olives..... 19		
Chocolate and Cocoa..... 8	Hominy..... 8	Oysters..... 16		
Cider..... 23	Honey..... 27			
Clams..... 16	Horseradish..... 17	Package Coffee..... 3		
Cleansers and Polishing Compounds..... 24	Ink..... 17	Paper..... 9		
Cocoa..... 17	Jars and Jar Rubbers..... 4	Peas..... 14		
Coffee Essence and Chicory..... 3		Peanut Butter..... 19		
Cornmeal..... 14	Ketchup..... 4	Pickled Meats and Fish..... 11		
Cornstarch..... 26		Pickles..... 20		
Condensed Milk..... 10	Lamp Goods..... 18	Plum Pudding..... 24		
Cottolene..... 12	Lard and Compounds..... 20	Popping Corn..... 15		
Crackers and Cakes..... 10				
Cut Plug Tobacco..... 28				

ADVANCES.

Butter.....
Cottolene.....
Eggs.....
Provisions.....

DECLINES.

Lard and Compound.....
Dressed Poultry.....

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SUGAR.

Barrels.	
Cut Leaf.....	6.30
Eagle Tablets.....	6.80
Crystal Dominoes, 24 5-lb. pkgs.....	7.90
“ 60 2-lb. pkgs.....	8.40
Patent Cubes.....	5.65
Confectioners' Lozenge.....	5.55
Powdered.....	5.50
Fruit Powdered.....	5.40
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.70
Granulated, fine or standard, McCahan.....	5.40
“ “ Franklin.....	5.45
“ extra fine, bbls.....	5.40
“ “ 2-lb. bags.....	5.70
“ “ 5-lb. bags.....	5.60
“ “ 10-lb. bags.....	5.55
“ “ 25-lb. bags.....	5.55
“ “ 100-lb. bags.....	5.40
“ coarse.....	5.50
Confectioners' Crystal A.....	5.40
A Confectioners'.....	5.30
A No. 1.....	5.15
A No. 2.....	5.10
Franklin B.....	4.95
Extra C.....	4.70
C.....	4.55

TEA.

Per lb.	
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 - .45
Choice, ½ and ¼ chests.....	.35 - .38
Finest, ½ and ¼ chests.....	.27 - .30
Fine, ½ and ¼ chests.....	.23 - .25
O long, black—	
Extra choice, ½ and ¼ chests.....	.30 - .35
Choice, ½ and ¼ chests.....	.27 - .29
Finest, ½ and ¼ chests.....	.26 - .28
Superior, ½ and ¼ chests.....	.22 - .24
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 - .35
Choicest, ½ and ¼ chests.....	.26 - .28
Good to superior, ½ chests.....	.22
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ¼ chests.....	.35 - .40
Firsts, ¼ chests.....	.28 - .30
Extra seconds, ¼ chests.....	.25 - .27
Seconds, new, ¼ chests.....	.24
Imperial, green—	
Firsts, ¼ chests.....	.38
Seconds, ¼ chests.....	.25 - .30
Japan, green—	
May pickings, ½ chests.....	.38 - .40
First crop, ½ and ¼ chests.....	.30 - .35
Second crop, ½ chests.....	.28 - .30
Basket fire, uncolored, needle leaf, ¼ chests.....	.32
Young Hyson, green—	
Firsts, ¼ chests.....	.35 - .40
Hyson, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .32
Seconds, ¼ chests.....	.25 - .27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Te ley's India and Ceylon, 25-lb. cases—	
Gold Label, I. and C.....	.71 - .72 - .73
Ruff Label, I. and C.....	.56 - .57 - .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 - .51 - .52
Orange Pekoe.....	.55 - .56 - .57
Red Label, I. and C. or Mixed.....	.44 - .47 - .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 - .60 - .60
Red Label, I. and C., 10c. 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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1 lbs.	½ lbs.	¼ lbs.
Lipton's Tea, 50-lb. cases—	Per lb.	Per lb.
Dollar Tea.....	.71	.72
Ceylon and India, Yellow.....	.51	.52
“ “ Red.....	.45	.46
“ “ Pink.....	.40	.41
Black and Green, mixed, Olive.....	.51	.52
“ “ Gray.....	.45	.46
English Breakfast, Green.....	.51	.52
“ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ Cream.....	.45	.46
Ceylon Green, Purple.....	.51	.52
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.	.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.	.90

AMMONIA.

Per doz.	
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

per doz.	
Frazer's, 14-lb. pails.....	75
Mica, ¼ gross.....	8 50

BAKING POWDER.

Per case	
Rumford Yeast Powder—	
Glass, 4 oz., 2 doz.....	1.66
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2 50
Davis' O. K.—	
¼ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., ½ doz.....	7 20
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
½ lb., 4 doz.....	1 30
½ lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

Per gross	
Mason's, No. 1, ¼ gross.....	2.70
“ No. 2, ¼ gross.....	3.00
“ No. 3, ¼ gross.....	3.30
“ No. 4, ¼ gross.....	3.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

Per doz.	
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

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Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

Per lb.	
Java, extra fancy, genuine.....	.27½
Mocha, genuine, finest, ½ and ¼ bales.....	.27½
Mocha Seed Santos, fancy, choice.....	.12¾
Carcacas fancy, washed.....	.15¾
Maracaibo, strictly fancy, mild, choice.....	.12¾
Santos, Peaberry, extra fancy.....	.11¾
Santos, fancy.....	.12¾
Rio, Golden, fancy.....	.10¾
Rio, prime.....	.09

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27½
Mocha, finest.....	.33½
Mocha Seed Santos.....	.15¾
Carcacas, extra fancy, washed.....	.18½
Maracaibo, extra fancy.....	.16½
Santos, Peaberry, extra fancy.....	.14½
Santos, extra fancy.....	.15½
Rio, Golden, extra fancy.....	.13¾
Rio, prime.....	.10¾

PACKAGE COFFEE.

100 lbs.	60 lbs.
Ariosa.....	16.50 16 60
Seven Day (f. o. b. N. Y.).....	12 25 12 35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins...per box.....	4 15
Tomson-Hummels, tin, ½ gross.....per gross.....	2 60
“ imp., ½ gross.....	2 15
Floto's, improved, ½ gross.....	2 15

BLUING—Dry.

Per gross	
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4 80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs...per box.....	2.15

BLUING—Liquid.

Per gross	
Boyer's Bengal 7½ oz., ¼ gross.....	4 25
French Laundry, large, ½ gross bbl...per bbl.....	2.10
Admiral, 4 oz., 3 doz.....	6 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9.50

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BUTTER.

Per	
Tub Butter—	
Creamery specials.....	
“ extra, 60-lb. tubs.....	
“ first, “ “.....	
“ second, “ “.....	
“ third, “ “.....	
“ dairy, extra, bakers' use, 30-60 lbs.....	.24-
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.31-

Print Butter—	
Prize.....	
Gurnee, lbs. and ½ lbs.....	
Awltru.....	
Milhen Farm, lbs. and ½ lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	30-
Sheaf.....	
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Per	
Mason's—	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes.....	
“ medium, 1 doz. cartons, 5 gross boxes.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	
½-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz...per doz.....	

CATSUP.

Per	
Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, ½ pint, 2 doz.....	
Tobasco, ½ pint, 2 doz.....	
Beech-Nut—	
Pints.....	
½ pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

CANNED GOODS.

aked Beans—	
Ritter's	1.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
ima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
tring Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
orn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
cas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
cts—	
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
uccotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.20
sgaragus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
umpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
pinach—	
Standard, Maryland, No. 3	.95
our Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

pricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	2.50
artlett Pears—	
Extra, No. 3	2.50
" No. 2½	2.50
Extra Standard, No. 2½	2.30
Standard, No. 2½	2.15
hite Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
eaches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	2.50
eaches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
eaches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	2.70
Standard, No. 2½	2.40

Eastern Canned Fruits.

pples—	
New York State, No. 3	.90
" No. 10	2.90
ackberries—	
In syrup, No. 2	1.35
In water, No. 2	1.35
herries—	
White Wax, light syrup, No. 2	2.35
" heavy syrup, No. 2	2.50
eaches—	
Table, No. 3	1.35
Seconds, No. 3	1.15
Pie, No. 3	.85
ears—	
Bartlett, Extra Standard, No. 2½	2.00
Kalfer, syrup, No. 3	2.00
" water, No. 3	2.00
lums—	
Heavy syrup, No. 2½	2.25
Light syrup, No. 2½	2.00
ucberries—	
Malina, In water, No. 2	2.40
rawberries—	
Extra preserved, No. 2	2.80
Preserved, No. 2	1.60
In water, No. 2	2.20

Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	18.00
" high oval, 100s.	19.00
" Fresh Mackerel, 100s.	23.00
" dgl., Young Mackerel in Olive Oil, ¼s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	14.00
Normanna, Tomato Sauce, 100s.	14.00
" Boneless, ½s, oval, 100s.	14.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	24.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	14.00
" ¼s, Tomato Sauce, 100s	14.00
" ¼s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.	26.00
Boneless and peeled, ¼s.	24.00
" D. & G., ¼s.	26.50
" Ispa, ¼s.	28.00
" Gondolier, ¼s, 100.	20.00
" Landell, ¼s, 100.	9.50
" Martell, ¼s, 100.	10.50
" ¼s, 100.	15.00
" Loyal, ¼s, 100.	9.50
Argonauts, ¼s, 100.	14.00
Orion, smoked, ¼s, key, 100.	8.00
Tomato sauce, ¼s.	15.00
Truffled, ¼s, key, 100.	12.50
Spiced, ¼s, 100.	10.00
Royanette, oval, ¼s, 100.	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100.	15.00
" ¼s, tomato sauce, 100.	15.00
" ¼s, olive oil, 50.	13.25
" ¼s, tomato sauce, 50.	13.25
Sea Queen, ¼s, olive oil, 100.	11.25
Sea Pearl, ¼s, olive oil, 100.	9.40
Tea Time, ¼s, olive oil, 100.	7.80
" Herringlets, olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60
Norwegian—	
King George, ¼	14.00
Nansen brand, ¼	10.50
Portugese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Seminoles, standard, key, carton, ¼s	2.90
No. 2, ¼s, 100	2.50
¼s, key, 100	2.75
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" ¼s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	2.25
¼s, 48	3.60
Continental, ¼s, key, 48	3.10
Irma, fancy, ¼s, 50	3.85
Gold Label, ¼s, 50	4.50
" ¼s, 100	7.00
Underwood's, ¼s, 50	4.50
Pickert's, Crown brand, ¼s, 48	4.00
" Columbias, ¼s, 48	3.00

CANNED MEATS.
Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35
Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 2, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.90
Ham, No. ¾, 2 doz.	1.40
Tongue, No. ¾, 2 doz.	1.40
Libby's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¾, 2 doz.	1.95
Libby's—	
No. ¾, 2 doz.	1.70
No. ¾, 1 doz.	2.40
R. & R., No. ¾, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¾, 4 doz.	2.15
" No. ¾, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ¾, 2 doz.	3.00
" No. 1, 1 or 2 doz.	6.00
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ¾	3.45
" No. 1	6.10
Turkey, No. ¾	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
sonime, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 15, 10½ oz., 4 doz.—			Per case
All kinds			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case			3.25

SPECIAL ASSORTMENTS.

Order by number.			
No. 1 contains 3 Beet, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....			
			per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....			
			per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....			
			case 3.60
Curtice Brothers' Blue Label—			
	Quarts.	Pints.	½-Pints
Green Turtle.....	6.50	3.50	2.00
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb
roc. tins, 6-lb. boxes35
½-lb. tins, 6-lb. boxes30
½-lb. tins, 6-lb. boxes29
1-lb. tins, 6-lb boxes28
5-lb canisters.....	.30
Wilbur's Premium Chocolate—	
½ lb., 6 and 12-lb. boxes32
½ lb., 6 and 12-lb. boxes31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, roc. size	1.50
Capitol, sweet, ½s, 6 lb.....	per lb. .19
Walter Baker & Co.'s—	Per lb
Premium, ½ lb., 12 lbs.....	.29
“ ½ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ⅛ and ¼-lb cakes...	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.33
Cocoa, ¼-lb. cans, 12 lbs.....	.34
“ ½-lb. cans, 6 lbs.....	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size33½
“ ½-lb. size.....	.33½
Premium Chocolate, ½s, 12 lbs29
“ ½s, 12 lbs29
Best Sweet Chocolate, ½s, 6 lbs.....	.20
“ ½s, 6 lbs.....	.20
Vanilla Chocolate, ⅛s, 6 lbs.....	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ⅛-lb. glass jars.....	.40
Cocoa, ⅛-lb. tins.....	.29
“ ¼-lb. tins.....	.30
“ ½-lb. tins.....	.33
“ 6 5-lb. cans30
Baking Chocolate, ⅛s.....	.29
“ ⅛s.....	.28
Swiss Milk Chocolate, 48 5c. cakes.....	1.50
Hershey's—	Per box
Milk, 24s.....	.80
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
“ “ ½ lb. size, 6 or 12 lb. bxs.	.28
“ “ ½ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz
Grand brand, ½-lb. tins, 2 doz.....	1.88
“ ½-lb. tins, 2 doz.....	3.50
“ 1-lb. tins, 1 doz.....	6.50
“ 5-lb. tins, 1 doz.....	per lb. .52
“ 10-lb. bags, 100-lb. case50
Daalder's brand, ½-lb. tins, 12-lb. box40
“ ½-lb. tins, 12-lb. box39
“ 1-lb. tins, 12-lb. box38
“ 2-lb. tins, 12-lb. box37
“ 5-lb. tins, 60-lb. box36
“ 10-lb. bags, 100-lb. case.....	.35
Runkels—	
Decorated Cocoa, ⅛s, 6 and 12-lb. boxes....	.36
Labelled Cocoa, ⅛s, 6 and 12-lb. boxes.....	.33
Premium Chocolate, ⅛s, 6 and 12-lb. boxes30
“ ⅛s, 6 and 12-lb. boxes31
Dairy Milk Chocolate, 24 cakes to carton....	.80
Almond Bars, 24 cakes to carton.....	.80
“ 12 roc. cakes to carton.....	.80
Vanilla Sweet Chocolate, 24 cakes to carton80
“ “ ⅛s, 6 and 22-lb. boxes.....	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 22-lb. boxes24
Vienna Sweet, ⅛s, 6 and 12-lb. boxes.....	.23
Chocolatina, 24 cans to box.....	1.85
owney's—	Per lb
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ⅛-lb. pkgs.....	.31
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs31
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs.....	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ⅛-lb. pkgs.....	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box.....	per box 1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins.....	
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins34
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins.....	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins.....	.35
“Diamond” Sweet Chocolate, 6 and 12-lb. boxes.....	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	2.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box80

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Almond Milk Chocolate, 48 5c. pkgs. in box	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box	per box	.80
Milk Chocolate, 50 5c. pkgs. in box, per box	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.		.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.		.29
Meda lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case		.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box	Per can.	Per
2-oz. oval cans, 4 doz. in box		.07 1/2
5-oz. oval cans, 3 doz. in box		.18 1/2
1/2-lb. round cans		.29
1-lb. round cans		.57
60 lbs. in case	Per can.	Per lb.
5-lb. round cans		2.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case	Per	
Sweet Vanilla, 4 cakes to lb.		.28
" 8 cakes to lb.		.28
Milk Chocolate, 6 cakes to lb.		.45
" 12 cakes to lb.		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case		.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case		.56
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case		.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case		.50
1 lb. boxes, 30 boxes in case		.55
1/2 lb. boxes, 60 boxes in case		.55
1/3 lb. boxes, 90 boxes in case		.56
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins		.65
" 12-lb. boxes, 1/2-lb. tins		.36
" 6-lb. boxes, 1/4-lb. tins		.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.		.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes		.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box		1.10
No. 3, 10 cent size, 24 tablets in box		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box		1.10
No. 51, 10 cent size, 24 tablets in box		1.80
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes		.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes		.39

PAPER.

Scott Paper Co.—		
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls		3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons		3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls		3.25
Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S.	Republic (White) S. O. S.	
1/4 lb.	1/4 lb.	.23 1/2
1/2 "	1/2 "	.37 1/2
1 "	1 "	.50
2 "	2 "	.65 1/2
3 "	3 "	.78
4 "	4 "	.96 1/2
5 "	5 "	1.12
6 "	6 "	1.37 1/2
8 "	8 "	1.59
10 "	10 "	1.81
12 "	12 "	2.12
14 "	14 "	2.69
16 "	16 "	2.86 1/2
20 "	20 "	3.21
25 "	25 "	3.56 1/2
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream	Per ream	
15x20, 5 reams in bundle		.48
20x30, " "		.90
24x36, " "		1.20
Butter, Parchment—	Per pkg.	
8x11, 100 sheets		.60
9x12, " "		.70
18x24, 50-lb. bundles of about 1200 sheets	per lb.	.10
Toilet—		
Extra quality, 100 rolls	Per case	5.75
Good " 200 "		4.95
Butter, Wax—	Per pkg.	
9x12, about 480 sheets		.14 1/2
White Tea—	Per bundle	
8x11, 100 sheets to pkg., 10 pkgs. to bundle		.60
9x12, 100 sheets to pkg., 5 pkgs. to bundle		.70
Bags, price per M—		
Original Bundles	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.	15M	.33
1/2 "	10M	.41
1 "	8M	.53
2 "	6M	.71
3 "	5M	.84
4 "	4M	1.08
5 "	3M	1.24
6 "	3M	1.54
8 "	2M	1.78
10 "	2M	1.95
12 "	2M	2.30
14 "	1M	2.85
16 "	1M	3.15
20 "	1M	3.45
25 "	1M	3.95

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Flour Sacks, satchel bottom—		
Majestic	Plain	per 100
Ex. Heavy		
12 1/2 lbs., 1/4 bbl.		.42
24 1/2 lbs., 1/4 bbl.		.70
49 lbs., 1/4 bbl.		1.40
No. 2, Manilla light weight—	Per lb.	
12 in. rolls		.02 3/4
15 "		.02 3/4
18 "		.02 3/4
20 "		.02 3/4
24 "		.02 3/4
30 "		.02 3/4
Silk Fibre, No. 1—		
9 in. rolls		.02 3/4
12 "		.02 3/4
15 "		.02 3/4
18 "		.02 3/4
20 "		.02 3/4
24 "		.02 3/4
30 "		.02 3/4
Paper Towels—		
50 rolls, 150 towels each, with holder and basket	per case	10.00
10 roll lots	per roll	.20

CONDENSED MILK.

Eagle, 4 doz.	Per case	6.25
" 2 doz.		3.15
Challenge, 4 doz.		4.45
Magnolia		4.95
Dime		5.75
Baby, 1 doz., glass		2.00
Peninsular		4.55
Star, 4 doz.		4.95
Anchor, skimmed		3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall	3.50
" " small, 6 doz.	2.50
" family size	3.10
" hotel size	3.50
" confectioners' size	3.50
Silver Cow, small, 6 doz.	2.50
St. Charles, small, 4 doz.	1.75
" tall	3.50
" hotel size	3.50
" confectioners' size	3.50
Pearl, tall	3.50
" small, 6 doz.	2.50

HIRES CONDENSED MILK



Silver	Per case	\$4.95
Hires		4.65
Queen		4.65
Premium		4.25
Gold (Baby)		2.50
Gold (Tall)		3.50
St. Elmo		3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles		.10
Cocoanut Ripple		.11
Fruit Cookies		.10
Graham Wafers		.11
Grandma Cookies		.10
Honey Jumbles, XX		.10
Iced Honey Jumbles		.12
Lemon Bar		.09
Lunch Biscuit		.09
Marshmallow Mayblossoms		.12
Newtons		.11
Raisin Cookies		.10
Saltines		.13
Spiced Wafers		.09
Sugar Cookies		.10
Water Crackers		.08
7-lb. tin pails—		
Arrowroot Biscuit		.16
Assorted Bon Bons		.17
" Teas		.17
" Slices		.17
Butters		.16
Chocolate Bon Bons		.17
" Butters		.16
Cocoanut Macaroon		.16
Fancy Jumbles		.16
Fruit Sundae		.20
Lady Creams		.16
Lemon Sundae		.16
Sweet Marie		.15
Package goods—	Per doz.	
Animals		.45
Cracker Meal, large		.90
" small		.45
Gingerettes		.90
Gold Medal Soda, small		.45
" large		.90
Graham Wafers		1.25
Lunch-on-Thins		.90
Milk Lunch		.90
Ginger Snaps		.45
Pink Tea		.90
Saltina Biscuit		.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbbs.	Boxes
Butter Crackers		.09
Oyster Crackers		.09
Wine Scroll		.11
Cracker Dust		.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.

Wein Senf, Prepared Mustard. Dove Brand.

Stone pots, small, 2 doz.	per doz.	1.40
" " with horseradish	"	"
" large, 1 doz.	"	2.00
" " with horseradish	"	"
Wein Senf, bbls.	per gal.	"
" 1-gal. stone jars	per jar	.85
" 5-gal. kegs	per keg	3.50
Prepared Mustard, bbls.	per gal.	"
" 15-gal. kegs	"	"
" 10-gal. kegs	"	"
" 5-gal. kegs	per keg	1.75
" 2-gal. pails	per pail	.90
" 1-gal. pails	"	.50
Prepared Special, with spoon, 2 doz.	per doz.	.95
" sitting top, 2 doz.	"	.46
" with horseradish, 2 doz.	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub	loaf	per lb.
Sap Sago, 3 to 1 lb.	less than case	"
Roquefort	12 in case	"
" less than case	"	"
Parmesan, about 30 lbs.	loaf	"
" less than loaf	"	"
Edam, 12 in case	case	"
" single	"	"
" in tin	per lb.	"
" 1-lb. tins	per case	"
Camembert, domestic, wood boxes	per doz.	"
" Autocrat brand, large	"	"
" medium	"	"
Sap Sago, grated, ready for use, 10-oz. bottles	per doz.	1.75
Parmesan, grated, ready for use, small bottles	per doz.	2.50
Olmutzer Hand, 100 in box	"	"
Edelweiss, Romatour and Bier-Kase	per doz.	"
American Swiss, No. 1	loaf	.22
" less than loaf	"	.23
" square loaves, No. 1, about 25 lbs. each	per lb.	.20
Limburger, No. 1	box and 1/4 box	.17
" less than 1/4 box	"	.20
Pinxter, from Holland, in tins	per doz.	2.60
Muenster	per lb.	.22
Brick, No. 1	"	.18-.20
English Dairy	"	.22 1/2
Pineapple, picnic size, 6 in box	per box	3.00
gem size, 6 in box	"	.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.		4.50
Lunch size, 2 doz.		2.40
Picnic size, 2 doz.		1.35
Tral size		1.00
MacLaren Imperial, club size		1.00
" No. 1 size		2.40
" Roquefort, large size		2.95
" small size		1.45
Fromage de Brie, M. C. C., 1 in box		1.55
Fromage d'Isigny, M. C. C., 6 in box		1.55
Neufchatel, Cow brand, 25 in box		.95
Star Cream or Phila., 12 in box		1.90
Miniature Cream or Phila., 12 in box		.95
Hand, 8 doz.		"
" 4 doz.		"
" Thuringer, 4 doz.		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight	per lb.	"
Weiner Wurstel, 16 in tin	per doz.	"
" 8 in tin	"	"
Imported Cervelat Sausage, Rolf's	per lb.	"
Imported Frankfurters	per doz.	"
Goose Breast, imported, marked weight, per lb.		"
Pate de fois Gras, small	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (Circle S.)		.27
" (Diamond S.)		.26
" Peutonic		.24
" Gothaer		.32
Salami (Circle S.)		.27
" (Diamond S.)		.26
" (G. A. P.)		"
Landjager, short	per lb.	.35
" long	"	"
Mortadella, dry	"	"
Knackwurst, 25 in box	per box	4.75
" "	per doz.	2.40
" "	per doz.	4.75
Tongue Sausage	per lb.	.18
Smoked Braunschweiger Liver Sausage	"	.18
Lachs Ham	"	.39
Petit Delicatess Frankfurters, plain	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut	per doz.	1.00
Lebanon Beef Bologna	per lb.	.20
Paprika Speck	"	.18
Mettwurst, half round	"	.25
Liver Sausage (special), truffle, goose or sardellen	per lb.	.18
Smoked Thuringer Blutwurst	"	"
" Pfefferwurst	"	"

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars	Per doz.	4.80
" quart glass jars		5.75
" 10-oz. jars		2.50
" tumbler		1.00
Calves' Head, round tins		1.65
Tripe, 5-gal. kegs		2.00
Pigs' Feet, 10-lb. pails	per pail	1.05
" 5-gal. kegs	per keg	2.25
Russian Sardines		"
" 5-lb. pails	per pail	.65
" 10-lb. pails	"	1.25
Beef Salad, in glass		1.00
Holland—		
Mixed, Y. M., 5 keg lots	per keg	"
Milkers, Y. M.	per keg	"

Holland and Scotch Herrings.

Mixed, Y. M., 5 keg lots	per keg	"
Milkers, Y. M.	per keg	"

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Mixed, standard, bbls.		"
" 1/2 bbls.		"
Milkers, standard, bbls.		"
" 1/2 bbls.		"
Scotland—		
Mixed, large, fulls, bbls.		"
" 1/2 bbls.		"
Milkers, " bbls.		"
" 1/2 bbls.		"
Marinirte Herring, imported, about 40 in pail		"
Roll Herring, imported, about 25 in pail		"
Spiced Herring, imported, about 40 in pail		"
Norway Stockfish, dry	per lb.	.15
Matjes Herring	per piece	"

Bismarck Herring.

Round tins, with key, pint	per doz.	2.65
" quart	per tin	.42
" 2 quarts	"	.75
" 4 quarts	"	1.25
Roll Mops, 4-quart tin		1.30
" 2-quart tin		.75
" quart tin		"
Kruger's Roll and Brat Haring, oval tins, doz.		"

Russian Sardines.

Imported, Wallkoff brand	per keg	"
" 5-lb. pails	per pail	"
" 10-lb. pails	"	"
Cut Spiced, 10-lb. pails	"	1.25
" 5-gal. keg	per keg	2.75
Russian, in glass jars	per doz.	"

Norway Anchovies.

Fancy, keg		"
" 1/2 keg		"
" 1/4 keg		"
" 1/8 keg		"
Original package	per 1/4 bbl.	"
Repacked, 5-lb. pails	per pail	"
" 10-lb. pails	"	"
" 5-gal. kegs	per keg	"
" 1/2-lb. flat tins	per doz.	"
" 1/4-lb. tall tins	"	"
" 1-lb. tall tins	"	2.10

Salt Sardellen.

Original packages, 1902.....	per anker	...
Repacked, kegs, about 8 lbs.....	per keg	3.25
“ pint jars.....	per doz.	5.25
“ large tumblers.....	“	
“ small tumblers	“	2.00

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EGGS.

	Per doz.
Whisky, candled and selected, 30 doz.....	.36
Stern, selected.....	.34
Hen Farm.....	.38
Tru, packed in cartons.....	.36

FANCY GROCERIES.

Good Staple Paste, 5-lb. cans.....per lb.	.33
Shovies, in oil, 6 ring hottie.....per doz.	5.00
" " 3 ring hottie.....	3.25
Pers, Nonpareil, 1/2-gal. kegs.....	1.25
" quart, glass.....per doz.	7.50
" hottied, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" medium, 12 to case.....	4.50
" small, 24 to case.....	4.25
ries in Maraschino, glass, 1 doz.....	7.00
m Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" 2 doz. 3-lb.....	2.20
le Powder, pints.....	3.60
" 4 oz.....	2.40
" 2 oz.....	1.40
nch Peas, extra fins.....per case	21.00
" fins.....	"
" moyens.....	"
Cann's Irish Oatmeal—	
1-lb. cans.....per doz.	3.00
5-lb. cans.....per tin	.65
4-lb. cans.....	.65
ntley & Palmer's Petit Beurre Biscuit.....lb.	.24
" Dinner Biscuit.....	.33
" Breakfast Biscuit.....	.33
Packed 7 and 5 lbs. in a can.	
1 Pepper, ring, pints.....per doz.	1.25
" 1/2 pints.....	.60
t, stone jars, 4 doz.....	1.75
odore Marquett Mushrooms—	
irst choice.....per case	25.00
choice, 100 tins.....	30.00
Extra, 100 tins.....	30.00
otel, 100 tins.....	25.00
iffes, 1/2.....per tin	.25
" 1/2.....	.40
" 1/2.....	.75
" 1/2.....	1.50
imps, pickled, small size.....	1.10
" Dunhar's, 2 doz.....per doz.	2.50
s in Cordial, Bishop's, 1 doz.....	6.50
stalized Ginger, 1-lb. tins.....	3.75
" 1/2-lb. tins.....	2.25
le Juice, Rose's.....	4.50
tor Ro-e Water.....	2.25
" Peach Water.....	2.25
ed Olives.....	5.25
s Franco-American Food Co.—	
roths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes—	
er tin, 100 cubes.....	1.70
" 50 cubes.....	.90
er doz tins, 12 cubes each.....	2.75
eko Clam Bouillon—	
7-oz. hotties, 1 doz.....	2.00
1-oz. hotties, 1 doz.....	3.75
Big's Oxo Cubes—	
1 1/2, 10c. size.....per doz.	.85
1 1/2, 25c. size.....	2.00
ans, 100 cubes.....per 100	1.65
our's Beef, Clam and Chicken Cubes—	
small boxes, 12 cubes, 1 doz.....	2.50
edium boxes, 10 cubes.....per tin	.90
arge boxes, 100 cubes.....	1.70
our's Concentrated Bouillon—	
rs, size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, 1/2 doz.....	25.00
our's Tomato Bouillon—	
ottles, size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 5.....per bottle	3.00
ancy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

	Per doz.
our's Solid Extract of Beef—	
rs, size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, 1/2 doz.....	29.75
our's Fluid Beef Extract—	
ottles, size 4, 1 doz.....	5.00
" 8, 1 doz.....	9.00
" 16, 1/2 doz.....	17.00

FLOUR.

	Per hbl.
sofa.....	6.25
g Midas.....	6.90
1 Medal.....	6.25
bourne.....	6.25
Top.....	6.70
thury's Best.....	6.25
per Idem.....	5.70
ie of the West.....	5.60
eam.....	5.50
al Veil.....	6.25
Seal.....	6.00
ay White.....	6.60
cker's Best.....	6.00
uth Imperial.....	6.00

Prepared Flours.

	Per case
illa Prepared Doughnut, Cake, Ginger-	
bread and Tea Biscuit Flour—	
doz. 14-oz.....	1.44
doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

ker's Buckwheat, medium, 12s.....	1.50
" Flap Jack Flour, 18s.....	1.42 1/2
le Jerry Buckwheat, 36 2s.....	2.75
" Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Femina Buckwheat, 18s.....	1.45
" Pancake, 18s.....	1.45

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags.....per lb.	.05 5/8
New York State Marrows, new, bags about	
2 1/2 bushel.....	3.37 1/2
Michigan Pea, new, bags about 2 1/2 bushel.....	3.37 1/2
Red Kidney, fancy, new, grain bags about	
2 1/2 bushel.....	3.80
Peas—	
Scotch, domestic, bags about 2 1/2 bushel.....	2.75
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	
oooooooo, 100-lb. bags.....	Per lb.
Less quantity.....	

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	1.95
Lea's, yellow, granulated, 100 lbs.....	2.15
" fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.00
" table, 100 lbs.....	1.95
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, hbls.....	
Less quantity.....	
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case).....	
Barley—	
No. 2, 100-lb. bags.....	3.00
No. 3, 100-lb. bags.....	3.00
Oatmeal—	
B, hbls.....per hbl.	5.75
B, 100 lbs.....per keg	3.00
Rolled Oats—	
Avena, 180 lbs.....per hbl.	5.50
" 90 lbs.....per keg	2.90
" 90 lbs.....per sack	2.63
Tapioca—	
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 3/4
Flake.....	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.....	2.25
" 18 pkgs., small.....	1.45
Egg-O-See 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs.....	3.30
" 18 pkgs.....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
" Bran Flakes, 1 doz. pkgs.....	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
" 10s.....	1.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" Cornmeal, large, yellow, square,	
10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Petitjohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	1.90
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—

Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Frehofer's Bread Crumbs, 1 h.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " small.....	.90
" " large, gross.....	17.25
" " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.85
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" 50 10-oz. pkgs.....	1.75
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2 - .04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.....	.12
Short, 25 1s.....	.12
Cubes or Elbows, 24 1.....	
Spaghetti, 25 1s.....	.12
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....	.12

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghetti a la Milanese, No. 1, 4 doz.....	.90
" No. 2, 2 doz.....	1.35
Frehofer's—	
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghetti, 36 1s.....	.10
Elbow Spaghetti, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 3/4
Cubes or Elbows, 24 1s.....	.07 3/4
Spaghetti, 25 1s.....	.07 3/4
Vermicelli, 25 1s.....	.07 3/4

Choicest Grades.

Macaroni, short, 25 1s.....	.08 3/4
" 50 1/2-lb. pkgs.....	.04 1/2
Cubes or Elbows, 24 1s.....	.07 3/4
Spaghetti, 25 1s.....	.07 3/4
Vermicelli, 25 1s.....	.07 3/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	40.00	20.60	10.50	2.25		
Ex. Norway, No. 2.....230-260	32.00	16.60	8.50	1.90		
Ex. Norway, No. 3.....320-360	28.00	14.60	7.50	1.65		
Ex. Norway, No. 4.....400-450	25.00	13.10	6.75	1.50		
Ex. Norway, No. 5.....550-650	20.00	10.60	5.50	1.25		
Shore Bloaters.....100-120	32.00	16.60	8.50	1.90		
Ex. Shore, No. 1.....170-190	28.00	14.60	7.50	1.65		
Med. Shore, No. 1.....200-220	26.00	13.60	7.00	1.55		
Ex. Shore, No. 2.....225-250	24.00	12.60	6.50	1.45		
Extra Irish, No. 2.....300-350						
Medium Irish, No. 2.....350-450						
Irish, No. 4.....400-450						
Large Cape Shore.....100-120	16.00	8.60	4.50	1.05		
Med. Cape Shore.....180-220	17.00	9.10	4.75	1.10		

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1,					
Lah Splits.....	7.50	4.35			
Herring, large No. 2,					
Lah Splits.....					
Shore, round, large.....					
" medium.....					
Ocean Whiting Fish.....	5.50	3.35		.50	.45
Salmon Trout, red.....	18.00	9.60	5.00		
" white.....	16.00	8.60	4.50		
Shad, Mess.....	14.00	7.60	4.00		

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.08 1/4
" 25 lbs.	.08 1/2
" 48 pkgs.	.08 3/4
Apricots—	
Knighthood, 10-lb. boxes	.17
Dos Palamos, choice	.09 1/2
" crown slabs	.08 1/2
" standard	.09 1/4
Cherries—	
California, pitted, 25 lbs	.16 3/4
Eastern, pitted, 25 lbs	.16 3/4
Peaches—	
Jumbo, Yellow, 25 lbs	.09 1/2
Fancy Muirs, 50 lbs	.07
Choice Yellow, 50 lbs	.06
Extra choice Muirs, 50 lbs	.06 1/4
Extra fancy Muirs, 25 lbs	.09
Pears—	
Del Monte, extra fancy, 25 lbs	.15
" fancy, 25 lbs	.15
Fancy California Bartlett, 25 lbs	.15
Plums pitted—	
Fancy Red, 25 lbs	.11 3/4
Nectarines—	
Extra choice, 25 lbs	.11 3/4

Foreign.

Citron, 10 lbs.	.16 3/4
Orange Peel, 10 lbs.	.12 1/2
Lemon Peel, 10 lbs.	.13 1/4
Currents—	
Valca, 40 pkgs.	.10 3/8
Crystal, fancy, 40 pkgs.	.08 1/2
Admiral, 25 lbs., loose	.08 1/2
Dates—	
Dromedary, 35 pkgs.	per case 2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 roc. pkgs.	.06 1/2
Fard, 14 lbs.	.09
Hallowee, 70 lbs.	.09
Figs—	
Smyrna, 7 crown, 14 lbs.	.11
" 6 crown, 14 lbs.	.11
California, 12 pkgs.	per box .11

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.11 1/4
50-60	.11 1/2
60-70	.11 3/4
California, 25-lb. boxes—	
40-50	.12 1/4
50-60	.10 3/4
60-70	.09 3/4
90-100	.08 3/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box 3.30
Extra Desserts, 20 pkgs.	3.00
Connoisseur, 20 pkgs.	3.00
California Seedless—	
Thompson, 50 lbs.	.09 3/4
Sultana, fancy, 50 lbs.	.09 1/4
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08 1/4
" 3 crown, 50 lbs.	.08 1/4
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.09
Fancy Ondara Layers, 28 lbs.	Per pkg. .09 1/2
Seeded—	
Knighthood, 36 pkgs.	.07 1/2
Owl, fancy, 36 pkgs.	.08
Crystal, 40 pkgs.	.08
Sun-Maid, 36s.	.09
Seedless—	
Not-a-Seed, 36 pkgs.	.09 5/8
Valca, Thompson, 40 ts.	.09 1/2

COCOANUT.

Dromedary—	
48 1/4-lb. pkgs.	Per case 3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/4-lb. pkgs.	1.80
24 1/2-lb. pkgs.	1.75
12 1-lb. pkgs.	1.65
Dunham's—	
1/4-lb. pkgs., 15 lbs.	.29
1/4 and 1/2-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	Per doz. .87 1/2
Millemans, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.77 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32.	per bottle .50
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	per box .67 1/2
" Writing Fluid.	per qt. .50
Royal, black, 3 doz.	.25
Stafford, Commercial, 32.	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors.	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. o. No. 1.	No. 2.
Lamp Chimneys—			
Sun, Crimp, Lustre brand	3.00	3.60	4.50
Electric, No. 2			Per doz. .80
" No. 2, slim			.80
Rochester, No. 2			.80
" No. 2, 12 inch			1.25
Success, No. 1, 10 inch			.90
" No. 1, 12 inch			1.25
No. o. Tubular Lantern Globes			5 doz. 2.75
Cold Blast			5 doz. 3.25
Jumbo Chimneys, plain	per doz. .75	No. 1. .85	No. 2. 1.00
" dec., 207	" .90	No. 1. 1.00	No. 2. 1.25
Banner Burners	No. o. .40	No. 1. .50	No. 2. .70
No charge for packages.			
Oil Cans—			Per doz. 2.40
1 gal., glass			2.00
1 gal., galvanized, Pearl			6.00
5 gal., Lennox, spout			6.75
5 gal., spigot			8.00
5 gal., Columbia			9.00
5 gal., Banner			10.00
5 gal., Climax, pump			12.00
5 gal., Home Rule, pump			
Lanterns—			
No. o. Standard			4.00
No. o. Dash			7.50
Cold Blast			7.50
Nu Stylic			8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs.	Per case 3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.	

MINCE MEAT.

	Per case
None Such—	
1/4 gross	2.70
1/2 gross, with 3 pkgs. free.	5.40
Atmore & Son—	
Celebrated Seedless—	
Quarters, 110 lbs	.09 1/4
Barrels and halves, 400 and 250 lbs.	.09 1/4
Wooden pails, 20, 40 and 68 lbs	.09 1/2
Keystone—	
Quarters, 110 lbs	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs	.08 1/4
Condensed, cartons	2.70
" 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	
Veribest, Concentrated—	Per doz. 2.40
1 1/2-lb. pails, 2 doz.	4.25
3-lb. pails, 1 doz.	Per case 5.50
Veribest, Moist—	
Quart jars, 1 doz.	3.00
" 1/2 doz.	.13 1/2
Canakins, 10 lbs.	.13
" 20 lbs.	.13 1/2
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Schimmel's—	
Barrels, halves and 30-lb. kits.	.08
18-lb. canakins	Per lb. .08 1/2
National—	
18-lb. canakins	.07 3/4
30-lb. pails	.07 1/4
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	
Tubs, 70, 35 and 18 lbs.	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	
Packages not returnable.	

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LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.05 3/4
" Banner, sifting, 25 ts.	3-box lots .05 1/2

OILS.

	Per gal.
Stove Gasolene	
Headlight, 150 test	

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/4-gal. tins, 5 gal.	16.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/4-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech-Nut—	
Bottles, 24 oz.	10.50
" 16 oz.	7.75
" 4 oz.	2.80
Pompeian Olive Oil—	
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20
Re Umberto Oil—	
4-oz. bottles	per doz. 2.50
16-oz. bottles	7.00
1 gallon	3.00

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.75
Wesson's Cooking, 30 No. 2	per case 6.90
Fancy, 8 cans	per case 6.90
Louboin, large, 1 doz.	1.55
" small, 2 doz.	.45
Goldenoye—	
4 doz. 7-oz. bottles	3.60
2 doz. 2 1/4-oz. cans	4.80
1 doz. 1/2-gal. cans	6.50

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large	2.00
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 3/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 1/2-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

	Per doz.
Large, 1 doz.	2.30
Medium, 2 doz.	1.40
Small, 2 doz.	.90

NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.24 1/2
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs.	.15 1/2
Brazils, large, bags, about 180 lbs.	.09
Pecans, large, bags, about 160 lbs.	.13 1/4
" medium	.12 1/4
Mixed Table Nuts, 25 lbs.	.14 1/4

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Peanuts, Green—	
Jumbo	.06 3/4
Fancy, hand picked	.05 1/2
Virginia, choice	.04 1/2
Peanuts, Roasted—	
Jumbo	Per bush 1.70
Fancy, hand picked	1.40
Virginia, choice	1.05
B g Nickel	100 cartons 3.75

PICKLES.

Sweet—	
16-gal. keg, 2100s.	15.25
10-gal. keg, 1300s.	10.25
5-gal. pail, 650s.	5.25
16-gal. keg, 3600s.	18.25
10-gal. keg, 2200s.	12.25
5-gal. pail, 1100s.	6.25
10-gal. keg, 5000s.	20.50
10-gal. keg, 3000s.	13.75
5-gal. pail, 1500s.	7.00
16-gal. keg, 7500s.	22.75
10-gal. keg, 4500s.	15.25
5-gal. pail, 2250s.	7.75
Sweet Mixed—	
16-gal. keg	12.00
10-gal. keg	8.50
5-gal. pail	4.35
Sour and Dill—	
45-gal. bbl., 1800s.	17.50
32-gal. bbl., 1200s.	12.00
16-gal. keg, 600s.	6.50
45-gal. bbl., 2400s.	19.00
32-gal. bbl., 1600s.	13.00
16-gal. keg, 800s.	7.00
5-gal. pail, 250s.	2.50
45-gal. bbl., 3600s.	20.50
32-gal. bbl., 2400s.	14.00
16-gal. keg, 1200s.	7.50
5-gal. pail, 350s.	3.00
Chow-Chow—	
16-gal. keg	10.60
10-gal. keg	6.75
5-gal. pail	3.50
Sweet Pickle Relish—	
16-gal. keg	11.50
10-gal. keg	8.25
5-gal. pail	4.25

VINEGAR.

	Per g.
Pure Cider, 45 grain	.13
" 40 grain	.12
Distilled, 45 grain	.08
" 40 grain	.06
Fermented, 45 grain	.08
" 40 grain	.06
Beech-Nut, quarts	per doz. 2.50
" pints	" 2.50
" 1/2 pints	" 2.50
Cruikshank, distilled, white	per gal. .11

PROVISIONS.

P

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Barrels, 400 lbs.....	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
" Crystal Brand, 24 2½-lb. pkgs.,	per case	.80

Lea & Perrins'—	Per doz.
Worcestershire, med um.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz82½

	Per lb.
Babbitt's, $\frac{1}{4}$ s, 25 lbs05 $\frac{1}{2}$
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
“ $\frac{1}{2}$ lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
“ $\frac{1}{4}$ lb. pkgs., 36 lbs.....	.06
“ $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs...	.05 $\frac{1}{2}$
“ 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{4}$
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 $\frac{3}{4}$
“ $\frac{1}{2}$ lb. pkgs., 36 lbs.....	.05 $\frac{1}{4}$
“ $\frac{1}{4}$ and $\frac{1}{2}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{2}$
“ 1, $\frac{1}{2}$ and $\frac{1}{4}$ -lb. pkgs., 36 lbs.....	.05 $\frac{1}{4}$
12-lb. kegs02 $\frac{1}{2}$
Bi-Carb, bulk03

Clickquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood	
Orange, Lemon Soda, Root Beer. ...2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-	
beer at home, 1 doz	1.60
Hires Carbonated, pints, 2 doz	2.00
“ Ginger Champagnale, 50 pints.....	8.00
Welch's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz	4.50
Half-pints, 3 doz.....	4.50
4 oz., 6 doz	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz	4.50
Half-pints, 3 doz.....	4.50
5 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz	4.25
Pints, 2 doz	4.75

The Franco-American Food Co.—		Per doz.
Individual.....		.90
1 lb		3.00
2 lb		5.00
3 lb		7.25
Richardson & Robins'—		
Individual, 2 doz.....		.85
Round conical, with key, No. 1, 1 doz.....		2.25
“ “ “ No. 2, 1 doz.....		4.20
Atmore's Philadelphia, seedless—		
Individual, 2 doz.....		1.90
Cans, No. 1, 1 doz.....		2.30
“ No. 2, 1 doz.....		4.10
“ No. 3, 1½ doz.....		3.25
“ No. 4, 1½ doz.....		4.35

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, 1/2 doz.....	30 00
Discount to dealer 33 1/4 per cent.	

Young's Pearl Cleanser, 40 16-oz.....	per box	2.75
Kleenatub.....	$\frac{1}{4}$ gross	2.50
Electro Silicon, 1 doz.....	per doz.	.80
Putz Liquid, large, 3 doz.....	"	1.50
" small.....	"	.75
Putz Paste, large.....	"	.65
Old Dutch Cleanser, 4 doz.....	per case	3.40
" " 5-case lots.....	"	3.30
Babbitt's Cleanser, 5c. size.....	100 cans	3.85
" 5c. size.....	50 cans	1.95
Kosher Cleanser, B. T. Babbitt, 5c. size, 50 cartons.....		1.75
Spic and Span, Babbitt, Liquid Métal Polish, $\frac{1}{2}$ -pt. cans, 3 doz.....		2.50
Imperial Cleanser, 6 doz.....	per doz.	.45
Swift's Pride Cleanser, 50 cans.....		3.00
Sunbright Cleanser, 72 cans.....		2.75
Red Seal Cleanser, 4 doz.....		1.90
Bon Ami Powder, 3 doz.....		2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans..		1.60
Orona Soap and Cleanser—	Per doz	
No. 1, 10c. size.....		.85
No. 2, 15c. size.....		1.20
No. 4, $\frac{1}{2}$ size.....		8.40
No. 5, $\frac{3}{4}$ size.....		16.80
Orono Alumishine—		
No. 1, 10c. size.....		.85
No. 2, 25c. size.....		2.00

	Per box
Young's, 16 oz., 48s.....	1.80
Brooks' Crystal, 100s.....	3.80
Day's Flint Polish, Day & Frick, 36s.....	1.35
Mineral, Wrigley, 100s.....	3.50
Sapolio, E. Morgan, 36s.....per gross	9.50
Bon Ami, 36 5c. cakes.....	2.50
Sta-Brite, 72 cakes.....	3.00
Queen Anne Scourer, Lautz, 30 cans.....	1.80

	Per case
Durkee's, large, 1 doz.....	4.25
" " small, 2 doz. ½ pints.....	2.50
Schimmel's, small 2 doz.....per doz.	.90
My Wife's, large, 1 doz pints.....	2.50
" " small, 2 doz. ½ pints.....	1.50

" small, 2 doz. 1/2 pints.....	2.50
Schimmel's, small 2 doz.....per doz.	.90
My Wife's, large, 1 doz pints.....	2.50
" small, 2 doz. 1/2 pints	1.50

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....85	1.95
Spirits Painters' Commercial...	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....75	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam of Malta.....	.45	.85	1.95
Batemans Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Alum	per lb.	.10
Borax, powdered, hulk	"	.10
" lump, bulk	"	.07½
Butter Color, W. & R.	per doz.	2.00
Bluestone, bulk	per lb.	.12
Coppers	"	.02½
Camphor, gum, 1-oz. hlocks	"	.70
" flakes, 250-lb. bbls	"	.18
" " less quantity	"	.19
" Tar Balls, 250-lb. bbls	"	.17
" " less quantity	"	.18

Castoria, Fletcher's	per doz.	2.80
" Pitcher's	"	.80
Carbonate of Ammonia.....	per lb.	.15
Epsom Salts, lbs.....	"	.04 ¹ / ₂
Glauber Salts.....	"	.02 ¹ / ₂
Glue, ordinary.....	"	.11
" white	"	.20
Gum Arabic	"	.50
Haarlem Oil	per doz.	.40
Husband's Magnesia.....	"	2.90
Jamaica Ginger, Hires', flasks	"	.90
Licorice, P. & S., sc. stick, imported.	"	.36
" M. & R., 5-lb. boxes.....	per lb.	.23
" " lozenges, 5-lb. boxes	"	.27
" 4s, 6s, 8s, 12s, 16s, 5-lb. boxes	"	.24

Putty, 25-lb. cans.....	per 100 lbs.	1.57 ¹ / ₂
“ 50-lb. cans.....	“	1.47 ¹ / ₂
Petroleum Jelly, screw top, 5c. size ...	per doz.	.35
“ 10c. size ...	“	.75
Paris Green, 100-lb. kegs.....	per lh.	.17
“ ¼-lb. pkgs., 50 lbs.....	“	.22 ¹ / ₂
“ ½-lb. pkgs., 50 lbs.....	“	.21 ¹ / ₂
“ 1-lb. pkgs., 50 lbs.....	“	.20
Rosin.....	“	.04 ¹ / ₂
Roach Powder, Bl, 4-oz. cans.....	per doz.	2.00
“ 10c. size.....	“	.80
Roachsalt, 10c. size.....	“	.80
Saltpetre, crystal, about 350-lb. bbls.....	per lb.	.20 ¹ / ₂
“ granulated, about 100-lb. kegs.....	“	.20 ¹ / ₂
Sulphur, flour, 175-lb. bbls.....	per 100 lbs.	2.50
“ 100-lb. bags.....	per lb.	.02 ¹ / ₄
“ less quantity.....	“	.03
Venetian Red.....	“	.02

Whiting.....	“	.02
Goff's—		
Cough Syrup, 25c. size.....		2.00
Herb Bitters, 25c. size.....		2.00
Oil Liniment, 25c. size.....		2.00
Kidney Pills, 50c. size.....		4.00
Worm Syrup, 25c. size.....		2.00
Herb Pills, 10c. size.....		.80
Iron Glue, McCormick & Co.—		
No. 5.....		.45
No. 10.....		.85
Tube V.....		.75
McCormick & Co., Bee Brand—		
Insect Powder, 25c. size.....		2.00
“ BB, 10c. size.....		.85
Root Beer.....		.80
Talcum Powder.....		1.50
Triangular Quinine.....		1.75
Quinine Capsules.....		1.25

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax.....	" "	.03
Silver Sand.....	per bbl.	1.20
Tar, pts.....	per doz.
" qts.....	" "
" gals.....	each
" ½ bbls.....	" "
" bbls.....	" "
McCormick & Co—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size...		2.25
McCord's Magic Medicine, 25c. size.....		2.00
" " 50c. size.....		4.00
McCormick's Tasteless Chili Tonic, 25c. size		2.00
" " 50c. size.....		4.00
Reliable Brand Headache Powders, 10c. size		.80
Borax, 20-Mule Team—		
48 1-lb. cartons.....		4.80
72 10-oz. cartons.....		4.80
96 ½-lb. cartons.....		3.20

McCormick & Co. Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
“ No. 4 size.....	2.25

Dressed Stock—	Per lb.
ers.....	.12 — 14½
ifers.....	.11½ — 14
ws.....	.08 — 12
al Calves.....	.15 — 16
tra Calves..... — 17
uthern and Barnyards.....	.10 — 12
untry Dressed.....	.15 — 16
stras..... — 17
eeep.....	.10 — 11
tra Wethers..... — 12
mb.....	.15 — 16
tra Lambs..... — 17
ogs..... — 12½

Steer Tongues.....	each	-.80
Tongues.....		-.60
Heads, scalded.....		-.75
" breads, veal.....	per pair	-.80
" beef.....	per lb.	-.25
Livers.....	"	-.25
Kidneys.....	per doz.	1.25
Livers.....		1.10
".....	per doz.	1.20
" beef.....	per lb.	1.05
" beef.....		16.00
" loin, beef, western.....		1.22
" Pork, city.....		1.19
" western.....		1.19

	Per lb.	
ays—		
estern, young hens, 8 to 10 lbs.....	.25	-.28
“ young toms, 15 to 17 lbs25	-.28
d hens and toms20	-.21
mmon to good15	-.18
ers—		
iladelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.30	-.32
iladelphia, fresh killed, 3½ to 4 lbs. o pair.....	.30	-.32
iladelphia, fresh killed, 3 to 3½ lbs. o pair, fancy.....	.30	-.32
s—		
estern, fancy, heavy.....	.18	-.19
avy Roasters, 4 to 5 lbs.....	.18	-.20
ir to good15	-.17
d cocks.....	.13	-.14
bs—		
		Per doz.
ime, large, fancy.....	4.50-5.00	
ed.....	3.00-3.50	
rk.....	1.75-2.00	

g Chickens, nearby, 1½ to 2 lbs.16	-.18
e Springers.....	.16	-.17
s.....	.16	-.17
ters.....	.12	-.13
ts, young.....	.15	-.16
old.....	.14	-.15

ter's, pure.....	Per doz.
alt jelly, apple flavor, 30 lbs. full weight,	.95
per pall	1.00
immel's, 8-oz. tumblers.....	.80
lional, 16 oz., 2 doz.....	.87½
" 3-lb. tins, net weight ..	1.95
ives—	Per lb
immel's, pure, 12-oz. jars, 2 doz...per doz.	1.60
lional, 30-lb. palls.....	.09½
uthwark, 30-lb. palls.....	.06½
" 3-lb. toy palls.....per doz.	3.60
immel's, pure, 10-oz. jars, 2 doz.....	1.40
uthwark, assorted, jars, 2 doz.....	.90
ge Marmalade—	
rley's, imported, 4 doz.....	1.90
immel's, pure, 2 doz.....	1.50
1-Nut Brand Conserves—	

	Per doz., in glass		
	Large	Medium	Individual
awberry.....	3.25	2.00	1.10
ck Raspberry.....	3.00	1.80	1.00
ckberry.....	3.00	1.80	1.00
ch.....	2.25	1.40	.80
berry Sauce.....	2.25	1.40	.80
cord Grape.....	2.40	1.50	.90
m.....80
ced Plum.....	2.25	1.40	.80
mson Plum.....	2.25	1.40
.....
d Currant.....	3.00	1.80	1.00
ck Currant.....	3.00	1.80	1.00
auce.....	3.00	1.80	1.00
ipe.....	2.25	1.40	.80
b Apple.....	1.50	.90
ple (Splitzberg).....	2.2580
ava Jelly.....	1.80
nces—
apple (shredded)...	3.00	1.80	1.00
erry.....	3.25	2.00
alades—
pe Fruit.....	2.25	1.40	.80
ubarb.....	2.25
er Orange.....	2.20	1.35	.80
ge jars packed one dozen, medium two dozen individual three dozen per case.

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars.	Lbs. 5 boxes.
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20	
Acme, Lautz.....	100	3.75	
Ark, Fairbank's, yellow laundry...	100	2.00	
Babbitt's White Floating.....	100	3.85	
" Naphtha.....	100	3.90	
" N. Y. C.....	60	3.40	
Best, B. T. Babbitt.....	100	75	3.90
Borax, Pearl, Young & Co.....	40 40	2.80	
" Naphtha, Eavenson.....	100	br. l.	4.00
" Dreydoppel.....	40 40	2.85	
" Novelty, Day & Frick.....	40 40	2.90	
" Red Seal, Tom on.....	100	4.00	
Big Master, Lautz.....	100	3.90	
Circus, Lautz.....	100	3.75	
Clairette, Fairbank's, yel. laundry	100	5ct.	3.00
Cream Borax, Lautz.....	100	3.90	
Coal Oil Johnny.....	100	3.85	
Dandy, Fairbank's, yel. laundry...	100	2.00	
Fairy, Fairbank's.....	100	5ct.	4.00
" ".....	100	10ct.	6.75
Fels-Naphtha, Fels & Co.....	100	75	4.00
5-case lots.....	100	3.95	
Gloss, Lautz.....	100	3.75	
Ivory, P. & G.....	100	10 oz.	7.00
" ".....	100	6 oz.	4.00
Jewel, Fairbank's, yel. laundry....	100	2.20	
Lautz Naphtha, 10 cartons.....	100	3.90	
" Master.....	100	3.75	
Lenox, P. & G.....	100	3.05	
Lotus, white, Lautz.....	100	ldry.	5.20
" ".....	100	5ct.	3.90
Mascot, Fairbank's, yel. laundry..	100	2.20	
Marseilles, Lautz.....	100	5ct.	4.00
" laundry size.....	100	6.00	
Miller's, C. Miller & Co.....	100	4.00	
Miners', Lautz.....	100	3.05	
Mystic White Borax, Lautz.....	100	4.00	
Naxal, Penna. Soap Co.....	100	7 oz.	1.55
New Process, La tz.....	25	3.80	
" ".....	30	3.80	
Oak Leaf, Lautz.....	100	3.05	
Oleine, Oxide, P. & G.....	72 60	3.05	
" Penna., Miller.....	60 50	1.95	
" Ph la., Lautz.....	60 60	3.10	
" Conway.....	84	2.75	
" Kirk's.....	60	2.10	
" Monarch, Miller.....	60	2.10	
" C. & C., Globe Soap Co.....	60	5ct.	2.40
Polo, P. & G.....	120	2.40	
Pound Bleacher, Day & Frick.....	60	2.65	
P. & G. Naphtha.....	100	3.40	
Railroad, Lautz.....	120	2.50	
Queen Anne, Lautz.....	100	3.20	
Queen White, Lautz.....	100	3.90	
Santa Claus, Fairbank's, yel. ldy..	100	5ct.	3.00
Star, P. & G.....	80	3.20	
Sunny Monday, Fairbanks.....	100	4.00	
Velvet, P. & G.....	100	3.90	
White Flake, Kirk's.....	100	3.75	
White Fleece, Lautz, laundry size..	50	2.50	
" ".....	100	3.25	
Wool Soap Flakes, boraxated, 50 10c. size.....	3.75		
" ".....	20 25c size.....	3.75	
Swift & Co.—			
Arrow Borax, 100 bars.....	3.85		
Classic White Laundry, 100 bars.....	3.85		
Naphtha, 100 bars.....	3.85		
Old Mill, 100 bars.....	2.50		
Pride, 100 bars.....	2.85		
Wool, 100 5c. bars.....	3.85		
" 100 10c. bars.....	6.50		
Five-box lots and over delivered freight prep. id to			
custome.'s nearest railroad station.			

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.05
" ".....	3.90
Cygnat, floating, Young & Co., 6 1/2 oz., 50 cakes.....	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Conti, white.....	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5 1/2-oz. cakes, 1 doz box.....	4.50
Fary, Fairbank's, 100 cakes.....	4.00
" ".....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" ".....	1.95
Hand Sapolio, 1/4 gross.....	9.50
Marseilles, white, Lautz, 100 pkgs.....	4.00
" ".....	2.10
Miller's.....	50 cakes
Pummo, Fairbank's, 100 5c.....	3.75
" ".....	1.95
Pumiss, Jergens', 100 cakes.....	3.85
" ".....	1.45
Witch Hazel, 3 cakes.....	3.50
White Fleece, 1 autz, 200 cakes.....	2.50
Swift & Co.—	
Vu'can Pumice, 100s.....	3.50
" ".....	1.80
Raven Tar, 100s.....	3.50
" ".....	1.80
Queen Regent, 100s.....	3.50
" ".....	1.80
Witch Hazel, 100s.....	3.50
" ".....	1.80
Jergens' Violet Glycerine.....	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.....	3.60
Gold Dust, Fairbank's.....	4.30
" ".....	3.85
Oak Leaf, Lautz, 24s.....	3.75
" ".....	3.75
Soapine, No. 3, 100 12-oz.....	4.00
Pearline, 36 10c. pkgs.....	2.85
" ".....	3.75
Red Star, Gowan's, Lautz, 24s.....	3.75
" ".....	3.75
Snow Boy, Lautz, 60 5c. size.....	2.40
" ".....	3.75
" ".....	3.75
" ".....	3.75
" ".....	3.75
" ".....	3.75
Queen Anne Lautz, 60 5c. pkgs.....	4.00
" ".....	2.40
" ".....	3.75

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Lautz Naphtha Soap Powder.....	60 pkgs. 2.40
" ".....	100 pkgs. 3.75
Kirkoline, Kirk's, 24 4s.....	3.80
Grandma, 100s.....	3.65
Polly Prim, Scouring, Fairbank's, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerline, 100s.....	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" ".....	100s, 5c. size..... 3.60
Sunbrite Cleanser, 60s.....	2.25
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" ".....	100 16-oz. pkgs..... 3.75
" ".....	24 4-lb. pkgs..... 3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
" ".....	2.20
" ".....	2.15
Fels Soap Powder can be included with drop-	
shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, 1/4 gross.....	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Stohrer's, 5c. tumblers, 4 doz.....	.45
Beer Mug, fancy, large size, 2 doz.....	.67 1/2
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
" ".....	10c. tins, 4 doz. .80
McCormick & Co., Ground—	Per lb.
Allspice.....	.10 1/2
Cinnamon.....	.13 1/2
" ".....	.18 1/2
" Col. Cinnabar.....	.21
" Saigon.....	.71
Cloves.....	.25
Cream Tartar.....	.40
Ginger, African, Crystal.....	.11 1/2
" Cochin.....	.14 1/2
Mace.....	.80
Nutmegs, ground.....	.24
Pepper, Singapore.....	.17
" Butchers'.....	.17
" Red.....	.19
" White.....	.25
Tumeric.....	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags.....	.05
less quantity.....	.05 1/2
Cinnamon, Canton, fancy.....	.11
" Java, thin quilli, about 5-lb. rolls.....	.30
" Saigon.....	.55
" Mandalay, stick, 48 5c. cartons..	.38
Cloves, choicest Zanzibar, bags.....	.17 1/2
less quantity.....	.19 1/2
Green Ginger Root.....	.15
Mace, choicest Penang.....	.75
Nutmegs, medium.....	.21
" large.....	.14 1/2
Pepper, black, original bags.....	.16 1/2
less quantity.....	.16 1/2
Pickling—	
Mixed, 6 or 10-lb. boxes.....	.14
Mayflower, isinglass front, 10c., 2 doz.....	.70
" ".....	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz....	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....	per lb. .07 1/2
" ".....	.07 1/2
Best, 24 1-lb. pkgs.....	.03 1/2
" ".....	.03 3/8
Duryea's, 40 1-lb. pkgs.....	per lb. .07 1/2
" ".....	.07 1/2
Niagara, 48 1-lb. pkgs.....	.05 1/2
" ".....	.05 3/8
Cream, 48 1-lb. pkgs.....	per case 3.60
Argo, 24 5c. pkgs.....	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06 3/4
" ".....	.07 1/2
" Silver Gloss, 40 1-lb. pkgs.....	.08 1/2
" ".....	.08 1/2
Duryea's, Superior, 3-lb. cartons.....	.06 3/4
" ".....	.07 1/2
" ".....	.08 1/2
" ".....	.03 1/2
Best Gloss, bulk, 50 lbs., bulk.....	.03 1/2
Niagara, Laundry, 50 lbs., bulk.....	.05 1/2
" ".....	.05 1/2
" ".....	.06 1/2
Celluloid, 64 10c. pkgs.....	5.00
" ".....	2.50
Elastic, 64 10c. pkgs.....	4.80
" ".....	2.40
Ivory, 72 10c. pkgs.....	5.00
" ".....	2.50
" ".....	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross.....	4.50
" ".....	7.20
" Liquid, large, 1/4 gross.....	7.50

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Mason's Challenge Paste, boxes, 1/4 gross.....	5.00
Electric Paste, 1/2 gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" ".....	7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs.....	per lb. .07 1/2
Weikel's, 24 pkgs.....	per doz. .90
Bird Gravel—	
Red, 36 pkgs.....	per doz. 1.05
Silver, 36 pkgs.....	1.05
Bath Brick, 25 bricks.....	per box .77 1/2
Toothpicks, Eureka, 100 boxes.....	per case 1.80
" Saginaw, 3 doz.....	per doz. .35
David's Liquid Glue.....	.90
" Mucilage.....	.75
" Cone General Mucilage, 2 oz.,	
1 doz.....	.30
Le Page's Glue, bottle.....	.80
" tube.....	.80
Royal Glue, 3 doz.....	per doz. .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count.....	.08 1/2
10 oz., ".....	.10
12 oz., ".....	.12
Wooden keg, 1/2 gross case, assorted, 6, 8,	
10s.....	per case .92 1/2
Mattin Tacks—	Per doz
No. 11, blued.....	.10
No. 11, ".....	per gross .85
Fly Paper—	
Sticky.....	10 cartons 2.35
Tanglefoot.....	10 cartons
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .40
Poison.....	1 doz. sheets .20
1-X-L Poison.....	50 envelopes .60
Wire Fly Swatters, leather bound.....	per gross 3.60
Wax, white and yellow.....	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet.....	.90
" 60 feet.....	1.10
" 75 feet.....	1.35
" 90 feet.....	1.50
" 100 feet.....	1.70
Coils or spools, 1/4 inch.....	per lb. .11 1/2
Jute—	Per lb.
Reels.....	.08
Tie Yarn—	Per lb.
5-lb. bails.....	.20
Colored assortment.....	.26
Cones.....	.20

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.28
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Cora.....	.33
River Front.....	.30
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26

Glucose.

Best, for confectionery.....	per cwt. 2.65
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HONEY.

	Per doz
Selzer's, small bottles, 8 doz.....	.95
" medium bottles, 2 doz.....	1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" ".....	1.40
" small bottles, 2 doz.....	.90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound.....	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2 1/2, 2 doz.....	2.32
Karo, cane flavor, 24 2 lb.....	Per case 1.90
" ".....	2.30
" ".....	2.25
" ".....	2.15
" crystal white, 48 1 1/2 lb.....	3.50
" ".....	1.80
" ".....	2.15
" ".....	2.55
" ".....	2.50
" ".....	2.40
Lassies, 24 2 lb.....	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz.....	1.90
10c. size, 4 doz.....	.94
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.10
No. 2 1/2, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2 1/2, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s.....	1.15
" ".....	1.90
" ".....	1.25
Turkey, No. 2, 2 doz.....	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.....	2.35
" medium, 2 doz.....	1.45
Golden Tree, large, 1 doz.....	2.40
" medium, 2 doz.....	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz
6, R. P., fancy.....	2.90
7, ".....	3.15
6, Household.....	2.85
7, ".....	3.15
6, Monogram.....	3.35
7, ".....	3.70
Daisy.....	2.35

Washboards.

Single Zinc—	Per doz
No. 100, Northern Queen, Protector.....
No. 101, Tidal Wave.....
No. 123, Seal Globe.....
No. 126, Ruby.....
Double Zinc—	Per doz
No. 56, Red Cross Swing, Protector.....
No. 80, Double Seal Globe, Protector.....
No. 85, Double Stag, Wide Head.....
No. 687, Double Leader Swing, Protector...

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, November 15, 1915.

No. 20.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.

TELEPHONES:
Filbert 3286
Filbert 3287 Keystone, Race 746
Exchange.

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Description Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3-50
Great Britain and Continent of Europe 4-50
All Asia 4-50
Copies10

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How Do You Middlemen Like This Latest Scheme to Eliminate You?

Socialist Publication Presents Carefully Prepared Scheme to Start a State Exchange, Which Would Issue Bonds, Open Stores, and Sell Everything. Says "All" Retail Buying Would Be Done There Because Regular Retailers Would Be Destroyed.

"Pearson's Magazine" is of decidedly socialistic tendencies, and loses no opportunity to take a slap at the high cost of living and the middlemen's profit which it claims is responsible.

So far, these slaps have been simply raps, and no middleman would be especially put to it to stand them with perfect equanimity. Nor did they eliminate any middlemen. In its last issue, however, "Pearson's" presents a complete scheme to eliminate retail grocers by a sort of State Exchange, which would issue bonds, open stores and handle everything. As "Pearson's" says, "Practically all the retail buying will be done through the State Exchange, because no private dealer could afford to compete." What would become of the army of private dealer who could not afford to compete, "Pearson's" does not say, and apparently does not care. The fact that hundreds and thousands of established businesses would be ruined almost over night is always unimportant to the Socialist, who demands the elimination of the middleman.

The "Pearson" scheme is considered sufficiently interesting and unique to reproduce in part:—

1. A California farmer could get only 4½ cents per pound for his crop of dried peaches that COST him 5 cents per pound. He sent samples to a distant city and sold his crop, receiving from 6 to 11 cents per pound net f. o. b. his nearest railroad station. The following season the pleased customers wrote to engage his crop; he agreed to sell them, BUT—the local clique learned of his plan and brought influence to bear and prevented the consummation of the deal and the grower was forced to sell to the trust at a loss.

2. A California almond grower was offered 7 cents per pound on the local market, but thought he could sell to better advantage in the East. He sent samples to a merchant in Topeka, Kan., and the merchant said he had never seen as nice almonds on the market and the price asked was lower than he could buy for elsewhere, but he dared not purchase from the producer.

3. An Oregon apple grower received 70 cents per box for his apples. In packing them he placed a card in a box stating the price he received and asking the buyer to

notify him what price he paid the dealer for the apples. In due time he received a letter stating that the consumer had paid \$4 for the box. This is an unjust difference and the consumer pays the bill.

4. Another Oregon farmer hauled a load of the choicest assorted, hand-picked apples to the capital city of his State and was unable to sell them at all—at any price. Yet many people who really wanted apples could not buy them on account of the price demanded by the retailers.

Another Oregon apple grower shipped six carloads of apples, 630 boxes to the car, and received only 35 cents per box. The boxes, wrapping, assorting, etc., cost him about 25 cents per box, leaving him 10 cents per box for the apples, cultivating the orchard, picking the fruit, and interest on his investment. At the same time, the consumers were paying for these choice Spitzenburg and Baldwin apples from \$1.50 to \$4 per box.

An Oregon potato grower, after holding his crop for several months with the hope of securing a reasonable price, was forced to sell for 30 cents per sack (and furnish the sacks) at a time when wage earners in Portland, 50 miles away, were forced to pay from \$1 to \$1.25 per sack at the stores.

Hundreds of California peach growers were forced to sell their 1914 crop at 3 cents per pound, a net loss of 2 cents (40 per cent.) per pound, while the consumers were compelled to pay from 10 to 12½ cents—a profit to the middlemen of from 200 to 300 per cent.

Thousands of families do without these healthful articles because they cannot pay the exorbitant prices demanded—and the dealers or jobbers tell the producer there is no demand for them.

These wrongs are due to the present system.

Let us change.

The middleman **MUST BE ELIMINATED** from

Between the distant farmer and the consumer;

Between the woolen mill and the consumer;

Between the canner and the consumer;

Between the shoe factory and the consumer;

Between the implement factory and the consumer;

Between the flour mill and the consumer.

Prosperity and progress demand it.

Middlemen are all in the same class and neither the producer nor consumer has any use for them.

Let each State establish an Exchange, the duties of which will be to regulate the prices of all commodities passing through the Exchange; to establish and operate stores and warehouses; to buy, sell and exchange products of labor, farm products and goods and produce of every description in the transaction of a wholesale and retail mercantile business. To secure

capital for establishing stores, sell a series of non-interest bearing five-year bonds at par, to be presented at any time after maturity in exchange for goods and entitling the holder to 25 per cent. discount on all articles received in exchange for the bonds.

It is a fact that in all well-managed stores the stock is sold out and replaced many times during the year, some of it every 30 days, some every 60 or 90 days, and some (very little) only once or twice a year.

Now, suppose the State Exchange charges an average profit of only 10 per cent. on all goods sold, and turns the stock an average of three times a year, the annual net profit would be 30 per cent. on the investment. In four years the stock would more than pay for itself and in the fifth year it would create a fund that would provide for the 25 per cent. discounts on the goods (premium on the bonds) and leave a margin of profit.

This plan would net the investor MORE than the same amount of Panama Canal bonds and, in addition, would have enabled him to save from 20 to 50 per cent. on all groceries, clothing, shoes, vehicles, implements, musical instruments, etc., purchased during each year of the five.

For illustration, suppose that Jones invests \$100 in bonds of the five-year series. At the end of five years he would be able to purchase \$125 worth of merchandise with his bonds. Then if Jones' family spends \$500 per year in the stores, he would, by saving the 20 per cent. (at least) made possible through the Exchange, have \$100 left after buying his supplies each year—making a gross saving of \$500 plus the \$25 premium on his Exchange bond.

Let the State Exchange establish a store and warehouse in every town in the State, with sub-stations where necessary.

By purchasing goods in immense quantities the Exchange would be able to sell to the consumer at about the price which the jobber or wholesaler now pays to the factory—thereby securing a reduction of from 20 to 50 per cent.

Private owned stores, to-day, spend millions of dollars for useless advertising—an expense that would be almost eliminated by the State Exchange.

The present system of spread-eagle advertising would be unnecessary because each citizen would know that the Exchange store would supply the best goods in every line at prices that could not be duplicated elsewhere—and many hours of tiresome shopping would be saved.

In the large cities the economy in advertising alone would in five years create a fund that would more than redeem all the bonds issued in establishing a great Exchange store. The present expensive duplication of show windows and other displays would be eliminated, and that would help in reducing the "high cost" of living.

Then, again, it is nothing unusual to see the wagons from several stores making deliveries at the same time at neighboring homes several miles out in the suburbs of the large cities, where one wagon could have made the deliveries at one-half the cost. This is another important saving that would cut the "high cost" still more.

Again, each private dealer in clothing, suits, shoes, etc., must buy an up-to-fad stock in all sizes, colors and styles, with the positive knowledge that a certain per cent. of the goods would still remain un-

sold when the next change in fashion arrived. Suppose, for instance, the original stock is \$5,000 and the "left-over" stock amounts to 20 per cent., or \$1,000, and that there are 20 private concerns, representing \$100,000, handling these goods. There would then be left on hand an aggregate of \$20,000 worth of goods—or as much stock as was required to furnish four stores in the beginning—while one Exchange store could have supplied the same customers with an investment of \$40,000 and have concluded the transaction with only \$1,000 or \$2,000 worth of goods left on the shelves. And it is safe to say that the Exchange store, by eliminating the advertising expense of the other 19 stores, would have saved more than enough to offset the value of the "out-of-style" goods, thus making it possible to "clean up" in a special sale without loss on any article.

Let us vote a sufficient amount of State Exchange bonds without interest, to be issued, retired, re-issued and retired whenever and as often as the demands of business require. Let the bonds be non-interest bearing, then they will not hide away for the interest they can draw by idleness.

Let the Exchange offer a premium of 5 per cent. for all bonds presented in exchange for merchandise at the Exchange stores or warehouses—just as the merchant now offer 5 per cent. advantage to all customers for cash. All bonds (except the special five-year series) to be redeemable at any time.

Thus it will be seen that if you invest in a \$10 5 per cent. bond or any of the bond issues outstanding to-day, you must hold it one year to earn 5 per cent., BUT if you invest \$10 in a non-interest bearing Exchange bond and keep it merely long enough to pass it over the counter in exchange for goods, you have gained 5 per cent. The idea is startling, but the fact remains that the busy non-interest bond brings greater gain and prosperity than the choicest idle 5 per cent. bond.

Let the Exchange sell the bonds at par to all who desire to use them in exchange for goods, thus enabling wage earners, as well as the farmers to enjoy the benefits accruing from the existence and use of the bonds, and there will always be enough legal tender in the treasury of the Exchange to meet all demands from transactions outside the State.

Practically all the retail buying will be done through the State Exchange, because no private dealer could afford to compete, therefore all the legal tender now used in buying supplies could be drawn in this channel and a wonderful and substantial commercial improvement would result from the use of the bonds in the transaction of business.

Let the growers of grains, raising food stuffs, dried fruits, etc., instead of being forced to hold the crops or wait indefinitely for the money, deposit their products at the nearest Exchange warehouse and receive therefor a deposit certificate.

Then let the producer take his deposit certificate to the Exchange, treasurer and exchange it for bonds of an amount equal to the cost of his deposited products, with the agreement and knowledge that the Exchange will sell the products at the best possible price (more than the producer could possibly expect if he sold individually) and pay him at the time of sale whatever price they received in excess of the cost price—less the cost of handling

Increase your trade with Lipton's Tea—

Millions of housewives know from experience that tea in bulk never twice tastes alike; that the blend varies; that it absorbs moisture, foreign flavors and strange odors that happen to be near.

They will drink more tea when you teach them that the sealed air-tight package protects all the original flavor and strength, all the natural aroma of Lipton's Tea; that the blend of Lipton's Tea is delicious and uniform; that the leaf comes to them pure, clean and fragrant as when it left the Lipton Tea Gardens of the Far East.

LIPTON'S TEA

tea—
*that's only half
a word—the
other half is*
LIPTON'S

They will buy more tea—Lipton's Tea—when you teach them that their particular tea taste is best met in Lipton's Tea because there are eleven delicious blends from which to choose—and that the second package they buy will taste just the same as the first.

Perhaps you have not given the thought it deserved to the good sense and the profit sense of selling package tea—Lipton's Tea—rather than tea in bulk. The package way of selling tea is the economical way. You waste no time in weighing, nor do you spill any about the counter. You throw in no extra pinches for generous good measure. There is no tea to spoil in an open bin. Lipton's packages are in handy sizes, pleasing to the customer—so are the prices.

Incidentally, our leadership as the largest tea growers in the world—on our own vast tea estates—has enabled us to maintain the same low price of Lipton's Tea, both to the dealer and consumer, though other teas in package and bulk have gone up in price. Lipton's quality is of the same high standard, of course: Here is another reason for your selling Lipton's Tea in the sealed, airtight packages.



Thomas Lipton

TEA and COFFEE PLANTER, CEYLON

149 Franklin Street : New York City

NEW YORK LONDON INDIA CEYLON CHICAGO TORONTO

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product.

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 7.—By Robert E. Miller, Lancaster, Pa.

Mr. Brandeis dwelt but briefly on the experience which the manufacturers of Cosmo Buttermilk Soap had endured owing to price cutting. As that manufacturer happened to be my father. I can possibly speak with a little better authority, or, rather, a somewhat fuller knowledge of the whole matter, and, as the case is a typical one and has already been used in an article by William Hard on "Better Business" in the May, 1914, number of "Everybody's Magazine," I will quote this case and the conditions surrounding it.

Cosmo Buttermilk Soap was a famous soap in its day. Its regular price, retail, was 10 cents. That was the price at which the manufacturers asked the retailers to retail it. The public bought Cosmo Buttermilk Soap at 10 cents, compared it on its own account with other 10-cent soaps, decided that it was a good soap at the price, and then came back and bought it again—and again.

Cosmo Buttermilk Soap became prosperous, competitively, and its name, its trade-mark, became valuable—so much so that its owners were offered more than a quarter of a million dollars for it and declined. But there was a danger. The danger was in having any name at all. The danger was in being individualized.

Let me shift for just a moment from soap to coffee.

Here's a coffee, quite nameless, lying in a bin. Well, you can't hurt it, no matter what price you sell it at. And the ultimate consumer does actually buy it at 38 cents and goes her way still highly pleased with herself. She doesn't know that it also sells at 25 cents a pound.

These prices—38 cents and 25 cents—are taken out of real life.

Happy anonymous commodities. The ultimate consumer buys them at one price here to-day and at another price there to-morrow, and all is merry as an oriental bazaar. She can't remember anything against them because she can't remember them. She looks into their blank identical faces and there's nothing to remember them by. They can be sold to her at a score of different prices and she doesn't know it.

But: "Universal Department Store bargain sale. Cosmo Buttermilk Soap now 3 cents."

The ultimate consumer remembers that. "Cosmo Buttermilk Soap, 3 cents." The name and the price. Enter, then, lady into neighborhood grocery store.

Lady: "Cosmo Buttermilk Soap."

Grocer: "Ten cents."

Lady (sweetly): "Robber!"

And exit one lost lady customer.

Grocer sits down and writes to Cosmo Buttermilk Soap manufacturers:—

Gentlemen: You sell me your soap, like everybody else making standard articles, at price which gives me only narrow margin of profit. And now you let Universal Department Store, this city, sell your soap for 3 cents. If you look for any more business from me, you will be looking longer than I live. Please cancel the order I sent you yesterday. Everybody told me you was a snide firm; and now I know it.

Yours respectfully,

There are millions of such letters in the files of the manufacturers of individualized products.

The price of an individualized product is as much a part of its in-

dividuality as its name. Demoralize the price and you demoralize the product.

In Reading, Pa., there were 90 retailers handling Cosmo Buttermilk Soap. It wasn't a cut-price war. It was a mob massacre of a defenseless commodity. The price was trampled down to 3 cents and kept there as an advertisement for the retailers who were doing it and a quick death for Cosmo Buttermilk Soap.

Death—because in the end the reputation of Cosmo Buttermilk Soap was totally destroyed. All the ultimate consumers residing in that city got it marked down in their minds as a 3-cent product. It wasn't. It couldn't be made and sold at that price. But the public couldn't be got to go above that price again. Whereupon, its reputation having gone, its value as an advertisement for the retailers went too. As for the retail profit on it, that had gone long ago. There was nothing left in it. And 80 of the 90 dealers threw it out of their stores.

Reading was imitated by city after city. It was no longer a local massacre. It was a forest fire, catching and spreading. The firm which was manufacturing Cosmo Buttermilk Soap was not old enough or strong enough to make any effective resistance. Within two years virtually the whole of its area of distribution had been burned over and left bare.

A young firm, a new product, a competitive price, the public pleased. Just the kind of thing that must be fostered forever in order that industrial and commercial progress may never cease among us. Slaughtered—by the firm's own distributors, over whom it had no control.

Cosmo Buttermilk Soap was revived—a bit. But it has never come back to as large a sale in a month as it used to have in a morning.

How can it be said to be good for the public to be blocked off like that from a product it had proved it wanted?

It was an extreme case. It was extreme in the completeness of its finish. It was not extreme in any other way. There is not a community in the United States this moment in which the sales of well-known and widely wanted products are not being contracted by price-cutting.

This price-cutting may be done by local stores, or it may be done by distant mail-order houses. The result is the same. The same result. Retail profit in those products diminished or destroyed. Angry retailers. Fresh drummers who come into the retail store and says to the retailer: "Now, here's a product your customer doesn't know much about. But push it. There's a big retail profit in it for you." Substitutes. And the distributing channels through which the well-known and widely wanted products must reach the public artificially clogged and choked.

You will see from this instance that with every standardized article of merit goes the name and reputation of the manufacturer—in fact, without this name and reputation it is impossible to standardize an article—and it is not until a manufacturer has spent years of effort to perfect the article and enormous sums of money to advertise it that it is attacked by the price cut.

Let me emphasize this matter—the damage to the name and reputation of an article, which means an injury to the good will of the maker. If I was sure of the future sale of Hamilton watches, I would not care at what price a dealer sold the watches, so long as he took the name of Hamilton off them; and I feel that we have a right to demand this. You say, "Do you not sell the article to the retailer, and should he there not be allowed to do as he pleases with it?" It is true that legally the title has passed; but you sell more than the physical article itself—the name and the reputation back of it and all that that implies.

Enormous Food Crops This Year

The Government announces that the greatest crops in the history of the country will be harvested this year. Below is a comparison of this year's crop prospects and last year's; also the five-year average:—

Crops—	—Bushels (000 omitted)—		
	1915 Estimate.	1914 Crop.	Five Year Av.
Corn	3,090,509	2,672,804	2,700,000
Wheat	1,002,029	891,017	950,000
Oats	1,517,478	1,141,060	1,150,000
Barley	236,682	194,963	180,000
Rye	44,179	42,779	40,000
Buckwheat ..	16,530	16,881	15,000
Potatoes ...	359,253	405,297	360,000
Sweet potatoes ..	66,650	56,574	60,000
Rice	26,251	23,649	25,000
Peaches	64,218	54,109	60,000
Pears	11,216	12,086	10,000
Apples	76,070	84,400	80,000
*Sugar beets	6,158	5,288	6,000

* Tons.

Missing the Chance to Sell Fancy Goods and Make Fancy Profits

Canned Goods Case Which Shows That Some Grocers Fail to Make a Profit Because They Can't See the Possibilities. The Experience of a Jobbing House With a Brand of Tomatoes.

There are retail grocers who are asleep at the switch this very minute in the sense that their opportunity is lying neglected at their feet.

The manager of one of the grocer houses of a well known wholesale grocery company in the West had an experience one time with a grocer who was asleep. One of the grocer's salesmen several years ago had opened up an account in a small nearby town by placing the Hiawatha line of canned goods with a certain grocer. The account had gone along for a year or more but the volume of orders received from the merchant was disappointingly small. It was apparent that the grocer was not featuring the Hiawatha line. In the meantime the line was growing and it contained a considerable proportion of the best of people that buy and appreciate first-class quality in merchandise. The wholesale grocery salesmen from time to time urged the grocer to take a more active interest in the line. The disappointment was the part of the salesman and his manager was the keener by reason of the fact that other grocers in that town at different times had asked for the Hiawatha brand.

Finally one day the manager took a train and paid the grocer a visit. The manager walked into the store ahead of a customer. The customer was a young lawyer of the town and he advanced to the counter behind which the proprietor stood, and said:—

"We expect some people at the store tonight for dinner and my wife asked me to stop in and get some of tomatoes. She wants the best you have."

The proprietor took a can of tomatoes down from the shelf, and holding it before the customer said: "Here is a very good tomato at 15 cents."

The lawyer looked at the can somewhat skeptically and asked: "Is this the best you have?"

The grocer said, "No." He turned around to the shelf and brought down another can and set

it on the counter with the remark, "This is 15 cents or two for a quarter."

Still the customer hesitated. "Are you sure this is the very best? I want something extra fine."

"Well, if you want the very best we have, you had better take these." He took down a can of the Hiawatha brand. "These are 20 cents."

The lawyer said promptly, "This is exactly what I want. I am not so particular about the price as I am about the quality."

After the lawyer had gone out with his can of tomatoes the manager stepped up to the grocer and introduced himself. He said:—

"Mr. ———, I came down here to find out what is the trouble with your canned goods business. I don't need to go any further. What I have seen convinces me that you do not appreciate the value of the Hiawatha brand to your business, and we shall have to take it away from you and place it in the hands of other grocers here who want it and who will give it the attention it deserves."

The grocer remonstrated. He promised that if the line were allowed to remain with him he would get behind the goods and feature them. He would guarantee a volume of business that would be satisfactory to the wholesale house. To his protestations the manager replied:—

"I am sorry, but it is too late. After what I have seen in your store with my own eyes nothing that you could say could convince me that you would ever do justice to our line, or to any other high grade line. You simply do not appreciate it. Here is a customer who must be typical of many others who come into your store. At the very outset he asks you specifically for the best quality you have. You show him the poorest. He almost has to fight with you to induce you to sell him *what he wants* and what he is perfectly willing to pay for."

G.

Chicago, Ill.,

November 11, 1915.



The Law Of Average Works for YOU!

WITH millions of wise, everyday buyers now saving *S.H.* Green Stamps and **Hamilton** Coupons, the problem of increasing your sales is easily solved.

IF you are giving *S.H.* Stamps over your counter and have in stock the popular brands which carry a **Hamilton** Coupon in the package, you are giving the customer the two soundest reasons in the world for patronizing your store regularly.

YOU are giving the larger percentage of those who pass your door a **particular, personal reason** for bringing you their trade. You are offering an inducement which they thoroughly understand **puts money in their pocket.**

CLIP the coupon and analyze the power of the *Sperry* Service for yourself—our "Service Chart" will surprise you.

Clip and mail us the coupon

The Sperry & Hutchinson Co.

S.H. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

**MAIL
THIS!**

Please send me a copy of "The Business Builder" and "The Sperry Map." This request incurs no obligation.

Name.....

Address.....

Address Dept. "H" Service

WITH THE EDITOR

For years I have been in touch with food laws and food rulings.

The Limit.

I have seen some prime absurdities come across in that time, but the arch absurdity of them all is the ruling recently made by the United States Government as to California oranges, but now, as told elsewhere, happily abandoned.

The Government ruled that California oranges could not be shipped in interstate commerce unless they contained eight parts of soluble solids to one part of citric acid. The solids were the sugar, and the ruling therefore meant that California oranges must be just so sweet or they could not be sold outside of California. Can a greater absurdity be imagined?

Now that the Department of Agriculture has started in to criticise Almighty God to his face, for not putting enough sugar into his or-

anges, why not censor all the products of the Almighty? I confess to a dislike for a certain shade of red hair—an intimation should be given the Creator to make no more of it. As for that already made, the owners of it should be compelled to wear shaven heads or be put to death.

A New York chain store proprietor with sixty-six stores uses the following eulogy

Store Ideals Are Not Enough.

of his name as a sort of trade motto or slogan:

1. It means quality and purity in everything that is sold you.
2. It means very fair prices on every standard food article that can be bought in any honest groc-

ery store or that any honest manufacturer makes.

3. It means one price to all and that price spot cash to everybody.

4. It means equal service to all polite salesmen, who take pride in their work and in keeping themselves scrupulously clean.

5. It means a clean store, where articles are kept clean all of the time and delivered to customers in a clean manner.

The thought struck me as I read this: every proper store ideal named here, and the store that filled them all would be pretty nearly a perfect store. And yet it might never get within even running distance of success. There must be something else. Define beauty in a woman: there must be a clear complexion, good teeth, handsome eyes and good hair. Yet a doll has these. When all the necessary constituents are present, there must then be breathed into the thing the fire that means success. Given the fire, success may come without a lot of the above ideals, but even if they are all present, it can never come without it.

Worth Reading and Remembering

No. 2.

Other storekeepers are getting rich with no better opportunities than you have.

Look into your way of doing things. See how the most successful merchants do business. Adopt the system that has increased profits for merchants.

Have a system in buying, a system in selling, and, above all, a system for handling your cash!

Here's where one trouble is—throwing the money into the drawer with no record kept. Paying it out again the same way, and never knowing the amount that should be there.

A careless, easy-going, reckless way, that eats up profits, destroying the very life of business.

My Views on the Stevens Bill*

I might not consider that my views on the pending Stevens bill would be considered sufficiently interesting and important to warrant me in expressing them, were it not that the Secretary of the American Fair (?) Trade League has for several weeks circulated over the United States, statements misrepresenting what I have said and written on the Stevens bill, and insinuating that I am representing price-cutters in some way and am therefore not unbiased in what I say.

*NOTE.—The Stevens Bill, now pending in Congress, will give to manufacturers the right to fix prices at which retailers shall sell those manufacturers' products.

Why the arch hypocrite! Is he unbiased? What does he represent but one side of the question—the side of the manufacturers who are paying his salary and who are all deeply concerned in having the Stevens bill passed—for *their own benefit!*

Now what I believe about the Stevens bill is this: I believe that no retailer should have a right to take the Ingersoll watch, for instance, which costs him, let us say, 69 cents, and cut it to 50, or 60 or even 69. He has no right because it isn't legitimate merchandising; he cannot sell the watch at that price and even come out whole. His cut is a deliberate, wanton act which, while

it may benefit him, will injure the watch as a piece of merchandise so that other retailers will not and cannot handle it. And in turn the manufacturer of the watch will be injured and perhaps destroyed.

I am in favor of any law or plan which will prevent cutters from doing that kind of cutting—if it stops with that. The Stevens bill would undoubtedly stop that kind of cutting, but the trouble is it would do something more which would hurt more than the other would help. The Stevens bill would compel all retailers to sell the Ingersoll watch at \$1, which is a higher price than many retailers want to sell or need to sell for. It would

take the retailer who because he sells for cash or for some other reason, can easily afford to sell an Ingersoll watch for 90 cents, and would compel him to get \$1 for it. In that I am not in sympathy with the Stevens bill. It robs a merchant of the value of his own initiative and mulcts the consumer out of money which there is not the slightest justification for requiring him to pay.

If the Stevens bill can be revised so that it will cure wanton and purposeless cutting without at the same time destroying the retailer's right to make proper price reduction, I am in favor of it. As it stands it is a bad bill and it will never pass.

AMONG THE TRADE.

William S. Grier, former bookkeeper for the Corby-Cobb Co., 15 South Front street, who embezzled a large sum of money from that concern, was on Tuesday sentenced to seven years imprisonment in the

Eastern Penitentiary. He pleaded guilty to several indictments charging forgery and embezzlement.

For selling adulterated sausage, Abraham Rabinowitz, local manager of N. Zimmerman & Co., New York butchers, was fined \$100 and

costs during the week. The firm has an abattoir in Fairmount avenue above Fourth street.

George Boyd Kester, for many years a prominent tea merchant in this city, being a former member of the wholesale house of Irwin, Mc-

Bride & Catherwood, died on Monday at his home, No. 2412 Spruce street, following an illness of only a few days. Mr. Kester, who was 78 years old, was stricken with heart disease last Friday. He had retired from active business several years ago.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Are You a Good Advertiser?—A good advertiser doesn't necessarily have to be a good ad. writer. We are all advertisers—good, medium or bad.

What, then, is good advertising? It's getting anything which leaves a favorable impression on the public.

It may be a good window show, a good sign, a neat store entrance, a clean counter, bright scales, clean sidewalk.

The things we say, the things we do, the constant ads, don't it a good thing to study this line of advertising?

Considering that it means so much to our employer and to ourselves, isn't it well to brush up and keep that way?

Grade Your Grapes.—If Malaga grapes are properly handled there is no loss in the fruit department that will not give a better margin.

It is the only kind to buy, and it can be graded into small, medium and large bunches, representing, of course, three prices. Stripping the large

bunches should be avoided if possible; they should be weighed on a computing scale and sold by the bunch only.

Apples In a Punch Bowl.—The Jonathan apples that are now coming from the State of Washington in cases are very decorative. Their perfection of color appeals to every eye, but particularly to those who can afford the price. Transfer them from the box to the punch bowl and you'll sell twice as many; and by the same token, this applies to a very high-grade lemon.

Don't doubt this until you try it out.

Don't doubt any scheme of this kind until your own experience tells you that such scheme is N. G.

We are all too ready to act indifferently about simple suggestions, either because they appear too simple or because we are too lazy or too "set" to adopt them.

After Hours.—The man who has "no taste for reading" is to be pitied.

It was Oliver Goldsmith who said, "The first time I read an excellent book

it is to me just as if I had gained a new friend; when I read over a book I have perused before, it resembles the meeting with an old one." Cultivate the reading habit and cut out this aimless street-wandering habit if you want to get some real pleasure out of life and the things that pertain to life. Hours and hours nightly wasted, when these hours could be improved by simply commanding the companionship of the mighty teachers and lofty thinkers of the past and present.

Go over to the library and pick out the book that appeals to you. History, travel, fiction, religion, business, astronomy, geometry—any book that you think would make you a better, brighter, more companionable man, you may have for the asking.

It's wicked to be ignorant.

Sugar Test for Oranges Abandoned by Government.

Following protests made by Representative Curry, of California, to Secretary of Agriculture Houston, a regulation of the Bureau of Chemistry that California oranges cannot be shipped in interstate commerce unless they contain eight parts of soluble solids to one part of citric acid, will be temporarily set aside. No attempt will be made by the Department of Agriculture to interfere with this year's interstate shipments of California oranges, no matter what their contents, as was threatened under the regulation. The Department will only prevent shipments of oranges that

are heated, sweated or otherwise artificially colored. The regulation was made by Dr. Carl L. Alsberg, chief of the Bureau of Chemistry, last year and would have been effective against this year's crop of California oranges whenever the fruit did not measure up to the Alsberg arbitrary standard. Curry told Alsberg the Bureau had no lawful authority to fix an arbitrary standard for orange contents and demanded that the regulations be referred to Attorney-General Gregory for an opinion as to their legality. Alsberg refused to do so, and Curry and Carnes then went direct to Secretary Houston. It is probable that the regulation eventually will be revoked. Florida growers also have protested to Houston.

CORRESPONDENCE.

A Plea for the Stevens Bill.

Pittsburgh, Pa., Nov. 8, 1915.
To the Editor.

Dear Sir:—I think the Stevens bill should be passed. It is the only bill that will save the small retailer. What do the customers generally ask for when they buy from a small retailer? Nationally advertised goods. What do the cut-throat stores generally cut? Nationally advertised goods. The cut-price stores are slowly but surely cutting the small retailer's throat.

Respectfully,
A READER.

"Dandelion Brand" Butter Color Contains Two Profits

There is a profit for you in "DANDELION BRAND" BUTTER COLOR, and a profit for your dairymen customers.

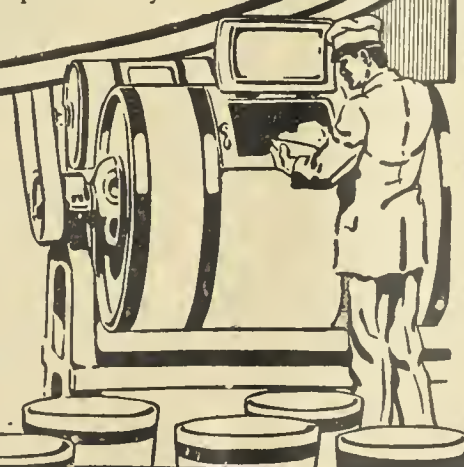
"Dandelion Brand" Butter Color

You make your profit from the sale of "DANDELION BRAND," and your customers make their's from the higher price they receive from the butter they color with it.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
Burlington, Vermont, and 200 Mountain St., Montreal, Canada
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand
The color with



Butter Color
the golden shade

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St.

New York

OUR NEW DEPARTURE IN ADVERTISING

THE NOVEMBER LETTER—To Progressive, Experienced, Well-Principled Grocers

TO OUR GOOD FRIENDS:—

We have been advertisers for fifty years. Magazines, Newspapers, Metal Signs, Lantern Slides, Show Cards, Circulars, Postals, Letters by Post, Fac-Simile Cards, all have had their place in our efforts to win the eye of the public.

Each method in turn loses its grip and we have had continually to say "What Next?" So, six months ago, we broke a new trail, asking a half dozen of the leading Grocery Journals of the Atlantic Slope, to publish a Monthly Illustrated Letter to the Grocer Fraternity of their Parishes. They think they reach 30,000 of the most enterprising, wideawake Merchants on the Atlantic Slope.

Our idea was to permeate our Letter with the freedom and confidence of a neighborly chat, as if we had the chance to sit leisurely down for a ten minute "chin" with each Merchant and have him talk to us of his troubles and successes and we fill in the chinks with ours. Of course only Merchants would be interested in this sort of thing and "Plungers" and "Commercial Wolves" would not follow that scent. Well, how has it worked?

1st. Not a sneer from one of them. We judge we have presented and illustrated practically, difficulties or methods, that appeal to the great mass of Merchants.

2nd. Many kindly words of approval and interest.

3rd. Some exchanges of experiences by mail which were worth while. Does it not always do a man good to see his difficulties through another fellow's eyes? We are better friends with our trade for this new and novel try in advertising, but we expect to close this Series with our Holiday Greeting in the December Journals, catch our breath and then—what?

BY THE WAY.

This is the time when the average Grocer may control a healthful and profitable distribution of Fine Cured Hams and Bacon. So much Fresh Meat is in the Market—Beef, Veal, Mutton, Lamb, Pork, now and then Bear and Venison, and Poultry (from a royal American Turkey down the list of sizes) that the smack of a well Cured and Smoked Ham or a Rasher of Delicious Bacon, comes as an alternative to all this Flavor of Fresh Meats, with a delightful whet to the appetite and the completion of a fine Ham. Every Eater likes a change! What will YOU do with November and December Trade in Hams and Bacon?



1st. Some of our friends have been inveigled into a large purchase of stock of ordinary quality and illy smoked condition. A big window display has continued until it tired everybody and ceased to be a drawing card; and then our Merchant Friend found himself still loaded with an unsalable surplus more or less hoary with age. It may have paid the Packer to unload his surplus on the Grocer, but did it pay the Grocer? Does it ever pay the Distributor to unload on his Consumers more than they want of any one article of Food? Does it not result in a reaction—a sort of pall on the appetite? Or indeed such dissatisfaction that his Buyers go elsewhere for purchases. But to stimulate the trade for what people want and are glad to use, and give them in that line what satisfies them and makes them good advertisers among their friends, why that's the Trump Card! Are we right?

What do you think of a bright, enterprising, forceful Grocer in a brisk Town of fair size who has this bee in his bonnet? He has been formerly selling three or four Brands of Hams. He says frankly, "Not one of them was ever quite good enough for me. I did not know where else to go so I cleaned out the whole business and said "I will not handle Hams. I get no money or reputation out of them."

He had heard of "THE FERRIS" and "THAT IRRESISTIBLE FLAVOR" and come to believe in them. This is outlining his plan. "I will arrange to have a weekly supply to open every Tuesday Morning, never overloading myself. My Salesmen and I will quietly and pleasantly fish for orders right at the Order Takers on the wagons, by telephone, or face to face with our patrons in the store. If we clean out we will book orders for delivery 'Tuesday Morning.' Sometimes Buyers have an added zest for Goods which they can't get right away quick. I shall make a tasty, neat display—

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

or four Burlapped Hams and Bacon Flitches with their bright artistic Labels are quite enough for Show Purposes. I will change their place of display every week, but everlastingly and persuasively 'pump for Orders.' I shall not put a price ticket on them, but make each sale show a regular and generous profit—absolutely one price only, on every sale. There is some fun in pushing an extra fine line of Goods that always pay me a generous profit. If I run this campaign I will absolutely not touch any other Brand. It will be 'FERRIS' or nothing, for I believe in 'FERRIS.'

"I notice many Housekeepers ask for a little Ham of 8 or 9 lbs. I know enough about Pigs, Chickens and Lambs, to understand that all these dear creatures must have age and size as well as good feeding to make them tender and juicy. An 8 lb. Ham cannot satisfy these conditions; and a 14 or 15 lb. Ham is too large for the wants of many Housekeepers. I have it! I will sell 'Half a Ham' and so, out of a Ham, tender, juicy, toothsome 14 or 15



pounder, give each Housekeeper a Joint weighing about 7 pounds. There you are, just what she wants and at its finest.' I shall pay attention to details, clean tools, a knife as sharp as a razor, a saw that will walk through the Ham Bone as if it were fun, and a man who knows how to do the job. In that way I shall avoid one of the breaks on Retail Ham Business; a cent more per pound for a Half Ham where it must be had; a whole Ham sold wherever it can be used.

"Then you see there is a chance for me to do a little Advertising—not whole Pages or Half Pages in the Town's Paper, but Reading Notices, about six inches long, changed every week or two. What do you think of my new campaign?"

Well, What do YOU think of it? Can a Grocer make more money by selling fewer Goods of better Quality at a better Profit and get somewhere by the end of the year? If YOU would like to try this on, there is no charge for our Friend's Brains and enthusiasm. Is it worth while in your Case? All orders received by one o'clock can be shipped the same afternoon.

Our Prices are printed and invariable. We never sell anything but the Ferris Curings and always pack Goods fresh from our Smoke Houses. Can we thus work together till the year's end to mutual advantage?

And how do you like our NOVEMBER LETTER?

In sincerity your friends,

(Signed and Sealed as the Law directs.)

Ferris & Company



nos. 262-264-266-268-270-272 Mott Street,
New York City.

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

The New York Letter

Southern Cotton Oil Company Now Sues United Profit-Sharing Corporation. Great Atlantic & Pacific Tea Company Loses Again in Cream of Wheat Case. Grocery Representatives Meet to Form Plans for Legislative Campaign. Cold Storage Law to Be Enforced From Now On. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, November 12, 1915.

The appeal in the Cream of Wheat case was decided during the week in favor again of the Cream of Wheat Co., as it was felt certain it would be. Readers hereof will remember that several months ago the Great Atlantic and Pacific Tea Co. was cut off by the Cream of Wheat Co. for cutting the price of Cream of Wheat to 12 cents in its Economy stores. The Cream of Wheat Co. also made it plain to its other customers that it did not expect them to sell the tea company. The latter brought suit against the Cream of Wheat Co. on the ground that what it was doing was a violation of the Clayton Anti-Trust Act. The case was argued in the lower court and an injunction was refused, the court ruling that the Cream of Wheat Co. had done only what it had a right to do in choosing its own customers. An appeal was taken by the tea company and the United States Circuit Court of Appeals now upholds the decision of the lower court, and takes occasion to say something which has been contended by the "Modern Merchant and Grocery World" for years, namely, that it was fundamental with or without any law or court decision that a private seller could choose his own customers and decline to sell, or sell, just as he liked. The decision of the Appeal Court said:—

We had supposed that it was elementary law that a trader could buy from whom he pleased and sell to whom he pleased, and that his selection of seller and buyer was wholly his own concern. It is part of a man's civil rights that he be at liberty to refuse business relations with any persons whomsoever, whether the refusal rests upon reason or is the result of whim, caprice, prejudice or malice.

Before the Sherman Act it was the law that a trader might reject the offer of a proposing buyer, for any reason that appealed to him; it might be because he did not like the other's business methods or because he had some personal difference with him politically, racial or social. That was purely his own affair; with which nobody else had any concern. Neither the Sherman Act nor any decision of the Supreme Court considering the same, nor the Clayton Act has changed the law in this particular. We have not yet reached the stage where the selection of a trader's customers is made for him by the Government.

Produce Exchange members who are familiar with the flour situation in this city now and formerly, express great concern over the present conditions.

They say that never before has there been such a small spot supply of flour here as there is now. Sometimes the spot stock amounts to 500,000 barrels, and at times it has amounted to double that. At present they say there is almost no spot supply at all, the trade being dependent upon daily receipts from the West. The cause is particularly the rains which attended the gathering of the harvest in the winter wheat States. This delayed gathering and the movement of wheat, and flour buyers worked on their old stocks instead of buying new. Now the old stocks are down to bottom and everybody is ordering. The mills say they cannot keep pace with the demand, one large Minneapolis mill being 300,000 barrels behind in its orders. The railroads are also more or less behind in shipments, and if anything should happen to tie up shipping facilities between this city and the West, it is said that a very few days would witness a literal flour famine.

A conference was held here during the week between special committees of the National Wholesale Grocers' Association and the American Specialty Manufacturers' Association for the purpose of forming plans offensive and defensive as to probable legislation, not only in Congress, but in the various State Legislatures. Those present will not give out what transpired or what plans were adopted, but a prime idea is that whatever can be done to promote uniformity of legislation will be done this winter.

The official bulletin of the National Wholesale Grocers' Association, just issued, contains a complete list of proposed net weights which have been agreed upon for various products by joint committees of the above association and of the National Canners' Association. These weights are supposed to be those which can be safely marked on labels for the purpose of complying with the net weight laws. They are calculated to include tolerances for variation. The space is not available to publish all of these weights, but any one interested can get them by addressing the secretary of the National Wholesale Grocers' Association in this city.

The State Commissioner of Foods and Markets, John J. Dillon, has announced that after November 15th he will prosecute any dealer in eggs who continues to violate the law requiring cold storage eggs to be labeled and sold cold storage eggs. This law has, up to the present time, been very generally

ignored, and great abuses have resulted. The Commissioner admits that it will be very difficult to run down every case of infraction, but he is going to make an attempt, and the trade generally agree that if he can succeed it will work a considerable improvement of conditions.

The Southern Cotton Oil Co. has retaliated against the United Profit Sharing Corporation for the suit which the latter concern recently brought against it for breaking its contract to pack United Profit Sharing Coupons in salad oil. The oil company has brought a suit in New Jersey for \$126,126.17 damages for breach of contract. The breach complained of is alleged to be that the United Co. failed to take over the premium stations of the United Cigar Stores, as the oil company says it agreed to do. The oil company said it was understood between the two corporations that the United Profit Sharing Corporation was to consolidate with the premium system of the United Cigar Stores. The oil company also declares that the United violated its promise not to sell its coupons to the retail trade as trading stamps.

SUMMARIZED MARKET CONDITIONS.

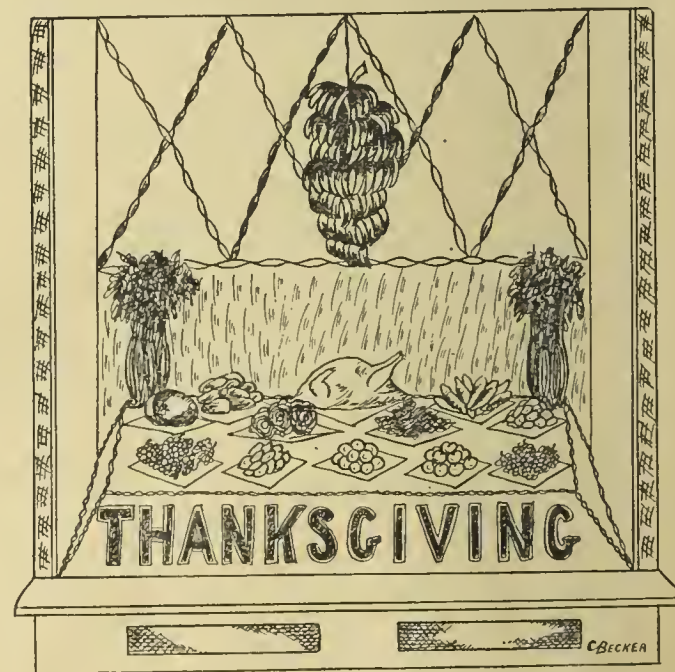
Tea quiet, without any particular change from a week ago.—Coffee heavy and dull. Rio 7s are maintained because they are scarce, but Santos is

easier.—Sugar very much excited on account of the advancing raw market. The supply of raws is small and in the hands of firm speculators. Granulated is quiet at 6 cents.—Alaska red salmon from 2½ to 5 cents higher on account of diminishing supplies. Salmon on look is somewhat firmer on account of active export demand. Domestic salmon also firm and about 10 cents a case higher.—Tomatoes firm and shade higher. Other canned goods unchanged, except that peas appear to be a trifle firmer.—Prunes higher on the coast, although there is some cutting of prices by the smaller packers. Sugar prunes firm and unchanged. Other dried fruits unchanged, with currants very scarce and firm, although some supplies were received this week. Wheat still more or less excited and speculative, the market varying from day to day upon changing reports of weather conditions in the Northwest. Flour steady and unchanged. Supply on spot comparatively low.

Oregon Sunday-closing Law Knocked Out.

Oregon's Sunday closing law was declared invalid by the State District Court here during the week. Dan Klaher, groceryman, charged with violating the law, was found not guilty. The law was declared invalid, on the ground that it specified that certain lines of business should not be conducted on "Lord's Day," while others could be.

Weekly Window Display Suggestions



Thanksgiving Display.

Make a platform by laying boards across two boxes. Leave a space about 15 inches or so between top of platform and sides of window, in order to make sides of platform slant down to edge of window. Cover platform entirely with green crepe paper, outlining edges with twisted white crepe paper strips. Suggestions for letters of "Thanksgiving" are: Form them with loaf sugar. Another idea is to use cranberries, laying them in paste-mucilage; the easiest method is to use red cardboard letters. Items on which napkins are: Dressed turkey, two bundles of celery, various fruits and vegetables. Leave enough space between napkins to make an attractive showing. Cover the green paper beneath. Suspend bananas from ceiling of window. Finish the display with a background of green paper, topped with a lattice of strips of white and of green twisted paper.

Business is booming!



Write for booklet to
The National Cash Register Company,
Dayton, Ohio.
Agents in every city.

Merchants everywhere tell our 800 salesmen that business is booming.

We have had two record crops, at big prices, with big demand at home and abroad.

We have a record mineral production.

Stocks of manufactured material are short, and labor is in great demand at high wages.

Exports largely exceed imports.

Foreign competition is less than ever.

U. S. securities are coming home.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

We have the best money in the world, more of it than ever before, with easy credits.

Hundreds of millions loaned to other nations and record-breaking importation of gold.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters. The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

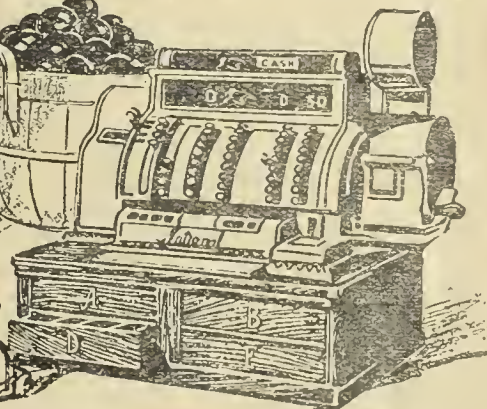
They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

Dayton, Ohio.

(Signed)

John H. Patterson



Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



IT SELLS BETTER

the second time. That is because

MAPLEINE

once used is always used.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.



THE RACK
WITH THE
HOOK

Is SHIPPED ON APPROVAL.
They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Take a Hint from Economy Stores

☞ You wonder how the Economy stores can sell Coffee so cheap. One thing is, they don't buy it through salesmen. The Economy store—with which you are trying to compete—cuts out all middlemen in its buying. Hadn't you better do the same?

☞ We sell Teas and Coffees by mail, which is much cheaper for you than buying them through salesmen. If you want to know more about the plan, send us a sample to match and put a price on. There you'll have the whole thing in a nutshell.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

The Grocery Markets

Tea.

The tea market shows no change for the week. Everything is steady to firm and in good condition from the standpoint of the holder. There is no surplus of tea of any variety or grade. Demand is fair and prices unchanged from a week ago.

Coffee.

The coffee market shows no change for the week. The demand is quite small and the situation rather heavy. The general tone of the market for Rio and Santos, with the possible exception of Rio No. 7s, is easier. Rio No. 7s are somewhat scarcer than the others. Mild coffees are unchanged and quieter than they have been, owing to the falling off in the export trade, due to scarce shipping facilities. Java and Mocha are unchanged and quiet.

Sugar.

The sugar market has been very much excited during the week and at this writing raws have been quoted as high as 4.95 cents, the price at which granulated sold for only a short time ago. Granulated is now quiet at 5.85 to 6.00 cents and may go higher. The cause is the scarcity of raw sugar. Refiners need raw sugar and are therefore compelled to go into the market to buy at any price at which they can get it. Almost no sugars are offered for prompt shipment from Cuba, and the available supply is mostly in the hands of New York speculators, who are squeezing the refiners at every turn. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose is unchanged. Sugar syrup is perhaps a cent a gallon cheaper than a week ago, owing to larger supply. Molasses is unchanged and quiet. New crop reports are for a smaller production this year than last.

Canned Goods.

The statistical position of tomatoes has at last forced prices up again and very little good standard stock can be bought below 90 cents in a large way f. o. b. The demand is fair and predictions of much higher prices within a few weeks are freely made. Corn is unchanged. The entire line is firm. Peas are still heavy at ruling quotations. Apples show no change as yet, but there are those who believe that apples are good property, meaning New York State gallons at present quotations. This because the pack was smaller than usual. California canned goods are quiet from first hands and unchanged in price. Small Eastern staple canned goods show no change and quiet demand.

Fish.

There has been no change in the market for Norway mackerel, either on spot or for fall-caught fish. The spot sup-

ply is still very light and prices fully maintained. Some new-caught Norway mackerel has reached the country, but the quality has not been extra. At the very high prices there are few takers. The catch of shore mackerel has been particularly good of late, both as to quantity and quality, although this has not materially affected the market. Cod, hake and haddock are rather active at unchanged prices. Salmon is unchanged throughout and in moderate demand. Domestic sardines are higher, the keyless lowest grade goods being about 10 cents per case higher, and now quoted in a large way f. o. b. at \$2.20. The pack is over and the packers are contending that the supply is small. Imported sardines are unchanged, being still scarce and high.

Beans and Peas.

Pea beans are still scarce on spot and the market in a large way rules around \$3.75 per bushel. They can be bought cheaper than that to come forward. Marrows are unchanged and still maintained on the previously reported high basis. The demand is fair. California limas are high, 5½ to 5¾ cents per pound; demand fair. Green and Scotch peas show no change from a week ago.

Provisions.

Everything in the smoked meat line is steady and unchanged, including picnic, regular and skinback hams, bellies and bacon. The consumptive demand is normal for the season. Both pure and compound lard are steady at a decline of ¼ cent; demand fair. Canned meats, dried beef and barreled pork are all unchanged and quiet.

Butter.

There is an active demand for fancy fresh butter and the receipts are cleaning up on arrival at an advance of 1 cent per pound. Receipts of butter are falling off considerably and the demand continues good. The general situation is healthy and further slight advances are not unexpected.

Eggs.

The market for fresh new-laid eggs is firm at 2 cents per dozen advance. An active consumptive demand is reported, absorbing the receipts on arrival. Storage eggs are unchanged and with a fair consumptive demand.

Cheese.

The cheese market is firm and unchanged, with a good consumptive demand. There is nothing specially to report and the situation is as it was a week ago, with no important change in sight. The make is about normal for the season.

Dried Fruits.

Prunes are higher, both in the East and on the coast. On account of large export demand packers are now quoting a 5-cent basis for the four sizes,

which is about 1½ cents a pound above the price ruling a comparatively short time ago. The high price which has been ruling for some time in the East is still maintained. There is no change in peaches or apricots, the latter being firm and the former being still very low. Raisins, currants and the balance of the list are unchanged and quiet.

INDIVIDUAL MARKET REPORT

Spices.

The market has been very active. Prices have been fluctuating steadily. Cable advices to-day report that the Suez Canal has been closed. This will have a tendency to greatly advance prices on many articles in the spice line.

Pepper.—The demand has been large and steady. Stocks here are limited and are narrowly held. All grades have advanced 1 to 1½ cents during the week or 10 days and indications point to still higher prices.

Cloves, as we have heretofore predicted, have greatly advanced in price. The stocks here are very scarce, and further advances may be expected.

Pimento.—Firm and little is being shipped from Jamaica, England being a large buyer at this time.

Mace.—In better demand for home spot and to arrive. There is very little in stock here.

Nutmegs.—We have had a very large and urgent demand during the last week or 10 days, and prices have been marked up 1½ to 2 cents per pound.

Cassias.—Saigon grade scarce. Ceylon is in moderate supply. Ceylon grades, in cases, are scarce and tending upward.

Paprikas.—Selling in a satisfactory way at unchanged prices. Hungarian grade out of stock.

McCORMICK & CO.

Baltimore, Md.

Imported Fish Specialties.

Holland Herrings.—Prices for commodity continue their upward course, owing to the tremendous demand in Europe, and our agents Holland report that all parcels offered by them, no matter at what price, quickly snapped up. A shipment of Holland herrings arrived by last Dutch steamer and sales are being made from this parcel at prices which have been heard of in many years. The trade, of course, is buying only in half-to-mouth lots, which is only natural owing to the extraordinarily high prices.

A good-sized parcel of new Norwegian fat fall mackerel is now arriving on the Norwegian steamer, due here shortly. Prices, of course, are much higher than those demanded last season, and it remains to be seen if the trade will take the goods readily at an advance. Those who want Norwegian mackerel for their trade will still have to pay these prices or do without it this season, as the catch this season is small.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone Race 746

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson St., New York

been so small that it is sure to be austere before long. The imported sardine situation continues just as unsatisfactory as depicted in our recent reports. Nothing being added to supplies, and the small packs are going into consumption quickly, at steadily advancing prices. Fish which is eagerly looked for to be caught in Norwegian waters has not yet made its appearance as yet, but there is still hope; but there is no likelihood of any decline in prices, no matter how the catch may be just now, as demand exceeds the supply at the present time. The same may be said of French and Portuguese sardines, of which only very negligible quantities are in store here.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Very now and then there is an increase in the demand for tomatoes, which causes a stronger feeling amongst canners, and an inclination to advance prices, but when the demand has been supplied the market eases off again, and the smaller packers lose courage. This has happened a number of times during the last four or five weeks, and just now the market again shows a disposition to become stronger all along the line, though buying is not as large as it has been. The small packers who have no facilities for safely carrying tomatoes in winter months are said to be pretty well up, and when they are out of the market there may be an upward movement as to prices that might extend through the winter months. At this time it looks like tomatoes can be handled with safety. The withdrawal in the next two weeks of the cheap freight rates by the rail

and lake lines to those points in the West and Northwest served by them, caused an increase in the demand for tomatoes from jobbers as well as from tomato canners who are short on their contracts. It is expected that there will be further orders next week from the same sections, and additional orders from the Eastern and Southern jobbers who have been steady buyers in lots ranging from one to four or five carloads. Every order is for quick shipment, the same character of buying that prevailed during September and October, which mean a continuation of the repeat orders during this month.

The low prices for sweet potatoes continue to attract orders, even from those markets that seldom buy them, and then only in small lots. There is a good demand for low-priced corn, and a fair demand for fancy shoepeg corn, which is closely sold up. Spinach is moving out steadily and may improve as to prices. Low-priced peas sold moderately during the week, but all the other items were dull enough. The Baltimore canners are carrying into the winter season the smallest stocks of vegetables held by them in many years. The fall canning season for oysters has opened up this week with a light demand for them. It is reported that the oysters are not thriving anywhere along the Atlantic coast this season. THOS. J. MEEHAN & Co.
Baltimore, Md.

ASSOCIATION NEWS.

American Specialty Manufacturers' Association.

Following is the programme of the convention of the American Specialty Manufacturers' Association,

tion, which will be held in Detroit, Mich., November 18th and 19th:—

THURSDAY, NOVEMBER 18, 1915.
10 A. M.

Convention called to order by Mr. Walter B. Cherry, president.
Address of Welcome.—Hon. Oscar B. Marx, Mayor of Detroit.

Response on Behalf of the Association.—Mr. Fred Mason, first vice-president.

Roll call.

Reading of minutes.

Report of Board of Directors.

Reports of Officers.—President, treasurer, secretary.

Reports of Committees.—Publicity, Mr. A. M. Alexander, chairman. Legislative, Mr. A. C. Monahan, chairman. Auxiliary, Mr. Geo. Nowland, chairman. Trade Sec-

tion, Mr. S. W. Eckman, chairman. Special Committees.—Appoint Committee on Resolutions, Committee on Nominations, Special Committees.

1 P. M.

Meeting of all Auxiliary members attending the convention.

2 P. M.

Convention called to order.

Michigan wholesale grocers invited guests.

Address.—Hon. Frank E. Doremus, Congressman, First Congressional District, Detroit, Mich.

Address.—Mr. William Judson, ex-president, National Wholesale Grocers' Association.

Address.—Mrs. Julian Heath, president, National Housewives' League.

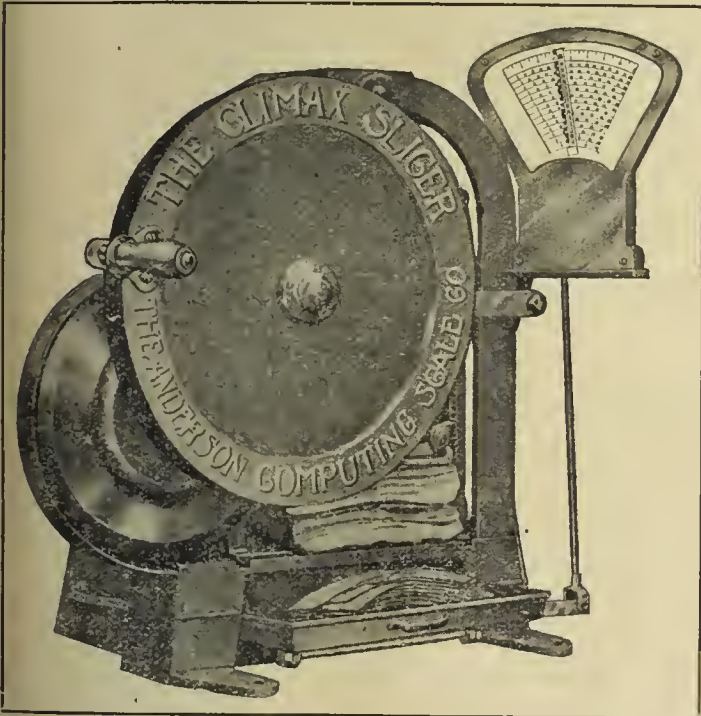


Women Will Confirm This

There are other washing helps beside Chase-O, but every other has some weak point. One distributes the bluing unevenly, another gums the clothes up with paraffine, and so on.

Chase-O is an absolutely perfect product. It will cut the work of washing in half. We would be exceedingly foolish to make this statement if it wasn't true. Try Chase-O yourself, and then tell your customers what it did for you. Used with boiling water and a little soap. Nickel a box and good profit.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.



A Meat Slicer That Computes

For months you've been saying to yourself, "I'll get a meat slicer some time, when somebody brings out one that suits me." That was a sensible conclusion, for a modern grocery store without a meat slicer is—but there couldn't be a modern store without it.

Here is your slicer—the **Climax Computing Sanitary Slicer**. A slicer that slices, weighs, *computes*. It's more than human—quicker and more accurate. You'd think such a slicer would be very expensive, but you'll be amazed to hear how moderate it is.

The **Climax Slicer** is the only one with a scale attached. You can buy it without the scale if you want.

The **Climax** is very strongly built and is handsomely finished in baked enamel, neatly striped, bright parts nicked.

The **Climax** slices Bacon, Dried Beef, Boiled or Fresh Boneless Ham, Bologna, and as the meat falls into the tray automatically registers the weight and money value at whatever price per pound the meat is sold.

The **cutting** is done by a steel disc knife of the very best grade, finely ground and tempered. As the wheel is turned, the knife revolving at high speed cuts easily through the meat, making a clear, even cut, at the rate of one slice for each revolution of the fly wheel.

In operating the machine the exact weight and value—no more, no less—need be cut, thereby avoiding loss by giving over-weight should a little more be cut than customer asks for, which is apt to occur when cutting by guess. There need be no "left over" slices after serving a customer with meat sliced with the **Climax** Computing Machine.

The meat need not be handled, because it drops into a portable tray with handle attached to it, so that the meat may be shifted from tray to wrapping paper without coming in contact with the hands.

MADE BY

THE ANDERSON COMPUTING SCALE COMPANY
Anderson, Indiana

Report of Counsel.—Mr. Charles Wesley Dunn.
Banquet.—7 P. M.

FRIDAY, NOVEMBER 19, 1915.
8.30 A. M.

Visit to Ford auto plant.

10 A. M.

Convention called to order.
Executive session.
Reports of chairmen of Trade Sections.
Reports of representatives of auxiliaries.
Question box.
Discussion of ways and means to improve conditions relating to specialty orders.

1.30 P. M.

Convention called to order.
Address.—Mr. Frank B. Connolly, president, National Retail Grocers' Association.
Reports of Resolution Committee, Special Committee, Nominating Committee.
Election of officers.

Wholesale Packages of Tea Need Not Bear Net Weight.

**Department of Agriculture Decides
That for Present it Will Take the
Position That Law Means Only Small
Packages That Reach the Consumer.**

Special Correspondence of "Modern Merchant
and Grocery World."

Washington, D. C.,

November 11, 1915.

The Department of Agriculture has ruled that the net weight of tea need not be put on bulk packages or chests such as are sold to retailers. A question had arisen as to whether these should be marked as well as the package sold consumers. The letter of Dr. Alsberg, Chief of the Bureau of Chemistry, is as follows:

Regarding the necessity of branding the quantity of the contents upon bulk packages of tea, the

question whether tea in the original bulk packages, as imported, constitutes food in package form within the meaning of the net weight amendment is, in the opinion of the bureau, not entirely free from doubt. Under the circumstances, for the present, no objection will be made by the bureau to the impor-

tation of tea in such packages solely upon the ground that such packages are not plainly and conspicuously marked with a statement of the quantity of the contents.

Should it finally be decided by the Department that tea in bulk packages constitutes food in package form within the meaning of the

law, public notice will be given and importers afforded an opportunity to make the necessary arrangements for the appropriate marking in the countries from which the teas are imported.

At the present time the net weight of teas imported in bulk packages is not marked in the country of production, and in the opinion of the trade it would be difficult to get the exporters in China, Japan and other places to do so at short notice. For this reason it is felt that the tea merchants of this country should be informed long in advance of the attitude of the Government regarding the marketing provision so that they might educate the producers to the practice of weighing the tea chests and marking them.

HOLT.

The Week's One-Time Ads.

Well, this week the Ferris ad. gets down to brass tacks. And between you and me, I'm glad of it. I suppose the kind of ads. they've been using are all right—they must have found that they paid or they wouldn't have kept 'em up—but I've been looking for the Ferris people to say something about Ferris Hams and Bacon. When people have got such scrumptious stuff to advertise as the Ferris people have, it seems to my limited intelligence like they ought to talk about it with their mouth and both hands. The ad. this week just suits me. If you fellows can read it and not feel that Ferris Hams and Bacon are what you need to fill out your line of fancy brands, then you're pretty hard people to convince. Read the experience of the grocer who couldn't get the sort of ham he wanted, so stopped handling any ham at all. See how he feels about Ferris Hams. If you've been handling the ordinary run of packers' hams, the Ferris goods will open your eyes. Your customers' eyes, too.

Have you gentlemen read any of the ads. that the American News Co. of New York have been running in here? There's one in this week. If you don't read it, you'll be stabbing yourself in the back, for there's an idea in it that ought to mean some money. The Ameri-

can News Co.'s scheme is to get you to put a little table in your store with magazines and periodicals on it for sale. No clerk necessary—it tends itself. Just think of all the people that come in your store in the course of a day. Every one is a magazine reader, or could be. Doesn't it stand to reason you could sell some magazines to some of these people? There isn't any doubt about it—without investing any money to speak of, and without any extra work, the thing would grow to be a steady little feeder in a mighty little while. There are bully profits in magazines. Maybe you're one of those fellows that the Economy stores are plaguing right now. Suppose you put in the little magazine table and started that going and then get a few other little stunts that the Economy stores don't work and started them going—why in a little while you wouldn't care whether the Economy stores did business or not. I want you to think this over good and hard. And don't figure out you couldn't sell magazines; you wouldn't need to, they'd sell themselves. If they'd do that, you'd be willing to give them a little store room, wouldn't you? Why of course you would. Send in the coupon at the bottom of the ad. and get their dope anyway.

JIMMY MANDER.

Dry Goods Business Stays Better Than Last Year.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods has been in excess of the corresponding period of a year ago. Road sales for both immediate and spring delivery show marked increases and customers have been in the house in much larger numbers.

Collections are normal.
Prices are firm.

How Women Can Save Money and Make the Grocer a Profit.

Instead of buying a quart of milk mix with her pancake flour, so cakes will be brown and tender and delicious, the housewife of to-day is lied of that expense and trouble when she buys Aunt Jemima's Pancake Buckwheat Flour.

For sweet milk in powdered form already in Aunt Jemima's and all housewife has to do is to add water to the flour.

Taking the cost of milk into account it's almost like getting a package Aunt Jemima's for nothing.

This is a wonderfully effective talk point for Aunt Jemima's now that cost of living is so high, and you find the women will respond readily you tell them about it.—Advt.



Fancy Maine Style Corn

STRICTLY HIGH GRADE

CRUISER BRAND



In offering this corn to the trade, we speak for it as the finest quality New York State Corn—young, tender and possessing an appetizing flavor that is at once pleasing to most exacting epicures.

Cases, 2 doz. cans : per doz. 95c

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Figure this Profit Problem Out for yourself—To-day—Right Now!

DON'T be blinded by foolish prejudice against any proposition that offers profit possibilities! Don't take the word of others—get out your pencil and paper and **figure it out for yourself.** That's all any fair-minded firm can ask—and it's all we ask you to do on

Magazines and Other Periodicals

Here's just one of their best features—you turn your capital from 12 to 52 times every year. Figure that out—be sure you grasp just what it means. Then if that one feature doesn't make you sign and mail the attached coupon for full particulars—well—it must, that's all, if you have your own interests at heart.

Mail the coupon—to-day—and see how quick you will get returns.

The American News Company
9-15 PARK PLACE
NEW YORK

The American News Company
NEW YORK
Please send me Price List and Full Particulars in regard to installing a Profit-paying News Department.
Name.....
Address.....
.....
M. M. & G. W.



The Best Collection Scheme Yet.

Say, boys, I heard of the funniest collection stunt the other day I ever heard of in all my life. A customer of mine works it and it's all his own. And maybe it don't get across. The worst of it is, I don't suppose either you or me could work it, because we're bad actors. I know I couldn't, but anyway it's good enough to give to you. Whether you could use it or not, it's a dinged sight better than a collection agency.

This fellow does mostly a credit business. He told me not 15 per cent. of his trade is cash. Because his collection scheme works so well, he takes chances that the ordinary man would be a fool to take.

Here's what he does. He goes out to collect a bill and if he sees he ain't going to collect it, he breaks all up and cries right in the customer's face.

And he cries so good that the chance is the customer goes out and borrows money on the piano to pay him.

The first I saw of this was when my house wrote me he was behind in his account and to get a check from him for a part of it anyway.

I handed it to him just as an ordinary matter of business, and I saw him fill up right away. He took me back in his office and sat there for five minutes with his mouth all working and tears coming up in his eyes, before he could even talk. Then he started in to tell me about a lot of hard luck reasons why he hadn't been able to pay. His wife had had an operation, and his mother, who lived with 'em, had had something happen to her, and this and that, and by gee, when he got through talking, crying a little all the time, I'd made my mind up to pawn my watch and help him out. Take it from me, I'd have lost my job before I'd have pushed him. I wrote a letter to the house that night

about it that the credit man told me afterward darned near brought tears to his eyes.

Some time after that I found out that the whole thing was simply a stunt. I don't mean that his story was a lie—it wasn't—but the filling up and the mouth-working was all put on. Understand, it was real. He cried all right, but the point was that all he had to do any time was to press a button or something and up came the tears and the ready-made sobs.

Great poker, but I wish I could do that! If I could do that, I'll bet I wouldn't have to go in the cellar to smoke when I'm home.

Some months after that I threw this thing at him and he fessed up that he could do it. He'd paid his bill by that time, and he told me he'd been able to do that all his life. He said to me that that stunt had done more for him than anything he'd ever done or ever had.

"Why it makes collections a cinch," he said. "I've got a customer on my books that nobody else in town will trust. She's a boarding house keeper and she uses a lot of stuff. She's not a skin, but she can't manage, and her reputation is bad. She always pays me, because I found out that she's got a heart as big as a house and all I have to do is to go there and if she starts to stand me off, I fill up and throw my hands up as if her bill was all that stood between me and the sheriff. Once it didn't work as fast as it ought to, and I had to cry out loud. Oh I can do it! She went across the street and borrowed the money from her brother to pay me."

"I do it with some other slow people and it always works. Once I did it with a man that said he had just enough to pay me or his landlord. He couldn't pay both and he had to pay his landlord the very next day or he'd put him out. I

started to get in my work and I came away from there with my money in my hand. Before the end of that week his landlord *had* put him out. That's going some, ain't it?"

I sure agreed that it was. He told me some more cases. He simply makes people so sorry for him that they can't do a blame thing but pay him. They think when they see him fill up that something fearful's going to happen—bankruptcy or sheriff's sale or something, and it gets 'em.

All my life I've wanted something I've read about in novels. It's a "handsome, dissipated face." A handsome dissipated face is always getting across with something, especially with women. I've wanted one more than anything. I could manage one end of it, but the other would bother me some. But what I started to say was that I'd rather have that fellow's stunt even than a handsome dissipated face. Much rather—you can do more with it.

I own up I tried it once, after he told me how easy it was. I tried it at home one night. It was Saturday night, I'd just got home, and my wife wanted me to go to the movies. Well, I like the movies, when I'm in the humor for 'em, but that night it was raining and I was tired, and I didn't feel any more like going than I felt like cutting off a toe.

She put it up to me pretty strong—"hadn't been out for a week"—and I thought of my friend's stunt, and started to try to fill up. Nary fill—dry as a bone. Then I thought if I'd work my mouth maybe the tears would come, and I did that.

"I wish you wouldn't chew your cud while I'm talking to you," she said, "I don't like it."

I didn't give up right away—my wife's got a mighty tender heart, and I knew that if I could make

one tear, I could stay home. I tried to fill up again and kept working my mouth and even to sob a little broken talk out, when she came over and began sniff around to see if she could smell liquor on me I give it up. I go to the movies? Sure—there wasn't anything else to it from start.

So I couldn't use the stunt, maybe you could. You'll find the greatest thing in the world you can.

THE STROLLER

Failures Continue to Decrease

Many Lines Now Below Corresponding Period of 1914, But Still Above Average of Previous Years.

In many lines of merchandise even in liquor, the report of failures for October shows a falling from October, 1914. October failures are still greater than the average for 1913, 1912 and 1911, are perceptibly reducing. The figures are as follows:—

General Stores.—October, 1915, 146; liabilities, \$1,382,520; October, 1914, 166; liabilities, \$1,407,290.

Grocers.—October, 1915, liabilities, \$1,312,035; October, 1914, 290; liabilities, \$962,305.

Clothing and furnishing.—October, 1915, 82; liabilities, \$731,000; October, 1914, 121; liabilities, 310,399.

Dry Goods.—October, 1915, liabilities, \$1,150,036; October, 1914, 64; liabilities, \$1,474,201.

Shoes.—October, 1915, 42; liabilities, \$205,407; October, 1914, 34; liabilities, \$251,850.

Hardware.—October, 1915, liabilities, \$339,421; October, 1914, 37; liabilities, \$407,050.

The total number of store failures during the month was 1,176 in October, 1914.

Grocers Start Co-operative Baking Company in Detroit, Mich.

The organization of the Grocers Baking Co. has been perfected in Detroit, Mich. Nearly 100 retail grocers and restaurateurs have already subscribed for stock and it is expected to increase this number to 200 by January 1st. The company has purchased property at 335 Lexington avenue, formerly operated under the style of German Rye Bakery, and is already in possession. The watchwords of the corporation will be: Quality, Service, Sanitation. The company will have a full line of baked goods on the market by November 15th.

The Awards in the Lipton Tea Window Display Contest will be made as soon as the photographs and descriptions can be examined and judged



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind,
in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics,
auto lunches, handy for breakfast, luncheon or
night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

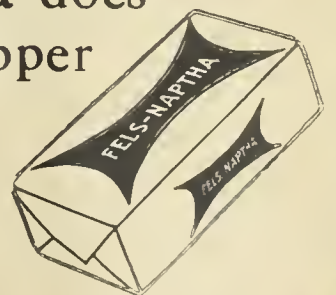
Filling the Wants

of your customers with goods
of character and merit is
“success insurance:” take
soaps for instance; what
woman will not thank you
for your care in always regu-
larly supplying her with
Fels-Naptha soap?

For **Fels-Naptha** does
just what its wrapper
claims.

Fels & Co.

PHILADELPHIA





No. 337.—When a Employer Can Give a Frank Opinion as to a Former Employee.

Here is a situation which will appeal to every employer; that is why I am answering it here instead of by letter to the inquirer. The letter comes to me from a New York reader who requests that I withhold his name:—

Here is a case for you and your readers to consider together. Up to a month ago we employed a man as collector. We did not bond him, believing him perfectly honest. He collected a large amount of our accounts and had been with us for five years. His last collection was made about a month ago, and consisted of about \$150. He came in at the close of the day and said he had lost it. Ordinarily we would have accepted his word, but I noticed liquor on him and I had already heard some things about his manner of living. I questioned him about the manner of his loss and his story did not seem convincing. We therefore discharged him on the spot. He applied to another house in the same line for a position and gave our name as reference. A member of the firm called at our store and asked about him, and I told him the whole story. I stated what I had learned about the young man's private life, also about noticing the liquor and the story about losing the money. I told him frankly that I suspected the young man of having stolen the money instead of losing it. As a result of what I stated, the young man did not get his position. I believe he would have gotten it if I had given him a good reference. He has now brought suit against our house, charging defamation of character and asks heavy damages. I always believed that a former employer had a right to tell his opinion of a former employee, but if there is anything in this suit, I appear to have been mistaken.

You are not mistaken, and in my judgment there is nothing in the suit. The only chance your former employee has of getting damages from you is to prove that in what you said you were actuated by malice. You know whether you were or not. If he can prove that, he may have a chance. Let me explain.

Ordinarily one man may not say scandalous things about another, even if they are true. If they are not true, they always give cause for a civil damage suit, and even

if they are true, the law holds that they tend to a breach of the peace, and makes the person uttering them criminally liable.

But there are certain exceptions to this rule, called privileged communications. One of these is just the sort of communication described in the above letter—that made where a former employer, when asked for a reference as to a former employee, expresses his opinion about him. Even if what he says would ordinarily be slanderous, and—if he acts in good faith—even if what he says is not true, the employer is protected and no action can successfully be brought against him for slander or libel.

In such a case the employer can even go further than telling merely what he knows about his former employee. He can tell what he has heard, even though he has not investigated it, and does not know it to be true. Even if these rumors which he repeats prove to be completely unfounded and untrue, the employer is not liable for repeating them—if he acts without malice and in good faith.

The legal reason for permitting the employer so much latitude is that an employer who is about to hire somebody is entitled, as a sort of social obligation, to have all the information he can get about that person. As a leading case puts it:

Giving information as to the character and capabilities of a former employee is not a legal obligation enforced by law, but the law recognizes its existence as a social obligation which cannot be performed unless it creates a privileged occasion. When inquiry is made of a person as to the character and capabilities of a former employee, the person to whom the inquiry is addressed would not do his whole duty if he should confine his answer to facts which he knows of his own knowledge. Nor would he do his whole duty if he should confine himself to giving information which he has fully investigated. Indeed, he would fail in doing his full duty if he should omit to im-

part any material information which has come to him, even if he has not attempted to investigate it at all. He must be careful, however, to state that he is giving it as information, and not as fact, because if he gives it as fact and it proves to be untrue, he is liable.

But woe betide the employer who allows dislike, or hatred, or resentment to color his report about a former employee. The law is always severe with such, and these cases are not infrequent. Especially

where an employee has left against his employer's will, or after a quarrel, he is apt to try to get back when asked by a prospective employer for a reference. Even though what he says would have been completely protected as a privileged communication, had the not been evidence of malice, the employee reflected upon can collect damages from him if the statements turn out to be untrue, and if malice can be shown to have been present.

Of course the \$150 "lost" by the employee will never be recovered. To the employer it is indeed lost, but it would not have been, I cannot refrain from saying, had the collector been put under bonds, all employees handling money should be.

(Copyright, November, 1915, by Elton J. Buckley.)

NOTE.—Requests for information from this department should tersely set in full all the facts bearing on the case.

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law, which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 8.

John Smith is a retail grocer with four clerks. He pays no attention to the Workmen's Compensation Act, in fact has no clear idea that such a law has been passed and what it contains. Sometime after January 1, 1916, when the act becomes operative, one of Smith's clerks, Edward Brown, while grinding meat for hamburger steak, mislays the wooden plunger with which the pieces of meat are pushed down into the hopper. Being in a hurry, he uses his fingers and they are caught and crushed.

Smith has not accepted the provisions of workmen's compensation, and he therefore refuses to give Brown anything as the result of his accident. Brown begins suit and Smith gets a lawyer and defends.

At the trial Smith starts to tell the accident was caused by Brown's own carelessness, a defense which would have been perfectly good before the new act went into effect. He is stopped by the judge, however, who reminds him that the defense of contributory negligence can no longer be raised as a defense when an employer is sued by an injured employee. Smith having no other defense, is beaten and a heavy verdict is rendered against him. Under the instruction of the court this verdict he must pay at once. Had he accepted the provisions of the act he could have paid the damages in weekly installments, but that does not apply to a verdict given after suit.

all questions should be carefully read to avoid misconstruction. Write one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

There will be an all-day district convention of Erie County merchants at Pottstown on November 30th. An attendance of 500 is expected. It will be held under the direction of the Erie Commercial Club. Good speakers have been engaged and the programme as arranged covers a wide field of discussion.

The Executive Committee of the Retail Merchants' Association and directors of the Retailers' Mutual Insurance Co. will meet at Erie on November 29th. Plans will be made for an active campaign of organization.

A meeting of the City Planning Association of Pittston will be held on November 18th.

Mr. Smedley was the guest of the St. Pottstown Association on Monday, November 19th. This active association has secured new quarters and the meeting was held in them. There was a splendid dance and a lot of interesting matters were discussed. After the meeting a splendid luncheon was served at a nearby restaurant. Following Mr. Smedley's address various members made short talks on trade and town matters. President Boon and Secretary Sumner are live wires and good leaders. This association engineered a large successful celebration, which was a treat to the town. Other important matters are in contemplation.

Mr. Smedley addressed the Miners' Association on November 3d. There was a large attendance. This organization is after the itinerant ven-ue with a sharp stick. Many important matters have been effected since organization. Minersville is a wideawake town with wideawake merchants. Presidents Jacobs and Secretary Jones are live wires. A big dollar day is planned and a campaign of publicity on "Homecoming" has been decided upon. New members are being admitted at each meeting and prospects for future activity are bright. After the addresses a splendid lunch was served and a social hour enjoyed.

The Ashland Association is growing. It now meets in a splendid, well lighted hall. Has a paid secretary. Is taking an active interest in civic matters and has already effected many reforms. The scope of the association is broad and embraces both civic and mercantile matters. It has

a good credit and correction system. It has inaugurated special trade extension days and is strictly on the job.

The meeting on November 4th was a good one. Organizer Smedley was present and made an address, after which a splendid buffet luncheon was served.

Mr. Smedley was the guest of the Pottstown Association on Friday, November 5th. This association has taken a big stride forward. Heretofore it has been meeting in a public hall; it has now secured a splendid suite of three large rooms in the Security Building, these have been well furnished and splendidly decorated and they were opened for the first time on the occasion of this meeting. It was in the nature of a house warming. Over 100 of the members were in attendance, and after an inspection of the rooms, President McCaslin called the meeting to order and the routine business being disposed of, Mr. Smedley was introduced, and he made an address. Following this the president called upon various members for short addresses. Samuel Miller, Pottstown's oldest merchant, made an impressive talk. Ellis Mills, Postmaster Root, ex-President J. Allen Brandt and William P. Young were among the other speakers. At the conclusion of the programme of speeches the guests retired to the dining room, where a bounteous lunch had been provided.

Pottstown is doing things and the spirit of organization is highly developed, and co-operation is the keynote.

Pottstown grocers will organize as a group of the Pottstown Association, working in harmony with that body, but having direct charge of grocery trade interests.

During the past week Mr. Smedley addressed the associations at Indiana, Kittanning and Latrobe.

D. M. Barrett, editor of "Salesmanship," delivered an address on "The Man of the Hour" at a luncheon of the Reading Chamber of Commerce on November 5th.

The Commissioners of the Workmen's Compensation Department of the State were guests of the Johnstown Merchants' Credit Bureau on November 15th. A banquet celebrated the event.

Mr. Smedley has been invited to visit Connellsville.

Port Allegany Association is planning a big banquet, likewise Titusville.

Advertising Apples in the West.

Newspaper copy is running in Western papers on "Diamond Brand" apples from the Hood River, Department of Oregon. The Apple Growers' Association, Hood River, Oregon, is the marketing organization behind the campaign. "Rosie Apple," a trade character, has been invented for use in this copy. Her head is formed from an apple, and

The Road to Profitable Merchandising

Thousands of grocers know the advantage of selling advertised products the demand for which is firmly fixed. Good class of trade, steady sales, repeat orders, economy of selling, increased profits—these are the results.

National Biscuit Company advertising is backed up by the *quality* of the products. The consumer has *confidence* in them and knows them by *name*. Hence the grocer who handles them takes a short cut to profitable merchandising.

Stock an assortment of N. B. C. goods in the everywhere-known In-er-seal Trade Mark packages.



NATIONAL BISCUIT COMPANY

she carries an apron full of the fruit. Rosie says that "an apple a day keeps the doctor away." In connection with "Apple Day," which was October 19th, throughout the West apples were served on that day by hotels, restaurants, on trains and elsewhere. Many thousands of boxes of the fruit were purchased by individuals or corporations and sent as gifts to hospitals, orphan asylums, etc. An interesting feature of the campaign was the fact that these apples are sold in boxes, regardless of weight, by the number of apples in a box. This number is stenciled on the box at the time it is packed, and the original package is delivered to the consumer. A box contains from 7 to 10 dozen apples.

The Fidelity and Casualty Company

OF NEW YORK

Assets, \$11,764,957.75 Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.

The Science of Retail Advertising

The Gettysburg (Pa.) Department Store send in a copy of the "Gettysburg Times" of October 6th last in which they have a large advertisement (17 inches across three columns) advertising some special offerings for "Farmers' Day." There is no explanation in the paper of what Farmers' Day is, but I assume that it is a day appointed to make a special push to get farmers to come to town. The advertisement I refer to, much reduced in size, appears elsewhere on this page.

Looking over the paper, which by the way, is not a very cleanly printed sheet, I see that several of the other local merchants are also making special offerings for Farmers' Day. There is also an advertisement of Farmers' Day itself. There is a football game, a tumbling and balancing show on the street, a parade in the afternoon and band concerts morning and afternoon by four bands. I don't know whether the Gettysburg people found that they had made the same mistake as some other friends of mine did who worked a similar plan to get the country people in on a certain day—they provided so many attractions that the farmers couldn't be pulled away from them to buy goods. I always thought a good scheme for these Farmers' Days to be to have a first-class attraction say at 12 o'clock, so as to get them in by that time, and then nothing until say 4, so the intervening time can be spent in the stores.

This advertisement ought to have gotten some people in. I think I would have given chief prominence in it to the demonstrations of various things—farmers' wives are particularly keen about such things. They will see the premium offerings even if in small type.

There are a lot of typographical errors in this advertisement. A sloppily printed paper full of errors is a perfectly loathsome thing to me. A country printer may not be able to turn out a perfectly printed paper, but he can certainly eliminate

FARMERS' DAY Attractions and Specials A List of the Premiums we give for Displays

Best 1-2 Bushel Potatoes,

1st. prize, One \$5.00 Brown's Auto Sprayer.

2nd. prize, One \$2.00 Combination Knife Cut in case.

Best 1-2 Peck Apples, any variety,

1st prize, One 25-pound keg S. W. Dry Arsenate of Lead

2nd. prize, One 10 ponud keg of same.

Best 1-2 Bushel Corn on Ears,

1st. prize, One \$3.25 5A Horse Blanket.

2nd. prize, One \$1.50 Ever-ready Search Light.

Best Cake,

1st prize, \$2.00 Wearever Aluminum Double Boiler.

2nd. prize, \$1.00 Jardinerr.

Best Loaf of Bread,

1st. prize, \$2.25 Water Set.

2nd. prize, \$1.75 Japanese Vase.

Best Pound of Butter,

1st. prize, \$2.50 Basket Heinz Goods.

2nd. prize, 50c pound Vacuum Coffee

Best Pie,

1st. prize, \$6.00 Chafing Dish.

2nd. prize, 75c Nickel Coffee Pot.

Our premiums are useful and valuable, and each person who enters stands a chance to win.

We have arranged to have a lot of Demonstrations and Special Sales for Farmers' Day.

FOR FARMERS' DAY ONLY, 240 pairs 10c Curvass Gloves, to be sold at 5c per pair.

TO DEMONSTRATE THE QUALITY OF Robeson Shur-edge Pocket Knives

We will place on sale on Farmers' Day, 60 dozen 50c, 75c and \$1.00 Knives, to sell at the special price of 40c. These knives are made of the same material and by the same method as the highest priced Shur-edge Knives.

WHIPS FREE

A 50c Raw Hide Whip free to every purchaser of a Horse Blanket, on Farmers' day.

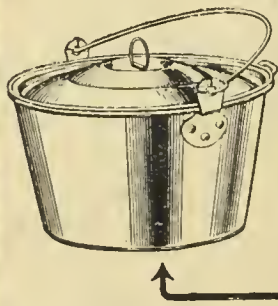
DEMONSTRATIONS

We will serve coffee all day, to demonstrate Chase & Sanborn's High Grade Coffees, of which we are the exclusive agents in this vicinity. Come in and try it, free for all.

Demonstration of the famous National Biscuit Company's choice cakes and crackers. Costs nothing to taste. You can buy if you like.

Demonstration of Muffs and B. & G. Self-rising Buckwheat flour. See and taste the delicious light and fluffy pancakes and muffins made from these goods. Quickly and easily made and baked.

Demonstration of WEAREVER Aluminum Ware



Mrs. Lamb, a representative of the Wearever Aluminum Co. will be with us on Thursday, Friday and Saturday of this week, to demonstrate this line of goods. During her stay here she will sell a \$1.50 Windsor Kettle, like the cut, for 98c and a 45c stew pan for 25c. We have only a limited number of these specials so be sure to come on one these days. Also special prices on Aluminum Griddles, all sizes.

On our Second Floor you will find a lot of specially priced goods.

Full line of White Ware, Dinnerware and Toilet Ware.
Fine China Dinnerware. Glassware for table use.

Victrolas and all the latest Victor Records.

Our store will be one of the great attractions for Farmers' Day.

BE SURE TO COME.

Gettysburg Department Store

the typographical errors. There is no excuse for spelling canvass gloves "canvass," or spelling demonstration—"demonstration." "ponud" for pound. All these come from sloppy and inexcusable carelessness on the printer's part. Merchants who advertise in a paper like this ought to refuse to pay for their advertisements if they contain even one typographical error. Because the average reader, seeing foolish blunders like these I have pointed out, forgets that the fault is really the publisher's, and connects it right away with the advertiser. My suggestion is that the Gettysburg Department Store send this criticism to the publisher of the "Times," that he may see how the paper impresses an impartial reader.

This Farmers' Day stunt is a good advertising idea, and I commend it to the retailers of other towns. It is peculiarly adapted to small towns situated in the midst of agricultural districts, especially those where mail-order concerns have got their work in. My experience is that this scheme can't fail to succeed in business if properly worked.

NOTE.—This department is devoted to the criticism of advertising matter, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Creditors' Indifference in Bankruptcy Cases.

The National Credit Men's Association has for some time been carrying on correspondence with referees in bankruptcy in every section and in order to get their opinions on needed changes in bankruptcy legislation. Many of the referees belong to the high type of man, excellent lawyers whose opinions are well worth pointing in any contemplated bankruptcy amendments. Replies, in fact, so numerous that it would seem as if there were an agreement among them, have been the effect that the fundamental fault in administration is the absence of interest on the part of the referees, an old point with the National Association of Credit Men, but firmly and strengthened by the testimony of these referees.

New Grade ATMORE'S MINCE MEAT in Bulk

AT the request of our trade friends we now pack "Extra Family" (Blue Label) brand in kits and barrels, as well as glass jars.

This will enable you to serve bulk mince meat of the very highest grade to your finest customers, and make more on it.

*20-pound and 40-pound kits.
Also bbls., halves and quarters*

ATMORE & SON

Since 1842

Philadelphia



Again in Season!

*Fresh Sausage,
Scrapple,
Souse,
Liver Pudding*

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.
Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invinible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen.

I trust that I may be able to do through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us offer. A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of six-foot counter, one six-foot marble slab, sterling silver draught arm, fine and coarse streams; 10-gal. tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles labeled, and two extra syrup bottles. The things needed to operate same, including 5 crushed fruit bowls and silver ladles, silver soda holder, doz. silver spoons, 8 doz. tumbler, doz. 10-cent and 1 doz. 5-cent cups, 1 doz. banana split dishes, cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Me.

Offer No. 101.

I have for sale one twin cylinder model Eagle Motorcycle, rated at horse-power, but will develop three horse-power. Is equipped with light and horn. This machine in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen.

All in good condition.
WITMAN BROS., Harrisburg, Pa.

Offer No. 103.

We have for sale about 40 to 50 good Country Lard, in new 50-pound tins, at 11 cents per pound, net weight. f. o. b. Gordonville, Pa. Terms: cash 10 days. Will sell all or part, move soon. E. ZIMMERMAN & SON,
Intercoarse, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain. 300 pounds Lipton's Tea at list price less 10 per cent., Yellow Label, Green Label, Pink Label, Olive Label, 1-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., 1/2s, 1/2s and 1-pound packages. Chocolate, 1/4 and 1/2-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—We are in the market for electric coffee mill, Hobart preferred, play canisters, refrigerating counter, ice desk. Goods must be in first-class condition and reasonable. Address Hamm & Yerke, 145 Market St., Amsterdam, N. Y. 24

BUSINESS OPPORTUNITIES

FOR SALE.—An established business located at Lancaster Junction, Lancaster County, Pa., for sale; dwelling and store 34 x 58 feet; 300 feet from railroad station; a large stable and garage; brick warehouse, 30 x 60 feet, with road siding; situated in a rich farm-district; a creamery is located here. Farmers deliver milk daily. Address G. F. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

HELP WANTED

WANTED.—Grocers' tea and coffee man to handle my line of store goods on commission. H. F. Heacock, 122 Second St., Philadelphia, Pa. 12tf

SITUATION WANTED

WANTED.—Salesman, well acquainted with the Savannah trade, desires accounts, such as meat, coffee, preserves, to sell on commission basis. He wishes to work Savannah and vicinity.

Will furnish bank references. Address Salesman, P. O. Box 882, Savannah, Ga. 22

FOR SALE OR RENT STORES.

FOR SALE.—Meat and provision store, with fixtures. Fine residential section, West Philadelphia, fine established trade. Good reason for selling. Any one meaning business will do well to investigate. Address D. J. R., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

MISCELLANEOUS.

FOR SALE.—Choice hand-picked winter apples, \$2 per barrel; York Imperial, Ben Davis, York Striped, Baldwin, etc. Cash and A No. 1 reference. Address W. B. Zullinger, General Merchandise, Mt. Holly Springs, Pa. 20

FOR SALE.—I have one Blodgett oven, 48 loaves, burns coal. Also one coffee urn, never been used. Oven used five months; cost \$45; urn cost \$10; if sold at once will take \$25 for both, delivered at your station. Address John Harris, Locke, N. Y. 20

FOR SALE.—We have on hand six of Robinson's folding bath tubs that we will sell at a bargain; cost \$36, will sell for \$24, f. o. b. Franklin. Address

P. G. F., care Grocery World Publication Co., 927 Arch St., Philadelphia. 20

FOR SALE.—One platform scales, Fairbanks, 260 pounds, \$7.50. One platform counter scales, \$3. One counter scales, \$2.50. One (old) eight-leg Chippendale sofa, in good condition, price \$200. One (old) ladder Chippendale chair, \$40. Address G. P., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 21

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Yeast and Fleischmann

When your average customer thinks of yeast, she recalls the name Fleischmann.

That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

How to Make Other Cocos as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio



Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. NOVEMBER 15, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	16	Preserves, Jellies, Jams and Marma		Table and Cooking Oil.....	1
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	1
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	1
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug.....	1
Beans.....	14	Dried Fruits.....	17	Line.....	19	Pure Olive Oil.....	19	Toilet Soaps.....	1
Blacking—Shoe.....	2	Drugs.....	22	Live Poultry.....	21				
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Raisins.....	17	Vinegar.....	1
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Refined Molasses and Syrups.....	27	Wood and Willow Ware.....	1
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Mapleine.....	23	Rice.....	3	Yeast Cakes.....	1
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	28	Roasted Coffee in Bulk.....	3		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Matches.....	18	Rope, Tie Yarn, etc.....	27		
Butter.....	4	Farinaceous Goods.....	14	Mince Meat.....	13				
Candles.....	4	Floor Polish.....	24	Mint Tablets.....	23	Salad Dressing.....	23		
Canned Goods.....	5	Flour.....	13	Mops.....	28	Sal Soda.....	24		
Canned Meats.....	5	Fresh Fish.....	16	Mustard—Prepared.....	26	Sardines.....	6		
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Nuts.....	20	Sauces.....	24	Sugar.....	1
Cereal Specialties.....	14	Green Coffee.....	3	Oatmeal.....	14	Scouring Soaps.....	24	Butter.....	1
Cheese.....	12	Hominy.....	14	Oils.....	19	Scrapple.....	20	Evaporated Milk.....	1
Chewing Gum.....	23	Honey.....	27	Olive.....	19	Seeds.....	16	Eggs.....	1
Chocolate and Cocoa.....	8	Horseradish.....	17	Oysters.....	16	Shoe Dressing.....	2	Beans and Peas.....	1
Cider.....	23	Ink.....	17	Package Coffee.....	3	Smoked Fish, Codfish and Mackerel.....	15	Fresh Fish.....	1
Clams.....	16	Jars and Jar Rubbers.....	4	Paper.....	9	Smoking Tobacco.....	28	Raisins.....	1
Cleaners and Polishing Compounds.....	24	Ketchup.....	4	Peas.....	14	Soap Powder.....	25		
Cocoanut.....	17	Lamp Goods.....	18	Peanut Butter.....	19	Soda—Bi-Carb.....	24		
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickled Meats and Fish.....	11	Soft Drinks.....	24		
Cornmeal.....	14			Pickles.....	20	Soups.....	7		
Cornstarch.....	26			Plum Pudding.....	24	Spices.....	26		
Condensed Milk.....	10			Popping Corn.....	15	Stove Polish.....	26		
Cottolene.....	12					Sugar.....	1		
Crackers and Cakes.....	10					Sundries.....	27		
Cut Plug Tobacco.....	28					Syrup and Molasses.....	27		

ADVANCES.

Sugar.....	1
Butter.....	1
Evaporated Milk.....	1
Eggs.....	1
Beans and Peas.....	1
Fresh Fish.....	1
Raisins.....	1

DECLINES.

Cottolene.....	1
Prunes.....	1
Lard and Compound.....	1
Dressed Meats.....	1

SUGAR.

	Barrels.
Cut Loaf.....	6.55
Eagle Tablets.....	7.05
Crystal Dominoes, 24 5-lb. pkgs.....	8.15
“ 60 2-lb. pkgs.....	8.65
Patent Cubes.....	5.90
Confectioners' Lozenge.....	5.80
Powdered.....	5.75
Fruit Powdered.....	5.65
Dessert and Table, 2-lb. cartons, 48 lbs.....	5.95
Granulated, fine or standard, McCahan.....	5.65
“ “ Franklin.....	5.70
“ extra fine, bbls.....	5.65
“ “ 2-lb. bags.....	5.95
“ “ 5-lb. bags.....	5.85
“ “ 10-lb. bags.....	5.80
“ “ 25-lb. bags.....	5.80
“ “ 100-lb. bags.....	5.65
“ coarse.....	5.75
Confectioners' Crystal A.....	5.65
A Confectioners'.....	5.55
A No. 1.....	5.40
A No. 2.....	5.35
Franklin B.....	5.20
Extra C.....	4.95
C.....	4.80

TEA.

	Per lb.
Formosa—	
Extra choice, 1/2 and 1/4 chests.....	40 -45
Choice, 1/2 and 1/4 chests.....	35 -38
Finest, 1/2 and 1/4 chests.....	27 -30
Fine, 1/2 and 1/4 chests.....	23 -25
O long, black—	
Extra choice, 1/2 and 1/4 chests.....	30 -35
Choice, 1/2 and 1/4 chests.....	27 -29
Finest, 1/2 and 1/4 chests.....	26 -28
Superior, 1/2 and 1/4 chests.....	22 -24
English Breakfast, black—	
First picking, 1/2 and 1/4 chests.....	30 -35
Choice, 1/2 and 1/4 chests.....	26 -28
Good to superior, 1/2 chests.....	22
First crop, about 28-lb. original boxes.....	25
Gunpowder, green—	
Extra firsts, 1/4 chests.....	35 -40
Firsts, 1/4 chests.....	23 -30
Extra seconds, 1/4 chests.....	25 -27
Seconds, new, 1/4 chests.....	24
Imperial, green—	
Firsts, 1/4 chests.....	38
Seconds, 1/4 chests.....	25 -30
Japan, green—	
May pickings, 1/2 chests.....	33 -40
First crop, 1/2 and 1/4 chests.....	30 -35
Second crop, 1/2 chests.....	28 -30
Basket fire, uncolored, needle leaf, 1/4 chests.....	32
Young Hyson, green—	
Firsts, 1/4 chests.....	35 -40
Hyson, green—	
Extra firsts, 1/2 chests.....	35 -40
Firsts, 1/2 chests.....	28 -32
Seconds, 1/2 chests.....	25 -27
Assam, black—	
Choice, 1/2 chests.....	26
No. 1, extra quality, 20-lb. boxes.....	28
Te ley's India and Ceylon, 25-lb. cases—	
Gold Label, 1. and C.....	71 72 73
Buff Label, 1. and C.....	56 57 58
Green Label, 1. and C., Formosa Oolong or Mixed.....	50 51 52
O ange Pekoe.....	55 56 57
Red Label, 1. and C. or Mixed.....	44 47 48
Sunflower, 1. and C., Formosa Oolong or Mixed.....	60 60 60
Red Label, 1. and C., 10c. 2 1/2-oz. tins, doz.....	90
Sunflower, 1. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	90
Sunflower, 1. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, 1. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

—2—

Lipton's Tea, 50-lb. cases—	1 lb.	1/2 lb.	1/4 lb.
Dollar Tea.....	71	72	73
Ceylon and India, Yellow.....	51	52	53
“ “ Red.....	45	46	47
“ “ Pink.....	40	41	43
Black and Green, mixed, Olive.....	51	52	53
“ “ Gray.....	45	46	47
English Breakfast, Green.....	51	52	53
“ “ Blue.....	45	46	47
Formosa Oolong, Salmon.....	51	52	53
“ “ Cream.....	45	46	47
Ceylon Green, Purple.....	51	52	53
“ “ Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	90		
“ “ Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	90		
Victor, 13 oz., 3 doz.....	40		
O. K., 3 doz.....	45		
Colburn's, 2 doz.....	85		
Parson's, 25c., 2 doz.....	2.40		
“ 10c., 3 doz.....	.92		
White Foam, 10 oz., 3 doz.....	.90		
“ 16 oz., 2 doz.....	1.35		

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	40
O. K., 3 doz.....	45
Colburn's, 2 doz.....	85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, 1/4 gross.....	per gross 8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.66
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
5c. tins, 4 doz.....	45
10c. tins, 2 doz.....	90
1/2-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2 50
Davis' O. K.—	
1/4 lb., 4 doz.....	45
1/2 lb., 3 doz.....	90
1 lb., 2 doz.....	1 65
5 lb., 1/2 doz.....	7 20
Leslie's—	
1/4-lb. cans, 4 doz., 4 cans free.....	45
1/2-lb. cans, 2 doz., 2 cans free.....	90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3 60
Sea Gull, 6-oz. tins, 4 doz.....	45
Parrot and Monkey, 4 doz.....	45
Royal—	
10c. size, 4 doz.....	86
1/4 lb., 4 doz.....	1 30
1/2 lb., 2 doz.....	2 40
1 lb., 1 doz.....	4 65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
“ No. 2, 1/4 gross.....	3.00
“ No. 3, 1/4 gross.....	3.30
“ No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

—3—

Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/2
Mocha Seed Santos, fancy, choice.....	.12 3/4
Carcacas fancy, washed.....	.15 1/4
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.11 3/4
Santos, fancy.....	.12 1/2
Rio, Golden, fancy.....	.10 3/4
Rio, prime.....	.09

ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/2
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 3/4
Carcacas, extra fancy, washed.....	.18 1/2
Maracaibo, extra fancy.....	.16 1/4
Santos, Peaberry, extra fancy.....	.14 1/2
Santos, extra fancy.....	.15 1/2
Rio, Golden, extra fancy.....	.13 1/4
Rio, prime.....	.10 3/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12 35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins...per box.....	4 15
Tomson-Hummels, tin, 1/2 gross.....per gross.....	2 60
“ imp., 1/2 gross.....	2 15
Floto's, improved, 1/2 gross.....	2 15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ No. 2, 3 doz.....	4 80
Reckitt's, 32 5c. pkgs., 16 doz.....per box.....	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7 1/2 oz., 1/4 gross.....	4 25
French Laundry, large, 1/2 gross bbl.....per bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9 50

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BUTTER.

Tub Butter—	Per
Creamery specials.....	Per
“ extra, 60-lb. tubs.....	3
“ first, “.....	3
“ second, “.....	3
“ third, “.....	3
“ dairy, extra, bakers' use, 30-60 lbs.....	24 2
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	32 3

Print Butter—	Per
Prize.....	Per
Gurnee, lbs. and 1/2 lbs.....	Per
Awltru.....	Per
Milhen Farm, lbs. and 1/2 lbs.....	Per
Honebe.....	Per
Star or S. D., 1 lb., 20-50 lb. boxes.....	Per
B. B., E. D., 20-50 lb. boxes.....	Per
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	Per
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	Per
Sheaf.....	31
White Rock.....	Per

CANDLES.

P. & G., 8s, 30 lbs.....	Per
“ 16s, 30 lbs.....	Per
Paraffine, 45, 6s, 8s, cartons, 36-lb. cases.....	Per
Searchlight, hotel, 16s, 30 lbs.....	Per
Peerless, hotel, 16s, 30 lbs.....	Per
Bright Light, 16s, 30 sets to box.....per box.....	1

JARS AND JAR RUBBERS.

Mason's—	Per
Half gallons.....	7
Quarts.....	4
Pints.....	4
Jar Rubbers—	Per
Double lip, wide, 1 doz. cartons.....	Per
Single lip, wide, 1 doz. cartons.....	Per
Acme, wide, 1 doz. cartons, 5 gross boxes.....	Per
“ medium, 1 doz. cartons, 5 gross boxes.....	Per
Lightning, pure rubber, bulk.....	Per
Reliable, white rubber, wide.....	Per
“ medium.....	Per
Black rubber, medium.....	Per
25 lb. lots 1 cent per lb. less.....	Per
Jar Tops—	Per
1/2-gross boxes, no rubbers.....	Per
Jelly glasses, fluted, bbls. 24 doz.....per doz.....	Per

CATSUP.

Snider's—	Per
16 oz., 2 doz.....	2
8 oz., 2 doz.....	1
Ritter's—	Per
Tomato, 1/2 pint, 2 doz.....	Per
Tohaco, 1/2 pint, 2 doz.....	Per
Beech-Nut—	Per
Pints.....	2
1/2 pints.....	1

KETCHUP.

Curtice's "Blue Label," Tomato—	Per
Small.....	2
Medium.....	4
Large.....	3

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CANNED GOODS.

Beans—	
ter's, No. 2.....	.95
& M., No. 2.....	1.25
appell's, 20 oz., tomato sauce or Boston	
yle.....per case	1.90
der's, No. 2.....	1.40
Camp's, No. 2.....	1.40
ikshank's, No. 2.....	1.35
inz's, No. 2.....	1.40
g's Head, No. 3.....	1.25
ory, No. 1.....	.47½
atoes—	
ndard, New Jersey, No. 3.....	1.20
" Maryland, No. 2.....	.75
" No. 3.....	1.00
Beans—	
ndard, New Jersey, No. 2.....	1.15
" Maryland, No. 2.....	1.20
cy, small, No. 2.....	1.50
Beans—	
ndard, New York, No. 2.....	1.10
ra fancy, New York, No. 2.....	2.00
cy, New York, No. 2.....	1.50
ndard, Maryland, No. 2.....	.60
Kidney Beans—	
ndard, New York, No. 2.....	.95
" Maryland, No. 2.....	.85
" Illinois, No. 2.....	.90
ndard, New York, No. 2.....	.90
cy, New York, No. 2.....	1.00
ndard, Maryland, No. 2.....	.80
" Maine, No. 2.....	1.00
cy, Maine, No. 2.....	1.25
e Peg, No. 2.....	.85
ole grain, No. 2.....	.75
ndard, New York, No. 2.....	1.25
ed, New York, No. 2.....	1.50
ra sifted, New York, No. 2.....	2.00
ndard, Southern, No. 2.....	.75
ed, Southern, No. 2.....	1.00
ra sifted, Southern, No. 2.....	1.40
ndard, Indiana, No. 2.....	.75
ed, Indiana, No. 2.....	1.00
ra sifted, Indiana, No. 2.....	1.40
ndard, Wisconsin, No. 2.....	1.10
ed Wisconsin, No. 2.....	1.40
ra sifted, Wisconsin, No. 2.....	2.00
ndard, New York, No. 2.....	
" No. 3.....	1.25
" New Jersey, No. 2.....	1.10
" No. 3.....	1.10
ash—	
ndard, New York, No. 2.....	1.00
cy, New York, No. 2.....	1.25
ndard, Maryland, No. 2.....	.95
cy, Michigan, No. 2.....	1.20

California Canned Fruit.

ts—	
a, No. 3.....	2.75
No. 2½.....	2.10
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
it Pears—	
a, No. 3.....	
No. 2½.....	2.50
a Standard, No. 2½.....	2.30
ard, No. 2½.....	2.15
Cherries—	
a, No. 3.....	
No. 2½.....	2.90
a Standard, No. 2½.....	2.50
ard, No. 2½.....	2.25
ts, Lemon Cling, Sliced—	
a, No. 3.....	2.95
No. 2½.....	2.00
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.50
ts, Lemon Cling—	
a, No. 3.....	2.95
No. 2½.....	2.00
a Standard, No. 2½.....	1.75
ard, No. 2½.....	1.45
ts, Yellow Crawford—	
a, No. 3.....	2.80
No. 2½.....	2.00
a Standard, No. 2½.....	1.70
ard, No. 2½.....	1.40

Eastern Canned Fruits.

York State, No. 3.....	.90
" No. 10.....	2.90
erries—	
rup, No. 2.....	1.35
ater, No. 2.....	
ie Wax, light syrup, No. 2.....	1.35
" heavy syrup, No. 2.....	1.50
e, No. 3.....	1.35
ods, No. 3.....	1.15
No. 3.....	.85
ett, Extra Standard, No. 2½.....	2.00
ir, syrup, No. 3.....	
water, No. 3.....	
ry syrup, No. 2½.....	1.25
tsyrup, No. 2½.....	1.00
ries—	
e, In water, No. 2.....	1.40
erries—	
a preserved, No. 2.....	1.80
erved, No. 2.....	1.60
uter, No. 2.....	1.20

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Pineapples—	
Hawaiian, Extra, No. 2½.....	2.00
" Standard, No. 2½.....	1.75
" Extra, No. 2.....	1.45
" Standard No. 2.....	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.....	2.32½
" No. 2, 2 doz.....	3.75
Clams—	
Star, No. 1, 4 doz.....	.90
Gold Label, No. 1, 4 doz.....	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.....	5.00
" No. 1, flat, 4 doz.....	5.00
" No. ½, flat, 4 doz.....	2.65
Star, No. ½, flat, 4 doz.....	1.50
" No. ½, flat, 4 doz.....	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.....	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.....	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.....	1.42½
" 1 lb., round, flat, 6 doz.....	1.45
Normanna, Bordelaise Sauce, roos.....	15.00
" Soused, ½s, oval, roos.....	18.00
" high oval, roos.....	19.00
" Fresh Mackerel, roos.....	23.00
" dgl., Young Mackerel in Olive Oil, ½s, roos.....	15.00
Oysters—	
Boyer's, No. 1, 2 doz.....	.85
" No. 2, 2 doz.....	1.65
Victory, No. 1, 2 doz.....	.80
Kippered Herring—	
Maconache's, plain.....	
Normanna, Tomato Sauce, roos.....	
" Boneless, ½s, oval, roos.....	14.00
Roe—	
Normanna, Mackerel, red, oval, roos.....	15.00
" Cod, 1-lb. round tins, roos.....	24.00
" high oval tins, roos.....	18.00
Salmon—	
Hapgood's, No. 1, tall.....	2.30
" No. 1, flat.....	2.35
Fancy Sockeye, No. 1, flat.....	2.35
" No. 1, tall.....	2.00
" No. ½, flat.....	1.50
Alaska, red, tall.....	1.75
" medium red, tall.....	1.35
" pink, No. 1, tall.....	.95
Shrimps, No. 1, wet.....	1.10

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.....	14.00
" ½s, Tomato Sauce, roos.....	14.00
" ½s, oval, Royans a la Bordelaise, roos.....	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, roos.....	26.00
Boneless and peeled, ½s.....	24.00
" D. & G., ½s.....	26.50
" Ipsa, ½s.....	28.00
" Gondolier, ½s, 100.....	20.00
" Landell, ½s, 100.....	9.50
" Martell, ½s, 100.....	10.50
" Loyal, ½s, 100.....	9.50
Argonauts, ½s, 100.....	14.00
Orion, smoked, ½s, key, 100.....	8.00
Tomato sauce, ½s.....	15.00
Truffled, ½s, key, 100.....	12.50
Spiced, ½s, 100.....	10.00
Royanette, oval, ½s, 100.....	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.....	15.00
" ½s, tomato sauce, 100.....	15.00
" ½s, olive oil, 50.....	13.25
" ½s, tomato sauce, 50.....	13.25
Sea Queen, ½s, olive oil, 100.....	11.25
Sea Pearl, ½s, olive oil, 100.....	9.40
Tea Time, ½s, olive oil, 100.....	7.80
"Herringlets," olive oil, 50.....	7.50
Bouillon "Herringlets," 50.....	5.60
Norwegian—	
King George, ½.....	14.00
Nansen brand, ½.....	10.50
Portuguese—	
Marie Elizabeth, ½, plain.....	11.00
" ½, boneless.....	15.00
" ½, peeled and boneless.....	17.00
French—	
Jockey Club, fancy, ¼.....	25.00

Domestic.

American Oil—	
Semimole, standard, key, carton, ½s.....	2.90
No. 2, ½s, 100.....	2.50
½s, key, 100.....	2.75
Irma, ½s, 100.....	4.00
Pickert's, Rival brand, carton, ½s, 100.....	3.90
" ½s, 100.....	6.00
Mustard—	
Irma, ½s, 100.....	4.00
½s, 100.....	2.60
½s, 48.....	3.25
Continental, ½s, key, 48.....	3.15
Irma, fancy, ½s, 50.....	3.80
Gold Label, ½s, 50.....	4.50
" ½s, 100.....	7.00
Underwood's, ½s, 50.....	4.50
Pickert's, Crown brand, ½s, 48.....	4.00
" Columbus, ½s, 48.....	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.70
Hash, No. ½, 2 doz.....	1.00
" No. 1, 2 doz.....	2.25
" No. 2, 1 or 2 doz.....	3.50
" No. 6, ½ or 1 doz.....	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.....	2.40
" No. 2, key, 1 doz.....	4.65

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Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.....	1.40
" No. 1, 2 doz.....	2.40
Veribest, tins, small, 2 doz.....	1.85
" large, 1 doz.....	3.35

Libby's—	
Peerless, small, 4 doz.....	.95
" medium, 2 doz.....	1.40
No. ½, glass, 2 doz.....	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.....	.90
" No. 1, 2 doz.....	1.85
" No. 2, 1 doz.....	3.70

Sliced Beef.

Armour's—	
Glass, small.....	1.60
" large.....	2.50
Swift's—	
Premium, No. 1, glass.....	3.50

Sliced Bacon.

Beech-Nut brand; medium, 2 doz.....	1.80
Eric brand, large, 1 doz.....	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾.....	1.40
Chicken, No. ¾.....	2.25
Ham, No. ¾.....	1.40
Veal, No. ¾.....	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.....	2.50
No. 2, 2 doz.....	4.70
Libby's—	
No. 1, 2 doz.....	2.40
No. 2, 1 doz.....	4.65
King's—	
No. 1, 2 doz.....	2.50
No. 2, 1 doz.....	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.....	1.95
" No. 1, 2 doz.....	3.60
Libby's, No. 1, 2 doz.....	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.....	5.75
" No. 1½, 1 doz.....	8.15
" No. 2, 1 doz.....	9.15
" No. 2½, 1 doz.....	11.95
" No. 3, 1 doz.....	15.35
Libby's, No. 2½, 1 doz.....	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.....	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.....	2.50
Chicken Liver, 4 oz., 2 doz.....	2.50
Armour's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90
Ham, No. ¼, 2 doz.....	1.40
Tongue, No. ¼, 2 doz.....	1.40
Libby's—	
No. ¼, 4 doz.....	.45
No. ½, 2 doz.....	.90

Curtice Brothers' Blue Label, Deviled—	No. 5 oz. No. 10 oz.
Ham.....	1.60 2.80
Tongue.....	1.60 2.80
Chicken.....	2.00 3.30
Turkey.....	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	No. ¼ Tin. No. ½ Tin.
Ham.....	1.50 2.60
Tongue.....	1.50 2.60
Chicken.....	2.00 3.00
Turkey.....	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.....	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.....	1.95
Libby's—	
No. ¼, 2 doz.....	1.70
No. ½, 1 doz.....	2.40
R. & K., No. ½, 4 doz.....	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.....	2.15
" No. ½, 2 doz.....	3.45
" No. 1, 1 or 2 doz.....	6.30
Turkey, No. ½, 2 doz.....	3.30
" No. 1, 1 or 2 doz.....	
Curtice Brothers' Blue Label, In tins—	
Chicken, No. ¼.....	3.45
" No. 1.....	6.70
Turkey, No. ½.....	3.45
" No. 1.....	6.70
Whole Rolled Ox Tongue, No. 2.....	17.00
Boneless Whole Ham, No. 1½.....	10.00
" No. 2½.....	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.....	.90
Chicken.....	.95

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Soups—	Quarts.	Pints	½-Pints.
Chicken, Chicken Con-			
sonne, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle.....	3.45	2.00	1.10
Assorted.....	3.15	1.80	1.00
Green Turtle Thick.....	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.....			.90
Campbell's, No. 18, 10½ oz., 4 doz.—			Per case
All kinds.....			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case.....			3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vernicelli Tomato, 6 Vegetable, 1 Asparagus.....per case	3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....per case	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 3 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....case	3.60

Curtice Brothers' Blue Label—	Quarts.	Pints.	½-Pints
Green Turtle.....	6.50	3.50	2.00
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes.....	.35
¼-lb. tins, 6-lb. boxes.....	.30
½-lb. tins, 6-lb. boxes.....	.29
1-lb. tins, 6-lb. boxes.....	.28
5-lb. canisters.....	.30
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes.....	.32
½ lb., 6 and 12-lb. boxes.....	.31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size.....	1.55
24 cakes, 10c. size.....	1.50
Capitol, sweet, ½s, 6 lb.....per lb.	.19
Walter Baker & Co.'s—	Per lb.
Premium, ¼ lb., 12 lbs.....	.29
" ½ lb., 12 lbs.....	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes.....	.26
German's, sweet, 12 lbs.....	.20
Auto, sweet, 6 lbs.....	.20
Cocoa, ¼-lb. cans, 12 lbs.....	.

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Almond Milk Chocolate, 48 sc. pkgs. in box	per box	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box	per box	.80
Milk Chocolate, 50 sc. pkgs. in box, per box	per box	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.	per box	.29
Medallion Drinking Chocolate, 1/4s and 1/8s, 6-lb. boxes, 12 boxes in case	per box	.29
Bensdorp's Royal Dutch Cocoa—12 lbs. in box.	Per can. Per	
2-oz. oval cans, 4 doz. in box		.90
5-oz. oval cans, 3 doz. in box		2.20
1/2-lb. round cans		3.48
1-lb. round cans		6.84
5-lb. round cans	Per can. Per	.50
Bensdorp's Chocolates—6-lb. boxes, 24 boxes in case.	Per	
Sweet Vanilla, 4 cakes to lb.		.28
" 8 cakes to lb.		.28
Milk Chocolate, 6 cakes to lb.		.45
" 12 cakes to lb.		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case		.50
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case	Per lb.	.56
Bensdorp's Cooking Chocolate—Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case	Per lb.	.30
Bensdorp's Turinos—5 lbs. in box, 20 boxes in case		.50
1 lb. boxes, 30 boxes in case		.55
1/2 lb. boxes, 60 boxes in case		.55
1/3 lb. boxes, 90 boxes in case		.56
Van Houten's—Cocoa, 12-lb. boxes, 1-lb. tins	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins		.36
" 6-lb. boxes, 1/4-lb. tins		.18
Stollwerck's Gold Brand Cooking Chocolate—No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.	Per lb.	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes		.28
Stollwerck's Gold Brand Plain Eating Chocolate—No. 1, 25 cent size, 6 tablets in box	Per box	1.10
No. 3, 10 cent size, 24 tablets in box		1.80
Stollwerck's Gold Brand Milk Chocolate—No. 51, 25 cent size, 6 tablets in box	Per box	1.10
No. 53, 10 cent size, 24 tablets in box		1.80
Stollwerck's Cocoa—No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes	Per lb.	.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes		.39

PAPER.

Scott Paper Co.—Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls	3.25

Continental Paper Bags—

Golden Rod S. O. S.	Republic (White) S. O. S.
1/4 lb. .31	1/4 lb. .23 1/2
1/2 " .37 1/2	1/2 " .28 1/2
1 " .50	1 " .38
2 " .65 1/2	2 " .49 1/2
3 " .78	3 " .59
4 " .96 1/2	4 " .73 1/2
5 " 1.12	5 " .85
6 " 1.37 1/2	6 " 1.04
8 " 1.59	8 " 1.20 1/2
10 " 1.81	10 " 1.37
12 " 2.12	12 " 1.60 1/2
14 " 2.69	14 " 2.03
16 " 2.86 1/2	16 " 2.17 1/2
20 " 3.21	20 " 2.43 1/2
25 " 3.56 1/2	25 " 2.69

Manilla—

All No. 1 Manilla paper, full count, 480 sheets to the ream.	Per ream	.48
15x20, 5 reams in bundle		.90
20x30, " "		1.20
24x36, " "		1.60

Butter, Parchment—

8x11, 1000 sheets	Per pkg.	.60
9x12, " "		.70
18x24, 50-lb. bundles of about 1200 sheets,	per lb.	.10

Toilet—

Extra quality, 100 rolls	Per case	5.75
Good " 200 " "		4.95

Butter, Wax—

9x12, about 480 sheets	Per pkg.	.14 1/2
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Bags, price per M—

Sizes	Original Bundles	Panther Ex. Heavy Yellow	Wolf Heavy Drab
1/4 lb.	15M	.33	.25
1/2 "	10M	.41	.29
1 "	8M	.53	.39
2 "	6M	.71	.52
3 "	5M	.84	.61
4 "	4M	1.08	.78
5 "	3M	1.24	.90
6 "	3M	1.54	1.12
8 "	2M	1.78	1.26
10 "	2M	1.95	1.48
12 "	2M	2.30	1.73
14 "	1M	2.85	2.20
16 "	1M	3.15	2.35
20 "	1M	3.45	2.62
25 "	1M	3.95	2.71

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Flour Sacks, satchel bottom—	Plain	
Majestic	per 100	.42
Ex. Heavy		.70
12 1/2 lbs., 1/8 bbl.		1.40
24 1/2 lbs., 1/4 bbl.		Per lb.
49 lbs., 1/2 bbl.		.02 3/4
No. 2, Manilla light weight—		.02 3/4
12 in. rolls		.02 3/4
15 " "		.02 3/4
18 " "		.02 3/4
20 " "		.02 3/4
24 " "		.02 3/4
Silk Fibre, No. 1—		
9 in. rolls		.02 3/4
12 " "		.02 3/4
15 " "		.02 3/4
18 " "		.02 3/4
20 " "		.02 3/4
24 " "		.02 3/4
30 " "		.02 3/4
Paper Towels—		
25 rolls, 150 towels each, with holder and basket	per case	3.75
25 roll lots		2.75

CONDENSED MILK.

	Per case
Eagle, 4 doz.	6.25
" 2 doz.	3.15
Challenge, 4 doz.	4.45
Magnolia	4.95
Dime	3.75
Baby, 1 doz., glass	2.00
Peninsular	4.55
Star, 4 doz.	4.95
Anchor, skimmed	3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall	3.50
" " small, 6 doz.	2.50
" family size	3.10
" hotel size	3.75
" confectioners' size	3.75
Silver Cow, small, 6 doz.	2.50
St. Charles, small, 4 doz.	1.75
" tall	3.50
" hotel size	3.75
" confectioners' size	3.75
Pearl, tall	3.50
" small, 6 doz.	2.50

HIRES CONDENSED MILK

	Per case
Silver	\$4.95
Hires	4.65
Queen	4.65
Premium	4.25
Gold (Baby)	2.50
Gold (Tall)	3.50
St. Elmo	3.75



CAKES AND CRACKERS.

J. S. Ivins' Son—	Boxes
Assorted Jumbles	.10
Cocoanut Ripple	.11
Fruit Cookies	.10
Graham Wafers	.11
Grandma Cookies	.10
Honey Jumbles, XX	.10
Iced Honey Jumbles	.12
Lemon Bar	.09
Lunch Biscuit	.09
Marshmallow Mayblossoms	.12
Newtons	.11
Raisin Cookies	.10
Saltines	.13
Spiced Wafers	.09
Sugar Cookies	.10
Water Crackers	.08
7-lb. tin pails—	
Arrowroot Biscuit	.16
Assorted Bon Bons	.17
" Teas	.17
" Slices	.16
Butters	.17
Chocolate Bon Bons	.16
" Butters	.16
Cocoanut Macaroon	.16
Fancy Jumbles	.16
Fruit Sundae	.16
Lady Creams	.20
Lemon Sundae	.16
Sweet Marie	.15
Package goods—	Per doz.
Animals	.45
Cracker Meal, large	.90
" small	.45
Gingerettes	.90
Gold Medal Soda, small	.45
" large	.90
Graham Wafers	1.25
Lunch-on-Thins	.90
Milk Lunch	.90
Ginger Snaps	.45
Pink Tea	.90
Saltina Biscuit	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts.	
Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers	.09
Oyster Crackers	.09
Wine Scroll	.11
Cracker Dust	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.

Wein Senf, Prepared Mustard.

Dove Brand.

Stone pots, small, 2 doz	per doz.	1.40
" " with horseradish	"	2.00
" large, 1 doz	"	2.00
" " with horseradish	"	2.00
Wein Senf, bbls	per gal.	
" 1-gal. stone jars	per jar	.85
" 5-gal. kegs	per keg	3.50
Prepared Mustard, bbls	per gal.	
" 15-gal. kegs	"	
" 10-gal. kegs	"	
" 5-gal. kegs	per keg	1.75
" 2-gal. pails	per pail	.90
" 1-gal. pails	"	.50
Prepared Special, with spoon, 2 doz	per doz.	.95
" sitting top, 2 doz	"	.46
" with horseradish, 2 doz	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub	per doz.	
" loaf	per lb.	
Sap Sago, 3 to 1 lb.	per case	
" less than case	"	
Roquefort, 12 in case	"	
" less than case	"	
Parmesan, about 30 lbs.	per loaf	
" less than loaf	"	
Edam, 12 in case	per case	
" single	"	
" in tin	per lb.	
" 1-lb. tins	per case	
Camembert, domestic, wood boxes	per doz.	
" Autocrat brand, large	"	
" medium	"	
Sap Sago, grated, ready for use, 10-oz. bottles	per doz.	1.75
Parmesan, grated, ready for use, small bottles	per doz.	2.50
Olmutter Hand, 100 in box	per doz.	
Edelweiss, Romatour and Bier-Kase	per doz.	
American Swiss, No. 1	per loaf	.22
" less than loaf	"	.23
" square loaves, No. 1, about 25 lbs. each	per lb.	.20
Limburger, No. 1	per box and 1/2 box	.17
" less than 1/2 box	"	.20
Pinxter, from Holland, in tins	per doz.	2.60
Muenster	per lb.	20-.22
Brick, No. 1	"	18-.20
English Dairy	"	22 1/2
Pineapple, picnic size, 6 in box	per box	3.00
" gem size, 6 in box	"	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz		4.50
Lunch size, 2 doz		2.40
Picnic size, 2 doz		1.35
Trial size		1.00
MacLaren Imperial, club size		1.00
" No. 1 size		2.40
" Roquefort, large size		2.95
" small size		1.45
Fromage de Brie, M. C. C., 1 in box		1.55
Fromage d'Isigny, M. C. C., 6 in box		1.55
Neufchatel, Cow brand, 25 in box		.95
Star Cream or Phila., 12 in box		1.90
Miniature Cream or Phila., 12 in box		.95
Hand, 8 doz		
" 4 doz		
" Thuringer, 4 doz		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight	per lb.	
Weiner Wurstel, 16 in tin	per doz.	
" 8 in tin	"	
Imported Cervelat Sausage, Rolf's	per lb.	
Imported Frankfurters	per doz.	
Goose Breast, imported, marked weight, per lb.		
Pate de fois Gras, small	per doz.	3.00
American—	50 and 100-lb. boxes.	Less.
Cervelat (Circle S.)		.27
" (Diamond S.)		.26
" Peutonic		.24
" Gothaer		.32
Salami (Circle S.)		.27
" (Diamond S.)		.26
" (G. A. P.)		.27
Landjager, short	per lb.	.35
" long	"	
Mortadella, dry	"	
Knackwurst, 25 in box	per box	4.75
" "	per doz.	2.40
Tongue Sausage	per lb.	.18
Smoked Braunschweiger Liver Sausage	"	.18
Lachs Ham	"	.39
Petit Delicatess Frankfurters, plain	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut	per doz.	1.00
Lebanon Beef Bologna	per lb.	20-.22
Paprika Speck	"	.18
Mettwurst, half round	"	.25
Liver Sausage (special), truffle, goose or sardellen	per lb.	.18
Smoked Thuringer Blutwurst	"	
" Pfefferwurst	"	

Pickled Meats and Fish.

	Per doz
Lamb Tongues, Derby brand, pint glass jars..	4.80
“ “ quart glass jars	5.75
“ “ 10-oz. jars.....	2.50
“ tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....per pail	1.05
“ 5-gal. kegs.....per keg	2.25
Russian Sardines.....
“ 5-lb. pails.....per pail	.65
“ 10-lb. pails.....	1.25
Beef Salad, in glass.....	1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	per keg
Milkers, Y. M	per keg

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Mixed, standard, bbls.	per bbl.	
" 1/2 bbls	"	
Milkers, standard, bbls.	per bbl.	
" 1/2 bbls	"	
Scotland—		
Mixed, large, fulls, bbls.	per bbl.	
" 1/2 bbls	"	
Milkers, " bbls.	per bbl.	
" 1/2 bbls	"	
Marinerte Herring, imported, about 40 in pail		
Roll Herring, imported, about 25 in pail		
Spiced Herring, imported, about 40 in pail		
Norway Stockfish, dry	per lb.	.1
Matjes Herring	per piece	

Bismarck Herring.

Round tins, with key, pint	per doz.	2
" quart	per tin	.4
" 2 quarts	"	.7
" 4 quarts	"	1.2
Roll Mops, 4-quart tin	per tin	1.2
" 2-quart tin	"	.7
" quart tin	"	.4
Kruger's Roll and Brat Haring, oval tins, doz.		

Russian Sardines.

Imported, Wallkoff brand	per keg	
" 5-lb. pails	per pail	
" 10-lb. pails	"	
Cut Spiced, 10-lb. pails	per keg	2
Russian, in glass jars	per doz.	

Norway Anchovies.

Fancy, keg		
" 1/2 keg	per doz.	2
" 1/4 keg	"	2
" 1/8 keg	"	2
Original package	per 1/2 bbl.	
Repacked, 5-lb. pails	per pail	
" 10-lb. pails	per keg	
" 5-gal. kegs	per doz.	
" 1/2-lb. flat tins	"	
" 1/2-lb. tall tins	"	2

Salt Sardellen.

Original packages, 1902	per anker	
Repacked, kegs, about 8 lbs.	per keg	3
" pint jars	per doz.	5
" large tumblers	"	2
" small tumblers	"	2

Russian Caviar.

1-lb. tins	per doz.	22
1/2-lb. tins	"	11
1/4-lb. tins	"	6
1/8-lb. tins	"	3

German Dill Pickles—Regular S.

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EGGS.

	Per doz.
White, candled and selected, 30 doz.	.39
White, selected.	.38
White, farm.	.40
White, packed in cartons.	.38

FANCY GROCERIES.

White Stale Paste, 5-lb. cans.	per lb.	.33
White, in oil, 6 ring bottle.	per doz.	5.00
White, 3 ring bottle.	"	3.25
White, Nonpareil, 1/2-gal. kegs.	"	1.25
White, quart, glass.	per doz.	7.50
White, bottled, 1/2 size.	"	2.25
White, 1/2 size.	"	2.00
White, 1/4 size.	"	1.20
White, Ginger, large pots, 6 to case.	per case	4.25
White, medium, 12 to case.	"	4.50
White, small, 24 to case.	"	4.25
White, in Maraschino, glass, 1 doz.	"	7.00
White, Chowder, Burnham, 4 doz. 1-lb.	per doz.	.90
White, 2 doz. 3-lb.	"	2.20
White, Powder, pints.	"	3.60
White, 4 oz.	"	2.40
White, 2 oz.	"	1.40
White, Peas, extra fine.	per case	21.00
White, fine.	"	"
White, moyens.	"	"
White, Irish Oatmeal.	"	"
White, cans.	per doz.	3.00
White, cans.	per tin	.65
White, cans.	"	"
White, by & Palmer's Petit Beurre Biscuit.	lb.	.24
White, Dinner Biscuit.	"	.33
White, Breakfast Biscuit.	"	.33
White, Packed 7 and 5 lbs. in a can.	"	"
White, Pepper, ring, pints.	per doz.	1.25
White, 1/2 pints.	"	.60
White, one jars, 4 doz.	"	1.75
White, one Marquet Mushrooms.	per case	"
White, ce, 100 tins.	"	25.00
White, 100 tins.	"	30.00
White, 100 tins.	"	"
White, 100 tins.	per tin	.25
White, 100 tins.	"	.40
White, 100 tins.	"	.75
White, 100 tins.	"	1.50
White, 100 tins.	"	1.10
White, Dunbar's, 2 doz.	per doz.	2.50
White, Cordial, Bishop's, 1 doz.	"	6.50
White, sized Ginger, 1-lb. tins.	"	3.75
White, 1/2-lb. tins.	"	2.25
White, ulce, Rose's.	"	4.50
White, Rose Water.	"	2.25
White, Peach Water.	"	2.25
White, Olives.	"	5.25
White, Franco-American Food Co.	Per doz	"
White, is for invalids, all kinds, 1/2 pints, 4 doz.	"	1.40

WILLON CUBES AND LIQUIDS.

Bouillon Cubes—	
White, 100 cubes.	1.70
White, 50 cubes.	.90
White, oz. tins, 12 cubes each.	2.75
White, Clam Bouillon—	
White, bottles, 1 doz.	2.00
White, bottles, 1 doz.	3.75
White, Oxo Cubes—	
White, 100 cubes.	per doz. .85
White, 250 cubes.	2.00
White, 100 cubes.	per 100 1.65
White, Beef, Clam and Chicken Cubes—	
White, boxes, 12 cubes, 1 doz.	2.50
White, 100 cubes.	per tin .90
White, boxes, 50 cubes.	" 1.70
White, Concentrated Bouillon—	
White, size 2, 1 doz.	3.50
White, 4, 1 doz.	6.75
White, 8, 1 doz.	13.00
White, 16, 1 doz.	25.00
White, Tomato Bouillon—	
White, size 4, 1 doz.	2.50
White, 12, 1 doz.	6.50
White, 5.	per bottle 3.00
White, jugs, size 2.	per jug 1.25

EXTRACT OF BEEF.

White, Solid Extract of Beef—	Per doz.
White, size 2, 1 doz.	4.45
White, 4, 1 doz.	8.20
White, 8, 1 doz.	15.90
White, 16, 1 doz.	29.75
White, Fluid Beef Extract—	
White, size 4, 1 doz.	5.00
White, 8, 1 doz.	9.00
White, 16, 1 doz.	17.00

FLOUR.

	Per bbl.
White, das.	6.25
White, dal.	6.90
White, ne.	6.25
White, 6.70.	6.25
White, 6.25.	5.70
White, 5.60.	5.50
White, 6.25.	6.00
White, 6.00.	5.05
White, 6.60.	6.00
White, 6.00.	6.00
White, 6.00.	6.00
White, 6.00.	6.00

Prepared Flours.

White, Prepared Doughnut, Cake, Ginger-	Per case
White, 14-oz.	1.44
White, 28-oz.	2.40
White, (Either straight or assorted cases)	"

Self-Raising Flour.

White, Buckwheat, medium, 12s.	1.50
White, Flap Jack Flour, 18s.	1.50
White, rry Buckwheat, 36 2s.	2.75
White, Pancake, 36 2s.	2.60

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Presto, 18 pkgs.	1.60
Aunt Jemima Buckwheat, 36s.	2.70
Pancake, 18s.	1.35

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
White, California Lima, fancy, bags.	per lb. .05 1/2
White, New York State Marrows, new, bags about	"
White, 2 1/2 bushel.	5.15
White, Michigan Pea, new, bags about 2 1/2 bushel.	4.00
White, Red Kidney, 60 lbs. to bushel.	4.20
Peas—	
White, Green, domestic, bags about 2 1/2 bushel.	2.90
White, Yellow, split, domestic, 1 bushel bags.	3.75
Lentils—	Per lb.
White, 000000, 100-lb. bags.	"
White, Less quantity.	"

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White, White Cream Table Meal, 100 lbs.	1.95
White, Lea's, yellow, granulated, 100 lbs.	2.15
White, fine, 100 lbs.	2.10
White, Western, yellow, granulated, 100 lbs.	2.00
White, table, 100 lbs.	1.95
Farina—	
White, Hecker's Cream, 18 pkgs.	1.50
White, Shaker Corn—	
White, Fancy, bbls.	"
White, Less quantity.	"
White, Hominy—	
White, Lea's Grits, 24 2s.	per case 1.80
White, Pearl, 100-lb. bags.	per bag 2.30
White, Grits, 100-lb. bags.	2.25
White, Ralston Hominy Grits, 36 2s (2 pkgs. free	with every case)
White, Barley—	
White, No. 2, 100-lb. bags.	3.00
White, No. 3, 100-lb. bags.	3.00
White, Oatmeal—	
White, B, bbls.	per bbl. 5.75
White, B, 100 lbs.	per keg 3.00
White, Rolled Oats—	
White, Avena, 180 lbs.	per bbl. 5.50
White, 90 lbs.	per keg 2.90
White, 90 lbs.	per sack 2.63
White, Tapioca—	Per lb.
White, Dromedary, 36 pkgs.	per case 2.50
White, Instantaneous, 50 is.	" 4.00
White, Colburn's Hasty, 36 pkgs.	per doz. .85
White, Pearl, fancy, loose.	.04 3/4
White, Flake.	.06 1/4
White, Minute, 3 doz.	per case 2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.	2.25
White, 18 pkgs., small.	1.45
Egg-O-See, 36 pkgs.	1.75
E-C Corn Flakes, 36 pkgs.	1.75
Maple-Wheat Flakes, 24 15c. size.	2.70
White, 36 10c. size.	2.80
Maple-Corn Flakes, 36 pkgs.	2.80
Washington Crisps, 24 pkgs.	1.85
Washington Wheat Flakes, 24 pkgs.	1.85
Postum Cereal—	
White, 1 doz. small and 1/2 doz. large pkgs.	2.50
White, 1 doz. large pkgs.	2.25
White, 2 doz. small pkgs.	2.70
White, 3 doz. large pkgs.	6.75
Instant Postum—	
White, 2 doz. 4-oz. tins.	5.40
White, 1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.	5.00
White, 1 doz. 8-oz. tins.	4.50
Grape Nuts—	
White, 2 doz. 1-lb. pkgs.	2.70
Post Toasties—	
White, 3 doz. popular size.	2.70
Post Tavern Porridge—	
White, 2 doz. 15c. size.	2.80
White, 3 doz. 10c. size.	2.80
Krinkle-Corn Flakes—	
White, 2 doz. 15c. size.	1.75
White, 3 doz. 10c. size.	1.75
Shredded Whole Wheat, 36 pkgs.	3.60
Cream Wheat, 36 pkgs.	4.50
Triscuit, 18 pkgs.	1.80
Wheatena, 36 pkgs.	4.50
National Oats, 18s, tubes.	1.45
Malted Breakfast Food, 36 2-lb. pkgs.	4.40
White, 18 2-lb. pkgs.	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.	2.80
White, Wheat Biscuits, 36 pkgs.	3.30
White, 18 pkgs.	1.65
White, Wheat Flakes, 24 pkgs.	1.80
White, Bran Flakes, 1 doz. pkgs.	1.30
Quaker Oats Co., The—	
Oaten Goods—	
White, Quaker Oats, regular, 36s.	2.90
White, large, reg. asst., 20s.	4.55
White, no china, 20s.	3.85
White, thns, 36s.	4.05
White, Quaker Oatmeal, steel cut, 24s.	2.85
White, Old Fashion Scotch Brand Oatmeal, 24s.	2.85
White, Mother's Oats, regular, 36s.	2.90
White, large, reg. asst., 20s.	4.55
White, no china, 20s.	3.85
White, aluminium asst., 20s.	4.65
White, Royal Seal, 36s.	4.65
White, Mother's Steel Cut Oat Meal, 24s.	2.85
Corn Goods—	
White, Quaker Cornmeal, yellow or white, 24 2s.	1.80
White, family, 10s.	1.80
White, Quaker F. S. Hominy, pearl or gran., 24s.	1.80
White, 10s.	2.80
White, Mother's Hominy, pearl or gran., 24s.	1.80
White, Cornmeal, large, yellow, square,	10s.
White, 1.80.	
Wheat Goods—	
White, Quaker Cracked Wheat, 24s.	2.70
White, Pettijohn's Breakfast Food, 18s.	2.15
White, Quaker F. S. Farina, 24s.	1.45
White, Saxon Wheat Food, 24s.	2.70
White, Mother's Heart's, 18s.	2.00
Flaked and Puffed Goods—	
White, Quaker Corn Flakes, 36s.	1.90
White, Corn Puffs, 36s.	4.30
White, Puffed Rice, 36s.	4.30
White, Wheat, 36s.	3.45
White, Mother's Corn Flakes.	2.10

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Sundries—	
White, Pettijohn's Bran Flour, 12s.	2.25
White, Quaker Breakfast Biscuit, 24s.	2.70
White, Apetizo, 24s.	2.90
White, Quaker Whole Wheat Flour, 10s.	2.15
White, Schumacker XXX Graham, 10 10s-20 5s.	3.15
White, Scotch Brand Pearl Barley, 24s.	1.70
Holland Rusk—	
White, 36 pkgs.	2.85
White, 60 pkgs.	4.75
White, 144 pkgs.	3.60
White, Freihofer's Bread Crumbs, 1 b.	.06
White, Unsweetened Zwieback.	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.	1.20
White, Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.	1.45
White, small.	.90
White, large, gross.	17.25
White, small, gross.	10.80
Plymouth Rock, pink or white.	1.17 1/2
Nelson's, large.	1.50
Bromangelon, assorted, 3 doz.	.87 1/2
Jellycon, assorted flavors, 2 doz.	.85
Chalmer's Shredded Gelatine, 10c. size—	
White, Per doz.	.95
White, Per gross.	11.25
White, 5 gross lots, with 1/4 gross free.	per gross 11.00
Chalmer's Shredded Gelatine, 5c. size—	
White, Per doz.	.45
White, Per gross.	5.25
Chalmer's Granulated Gelatine, 15c. size—	
White, Per doz.	1.20
White, Per gross.	13.80
White, 5 gross lots, with 1/4 gross free.	per gross 13.50
Mother's, small, 1 doz.	.45
White, large, 1 doz.	.85
Cooper's, 1 doz.	.88
Tryphosa.	.88
Pudding, assorted, 2 doz.	per case 1.60
Minute Gelatine, 3 doz.	per case 3.25
Jello, the dainty dessert—	Per case
White, Assorted, 3 doz.	2.70
White, Straight flavors, 3 doz.	2.70
Jello Ice Cream Powder—	Per case
White, Assorted, 3 doz.	2.70
White, Straight flavors, 3 doz.	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
White, Flavors: Raspberry, Strawberry, Orange,	
White, Lemon, Vanilla, Black Currant, Wine	
White, Flavors: Port, Sherry, Madeira.	per doz. .90

POPPING CORN.

Bradshaw Co.—	
White, Brad's Tip-Top, 24 10-oz. pkgs.	.90
White, 50 10-oz. pkgs.	1.75
White, 100 10-oz. pkgs.	3.25
White, 24 20-oz. pkgs.	1.75
White, 48 20-oz. pkgs.	3.25
White, Brad's "I-X-L", 40 16-oz. pkgs.	2.25
White, White Rice, shelled, sacks about 150 lbs.	.03 1/2-.04
The Albert Dickinson Co.—	
White, Snow Ball, 40 1-lb. pkgs.	2.00
White, Santa Claus, 100 10-oz. pkgs.	2.75
White, 50 10-oz. pkgs.	1.45
White, Yankee, 100 12-oz. pkgs.	3.00
White, 50 12-oz. pkgs.	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 is.	
Short, 25 is.	.12
Cubes or Elbows, 24 1.	
Spaghetti, 25 is.	
Vermicelli, 25 is.	.12
Alphabet, 25 is.	

Domestic.

	Per doz.
The Franco-American Food Co.—	
White, Spaghetti a la Milanese, No. 1, 4 doz.	.90
White, No. 2, 2 doz.	1.35
Freihofer's—	Per lb.
White, Elbow Macaroni, 36 is.	.10
White, Straight Macaroni, 36 is.	.10
White, Pastels, 36 is.	.10
White, Spaghetti, 36 is.	.10
White, Elbow Spaghetti, 36 is.	.10
White, All styles, 10c.	.07 1/2
White, Noodles, 1/2 lb., 24s.	.06
White, Fancy, long, 25 is.	.07 3/4
White, Cubes or Elbows, 24 is.	.07 3/4
White, Spaghetti, 25 is.	.07 3/4
White, Vermicelli, 25 is.	.07 3/4

Choicest Grades.

Macaroni, short, 25 is.	.08 3/4
White, 50 1/2-lb. pkgs.	.04 1/2
Cubes or Elbows, 24 is.	.07 3/4
Spaghetti, 25 is.	.07 3/4
Vermicelli, 25 is.	.07 3/4

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	Count	200 lb.	100 lb.	50 lb.	10 lb.
New.					
Ex. Norway, No. 1.	170-100	40.00	20.60	10.50	2.25
Ex. Norway, No. 2.	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3.	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4.	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5.	550-650	20.00	10.60	5.50	1.25
Shore Bloaters.	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1.	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1.	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2.	225-250	24.00	12.60	6.50	1.45
Extra Irish, No. 2.	300-350				
Medium Irish, No. 2.	350-450				
Irish, No. 4.	400-450				
Large Cape Shore.	100-120	16.00	8.60	4.50	1.05
Med. Cape Shore.	180-220	17.00	9.10	4.75	1.10

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.
Lab Splits.....
Herring, large No. 2.
Lab. Splits.....
Shore, round, large.....
" medium.....
Ocean Whiting Fish....	5 50	3 3550	.45
Salmon Trout, pink....	17.00	9.10	4 75
" white ..	15.00	8.10	4 25
Shad, Mess.....

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20
Acme, Lautz	100	3.75
Ark, Fairbank's, yellow laundry..	100	2.00
Babbitt's White Floating	100	3.85
" Naphtha	100	3.50
" N. Y. C.	60	3.40
Best, B. T. Babbitt	100 75	3.90
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.85
" Novelty, Day & Frick	40 40	2.90
" Red Seal, Tom on	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Clairette, Fairbank's, yel. laundry	100 5ct.	3.00
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Dandy, Fairbank's, yel. laundry..	100 5ct.	4.00
Fairy, Fairbank's	100 10ct.	6.75
Fels-Naphtha, Fels & Co.	100 75	3.95
5-case lots		3.75
Gloss, Lautz	100 10 oz.	7.00
Ivory, P. & G.	100 6 oz.	4.00
Jewel, Fairbank's, yel. laundry	100	3.90
Lautz Naphtha, 10 cartons	100	3.75
" Master	100	3.05
Lenox, P. & G.	100 1dry.	5.20
Louis, white, Lautz	100 5ct.	3.90
Mascot, Fairbank's, yel. laundry..	100	2.20
Marseilles, Lautz	100 5ct.	6.00
" laundry size	100	4.00
Miller's, C. Miller & Co.	100	3.05
Miners', Lautz	100	4.00
Mystic White Borax, Lautz	100 7 oz.	1.55
Noxal, Penna. Soap Co.	25	3.80
New Process, Lautz	30	3.80
Oak Leaf, Lautz	100	3.05
Oleine, Oxide, P. & G.	72 60	3.05
" Penna., Miller	60 50	1.95
" Phila., Lautz	60 60	3.10
" Conway	84	2.75
" Kirk's	60	2.10
" Monarch, Miller	60	2.40
" C. & C., Globe Soap Co.	120	2.40
Polo, P. & G.	60	2.65
Pound Bleacher, Day & Frick	100	3.90
P. & G. Naphtha	120	2.50
Railroad, Lautz	100	3.20
Queen Anne, Lautz	100	3.90
Queen White, Lautz	100 5ct.	3.00
Santa Claus, Fairbank's, yel. ldy.	80	3.70
Star, P. & G.	100	4.00
Sunny Monday, Fairbanks	100	3.90
Velvet, P. & G.	100	3.75
White Flake, Kirk's	50	2.50
White Fleece, Lautz, laundry size.	100	3.25
" 5c. size	100	3.75
Wool Soap Flakes, boraxated, 50 10c. size	100	3.75
" 20 25c. size	100	3.75
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		2.50
Old Mill, 100 bars		2.85
Pride, 100 bars		3.85
Wool, 100 5c. bars		6.50
" 100 10c. bars		6.50

Five-box lots and over delivered freight prepaid to customer's nearest railroad station.

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.05
" " 100 bars	3.90
Cygnat, floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg	6.50
Castile Conti, white	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5 1/2-oz. cakes, 1 doz. box..gross	4.50
Fairy, Fairbank's, 100 cakes	6.75
" 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Hand Sapolio, 1/4 gross	9.50
Marseilles, white, Lautz, 100 pkgs..200 cakes	4.00
" 50 pkgs..100 cakes	2.10
Miller's	50 cakes 1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Witch Hazel, 3 cakes	3.50
White Fleece, Lautz, 200 cakes	2.50
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.	3.60
Gold Dust, Fairbank's	4.30
" 100 5c.	3.85
Oak Leaf, Lautz, 24s	3.75
" 10's, 5c. size	3.75
Soapine, No. 3, 100 12-oz.	4.00
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, Lautz, 24s	3.75
" 100s, 5c. size	3.75
Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size, 6 teaspoons in each pkg.	4.00
Queen Anne, Lautz, 60 5c. pkgs.	2.40
" 24 pkgs.	3.75

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Lautz Naphtha Soap Powder	60 pkgs.	2.40
" 100 pkgs.		3.75
Kirkline, Kirk's, 24 4s		3.80
Grandma, 100s		3.65
Polly Prim, Scouring, Fairbank's, 60 10c		4.20
Star Naphtha, 100 5s		3.75
Miller's Powerine, 100s		3.70
Swift & Co.—		
Pride Washing Powder, 24s, large size		3.50
" 100s, 5c. size		3.60
Sunbrite Cleanser, 60s		2.25
Fairbank's Scouring, 100 5c.		3.00
Novelty Borax, 40 1-lb. pkgs.		2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.		1.90
" 100 16-oz. pkgs.		3.75
" 24 4-lb. pkgs.		3.75
Tomson's Red Seal Soap Powder, 50 pkgs.		2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.		4.00
Fels' Soap Powder, 100 pkgs.—	Per box	
Less than 5 boxes		2.30
5 boxes or more		2.25
10 "		2.20
25 "		2.15

Fels Soap Powder can be included with shipments of Fels-Naphtha Soap

Laundry Crystals.

Chase-O, 1/4 gross	per gross	5.00
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MUSTARD—Prepared.

	Per doz
Stohrer's, 5c. tumblers, 4 doz.	.45
Beer Mug, fancy, large size, 2 doz.	.67 1/2
Milk Jar, glass top, 2 doz.	.85
Water Tumblers, glass, 6 oz., 4 doz.	.37 1/2

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb.
Allspice	.10 3/4
Cinnamon	.13 3/4
" Col. Cinnabar	.18 1/4
" Saigon	.71
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11 3/4
" Cocbin	.14 3/4
Mace	.24
Nutmegs, ground	.17
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/4
Whole—	Per lb.
Allspice (Pimento), original bags	.05
less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls.	.55
" Saigon	.38
" Mandalay, stick, 48 5c. cartons	.17 1/2
Cloves, choicest Zanzibar, bags	.19 1/2
less quantity	.15
Green Ginger Root	.75
Mace, choicest Penang	.20
Nutmegs, medium	.21
" large	.14 1/2
Pepper, black, original bags	.16 1/2
less quantity	.14
Pickling—	
Mixed, 6 or 10-lb. boxes	.70
Mayflower, isinglass front, 10c., 2 doz.	.38
" 5c., 4 doz.	.82 1/2
Colburn's Ketchup Spice, 10c. tins, 2 doz.	

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb.	.07 1/4
" 20 1-lb. pkgs.	"	.07 1/2
Best, 24 1-lb. pkgs.	"	.03 3/4
" 48 1s.	"	.03 3/8
Duryea's, 40 1-lb. pkgs.	per lb.	.07 1/4
" 20 1-lb. pkgs.	"	.07 1/2
Niagara, 48 1-lb. pkgs.	"	.05 1/4
" 24 1-lb. pkgs.	"	.05 3/8
Cream, 48 1-lb. pkgs.	per case	3.60
Argo, 24 5c. pkgs.	per container	.92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.92
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.07 1/2
" Satin Gloss, 1-lb. pkgs.	.08 1/4
" 12 6-lb. boxes	.08 3/4
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 3/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, 1/4 gross	4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/2-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07 1/2
Weikel's, 24 pkgs	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .35
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz., 1 doz.	" .30
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz.	Per doz.
Steel Carpet Tacks—	
8 oz., 100 count	.08 1/2
10 oz., "	.10
12 oz., "	.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz
No. 11, blued	.10
No. 11, "	per gross .85
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools, 1/4 inch	per lb. .11 1/2
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.20
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertba	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26
Glucose.	
Best, for confectionery	per cwt. 2.65

HONEY.

	Per doz
Selzer's, small bottles, 2 doz.	.95
" medium bottles, 2 doz.	1.35
Choice Victoria, large bottles, 2 doz.	2.15
" medium bottles, 2 doz.	1.40
" small bottles, 2 doz.	.90

REFINED MOLASSES AND SYRUPS.

	Per doz.
Jockey Club, Mason quart jars—	
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz.	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.	1.78
No. 2 1/2, 2 doz.	2.32
Karo, cane flavor, 24 2 lb.	Per case
" 24 2 1/2 lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 1 1/2 lb.	1.80
" 24 2 lb.	2.15
" 24 2 1/2 lb.	2.55
" 12 5 lb.	2.50
" 6 10 lb.	2.40
Lassies, 24 2 lb	2.00
Duff's—	
No. 2 1/2, screw cap, 2 doz	1.90
10c. size, 4 doz.	.94
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2 1/2, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2 1/2, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 15	1.15
" 25	1.90
" cups	1.25
Turkey, No. 2, 2 doz.	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	2.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz
6, R. P., fancy	2.90
7, " "	3.15
6, Household	2.85
7, " "	3.1
6, Monogram	3.3
7, " "	3.70
Daisy	2.35

Washboards.

	Per doz
Single Zinc—	
No. 100, Northern Queen, Protector	
No. 101, Tidal Wave	
No. 123, Seal Globe	
No. 126, Ruby	
Double Zinc—	Per doz
No. 56, Red Cross Swing, Protector	
No. 80, Double Seal Globe, Protector	
No. 85, Double Stag, Wide Head	
No. 687, Double Leader Swing, Protector	

Buckets.

	Per doz
Painted, 2 hoops, flat	1.7
" 3 hoops, flat	1.8
Galvanized, 10 qt.	1.8
Indurated Fibre	2.4

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.4
" 2 lb.	per 1000 1.8

Clothes Pins.

5 gross	Per gross
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Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

Vol. LX.

PHILADELPHIA, November 22, 1915.

No. 21.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.
TELEPHONES:

Filbert 3286
Filbert 3287
Exchange. Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
Asia 4.50
Copies10

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The Adams Express Company Is Still Competing With You—What Do You Think of Its Latest Offerings?

Company Continuing Its Efforts to Work Up Food Business for Anybody Willing to Ship to Consumers Direct. Prices on All Sorts of Food Products, Buyer to Pay Expressage and for Express Money Orders.

The Adams Express Co., according to some data sent in by a subscriber, is still endeavoring to put the producer and the consumer together. It is a praiseworthy endeavor, perhaps, for if successful it would make new shipping business and new money order business. But all available information is that it has not been successful.

We have received from a subscriber one of the latest price-lists issued by the Adams Co. and are here reproducing it. Readers hereof can compare the prices quoted with their own:—

ADAMS EXPRESS COMPANY,
New York Department.
Branch Bureau of Order and Food Products.

November 6, 1915.

Read about good food at low prices and how to purchase it.

Of special interest to families, clubs, hotels, restaurants and boarding houses.

Prices on food products quoted by producers and shippers, which hold good for week of November 8 to 13, 1915.

Shipping prices f. o. b., unless otherwise specified and goods will be forwarded express charges to collect.

Adams Express Co.'s money orders should be used for the remittance of purchase price of goods; remitter's receipt for money order is also a receipt for purchase order.

Give your orders to any Adams Express Co. agent.

Orders for goods should be sent to "Agent, Adams Express Co." at the shipping point designated, and money orders made payable to same, except where shipping point is new York, N. Y., then money orders should be made payable to "Order and Food Products Branch Bureau," New York, N. Y.

EGGS.—New York, N. Y. (30 doz.), per doz., Strictly fresh, candled, State brown or mixed, 43 cents; standard Western, 38 cents. Uncandled, at Mark, State brown or mixed, 42 cents; standard Western, 37 cents. One cent per dozen additional if ordered packed in cartons.

FRESH MEATS.—Per lb., cuts, rib roast, cross rib, top sirloin and bottom round, 18 cents; steaks, all best cuts, 22 cents. Whole, chucks of beef, 40-50 lbs., 12 cents; cross ribs, 8-10 lbs., 18 cents; bottom round, 15-20 lbs., 18 cents; top sirloin, 13-16 lbs., 18 cents; rib of beef, 30-40 lbs., 16 cents; leg and loin or leg of lamb, 20 cents; chucks of lamb, 9-10 lbs., 13 cents; leg of mutton, 10-12 lb., 15 cents; chucks of mutton, 13-17 lbs., 16 cents.

FRESH PORK.—Per lb., ham, 16 cents; shoulders, Jersey pork, 5-7 lbs., 16 cents; ham, 8-12 lbs., 19 cents; sausages, 1-lb. cartons, 16 cents.

CORNE MEATS.—Whole rumps of beef, 12-15 lbs., 15 cents; navel or plate, or breast of beef, 11 cents.

N. B.—Cuts of fresh meat, such as steaks, etc., will not be shipped out of New York State. Only joints of fresh meat, such as fore and hind quarters and ribs, which bear Government inspection stamp may be shipped interstate.

SMOKED MEATS.—New York, N. Y., per lb., ham, sugar cured, 8-12 lbs., 19 cents; bacon, sugar cured (boneless), 5-8 lbs., 20 cents; beef tongue, 5-6 lbs., 22 cents; boiled ham, 10-12 lbs., 24 cents; frankfurters, liverwurst and bologna, 15 cents; ham bologna, 4-8 lbs., 18 cents.

SMOKED FISH.—Per lb., Finnan haddies, mild cured, 10-lb. boxes, 10 cents; kippered herring, domestic, 10-lb. boxes, 12 cents; whitefish, fancy, 10-lb. boxes, 15 cents; salmon, Columbia River, 6 lbs. each, 25 cents; halibut, 5 lbs. each, 35 cents; bloaters, selected, domestic, 50 in box, \$1.75 per box; mackerel, salt, 10 lbs., in pail, \$1.50 per pail; mackerel, salt, fat Norwegian, 10 lbs., in pail, \$2 per pail; herring, salt, Iceland, 40 in pail, \$1.25 per pail; codfish, salt, selected, 10-lb. boxes, 12 cents per lb.; codfish, picked, 23 cartons in box, 90 cents per box.

FISH COMBINATION.—4 lbs. Finnan haddies, 2 fish; 5 lbs. whitefish, 6 fish; 2 lbs. salt codfish, 2 packages; 1 lb. bloaters, selected, 3 fish, \$1.25.

SARDINES.—4 oz. tins, per tin, 11 cents.

COFFEE.—Bean, ground or pulverized, 53 Broadway, New York, per lb., "Guest" and "Record," 1 and 5-lb. packages, 12-24 lbs., 25 cents; 48-lb. cases, 20 cents; "Mountain" and "Indian Chief," 38 Hanson Place, Brooklyn, N. Y., 22 cents; 1-lb. packages in 12 and 25-lb. boxes, 24 cents; "Borough Hall," 18 cents.

TEA.—Per lb., mixed, 33 lbs., when ordered in 1/2-lb. packages, 34 cents; Ceylon, 37 lbs., 34 cents; Oolong, 34 cents.

COMBINATIONS.—(Express charges prepaid)—No. 1: 2 5-lb. packages "Mountain" coffee, 2 1-lb. packages "Mixed" tea and 2 1/2-lb. packages cocoa, \$3.45. No. 2: 2 5-lb. packages "Indian Chief" coffee, 2 1-lb. packages "Mixed" tea and 2 1/2-lb. packages cocoa, \$3.75.

OLD FASHIONED COOKIES.—Syracuse, N. Y., molasses, fruit, chocolate, etc., 12 to package, 36 packages to case (express charges prepaid), \$3.60 per case.

OLIVE OIL.—Baltimore, Md., 1/8 gal., 45 cents; 1/4 gal., 65 cents; 1/2 gal., \$1.25; gal., \$2.25.

DUCKLINGS.—Rockville Center, N. Y., iced, per lb., in barrel lots of 35 to

40, 20 cents; in barrel lots of 30 to 34, 21 cents; in lots of 20 to 29, cents; in lots of 6 to 9, 24 cents; in lots of 1 to 5, 25 cents.

LARD.—Fancy, pure, 80 cents per can.

COOKIES.—Bridgeport, Conn., sugar, ginger, oatmeal, chocolate, coconut and spice, 24 packages to cartons, \$2.40.

DOUGHNUTS AND CRULLERS.—Bridgeport, Conn., 5 doz. in cartons (over 10 doz. express charges prepaid), 90 cents.

BUTTER.—Lima, Ohio, per lb., 1-lb. prints, 10-29 lbs., 29 1/2 cents; 1-lb. prints, 30 lbs. and upwards, 29 cents; tubs, 32 and 60 lbs., 28 1/2 cents.

MAPLE SYRUP.—Franklinville, N. Y., per gal., \$1; Corry, Pa., per gal., \$1.

HONEY (Cans).—Salisbury, Md., 5-lb. can, 65 cents; 10-lb. can, \$1.25.

PRETZELS.—Reading, Pa., case 36 cartons, 18 pretzels each, \$3.60. (Express prepaid, not exceeding 50 cents.)

HOME-MADE JELLIES.—Germantown, Pa., per case, 12 glasses, 8 oz. net, shipping weight 15 lbs., red currant, currant and raspberry, blackberry, \$1.50; crabapple, blush apple, gooseberry, grape, plum, quince, peach and apple, strawberry and apple, \$1; assorted, \$1.

PRESERVES AND JAMS.—Per case, 12 glasses, 16 oz. net, shipping weight 22 lbs., preserves, red cherry, \$2.50; strawberry, pineapple, damson, quince, green gage, tomato and peach, \$2.25. Jams, blackberry, red raspberry, black raspberry, \$2.25. Assorted preserves and jams, \$2.30.

FRUITS.—New York, N. Y., apples, red, \$3.50 to \$4 per bbl.; \$2.25 to \$2.50 per box; green, \$4 to \$4.50 per bbl. Grapes, Concord, \$1.25 per carton; Delaware, \$1.50 per carton; Spanish Malaga, \$5.50 per keg. Grape fruit, \$4.50 per box. Pears, California, \$4 per box; alligator, \$3 to \$3.50 per doz. Plums, California, \$2 per box. Bananas, \$1.75 per bunch. Lemons, 300, \$3.25 per box; 360, \$3 per box. Oranges, California, 96-126, \$5.50 per box; 150-200, \$6 per box; Jamaica, 150-200, \$3 per box; Porto Rico, \$3 to \$3.50 per box. Melons, Casaba, 6 or 8, \$2.25 to \$2.50 per crate.

FRUIT COMBINATION.—Per box, 1/2 box Porto Rico grape fruit, about 30, \$5.50; 1/2 box California oranges, about 50, \$5.50.

VEGETABLES.—New York, N. Y., beets, 1 doz., 75 cents per bunch. Cabbage, white, 65 cents per doz.; red, \$1 per doz. Celery, bundles, 50 cents per doz. Parsnips, 75 cents per bus. Celery, soup, 25 cents per dozen; knob, 75 cents per dozen. Beans, string, \$1.75 per bus.; lima, \$2 per bus.; wax, \$1.75 per bus. Carrots, 60 cents per bus.; new, 1 doz., 30 cents per bunch. Cauliflower, \$1.75 per doz. Cress, 35 cents per doz. Lettuce, 4 doz., \$3 per crate; Boston, 75 cents per doz.; Romaine, 75 cents per doz. Squash, marrow, \$1.50 per bbl.; Hubbard, \$1.75 per bbl. Mushrooms, \$2.50 per basket. Onions, red, \$2 per bag; yellow, \$2.50 per bag; Texas, \$2.75 per crate; Spanish, \$1.50 per crate. Parsley, 25 cents per doz. Peppers, 25 cents per till. Potatoes, Maine, \$2.75 per bag. Long Island, \$3 per bag; sweet, \$1.25 per bushel. Horse radish, 18 cents per lb. Pumpkins, 20 cents each. Spinach, \$2 per bbl. Leeks, 25 cents per doz. Turnips, ruta bage, \$1.40 per bag; white, 75 cents per bus. Sprouts, Brussels, 14 cents per qt.; kale, 75 cents per bbl. Tomatoes, 4 tills, \$2.25 per crate.

VEGETABLE COMBINATIONS.—No. 1 bus. potatoes, 1/2 bus. onions, bus. turnips, 1 pk. carrots, 4 head cabbage, 1 pk. beets, \$2 per bbl. (packed in barrel, weight 150 lb. No. 2: 1 pk. potatoes, 1/2 onions, 1/2 pk. carrots, 2 head cabbage, 1 pk. beets, 2 turnips, \$1. 1/2 bbl. (packed in half barrel. No. 3: 1/2 bus. Long Island potatoes, 1/2 pk. new carrots, 2 head chicory, 3 head cabbage, 1/2 parsnips, 1/2 pk. boiling onions, 2 bunches celery, 2 head escarole, 2 eggplants, 2 yellow turnips, qts new beets, \$2. No. 4: 2 qts. new beets, 2 qts. string beans, 1 head red cabbage, 2 cucumbers, 3 head lettuce, 2 boiling onions, 1/2 doz. green peppers, 2 qts. Brussels sprouts, russ turnips, 2 qts. new carrots, 2 heads white cabbage, 2 bunches celery, 2 eggplants, 1 bunch leeks, 1 bunch parsley, 3 bunches chives, 1 yellow squash, 1/2 cooking apples, \$3.

Try food products by club. It permits of families and employees of offices, stores and factories to cure the benefit of low prices by ordering shipped to one address article in large quantity.

Federal Food Law News Created at the Bureau

Government Tells What It Considers Immature Fruit Unfit for Flour Bleached With Potassium Peroxide. Falsely Labelled Electric Bleached. Definition of Self-Bleached Flour.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

November 19, 1915.

The Bureau of Chemistry has received repeated requests to the terms "immaturity" and "maturity" as applied to interstate shipments of grapefruit and Florida oranges. Such a definition is desirable in view of the uncertainty now existing regarding the meaning of these terms.

With the information now available the Bureau of Chemistry considers grapefruit to be immature if the juice does not contain solids equal to, or in excess of, 8 parts to each part of acid contained in the juice, the acidity of the juice to be calculated as citric acid out water of crystallization. The bureau also considers Florida oranges to be immature if the juice does not contain soluble solids equal to, or in excess of, 8 parts to each part of acid contained in the juice, the acidity to be calculated as

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone. Race 746

Overland

TRADE MARK REG.

DELIVERY CAR

Prices f. o. b. Toledo

\$725

Open Express Delivery Car

\$750

Panel Body Delivery Car

You Need Consistent Service

Grocers require an untiring means of delivery which cannot be supplied by horses.

Under the best conditions an Overland Delivery Car can do three times the work of a horse and wagon. In extreme weather the car's advantage is even greater.

Progress on wet and slippery streets make the going hard for the horses. The result is late deliveries.

Hoffman & Hayman, grocers of Cleveland, Ohio, write:

"Our Overland Delivery Car is over three years old now, and is doing our delivering over heavy roads in all kinds of weather, *taking the place of three horses and wagons.*

"Our repair bills have been very light. We are running sixty miles a day."

What the Overland Delivery Car has done for Hoffman & Hayman it can do for you.

"Made in U. S. A."

Write to-day for Special Delivery Car Catalog
Please address Dept. 196

The Willys-Overland Company
Toledo Ohio



acid without water of crystallization.

Owing to the fact that the investigations of the bureau have not been completed, the ratios set for grapefruit and for Florida oranges are lower than those which are believed to be the lowest for properly matured fruit. It may therefore be expected that the requirements will be made more strict after data from several crops are available.

Investigations of the bureau disclose that there is being shipped in interstate commerce, labeled "electrically bleached," flour which has been bleached with nitrogen peroxide. Inasmuch as the bleaching agent is nitrogen peroxide, and not electricity, this form of labeling is regarded by the bureau as being false and misleading.

In Food Inspection Decision 100, the department announced its view that flour bleached with nitrogen peroxide is adulterated. At the time this decision was issued, the bureau was not informed that flour bleached with nitrogen peroxide was being labeled "electrically bleached." None of the proceedings which have been instituted against flour bleached with nitrogen peroxide involve charges that the flour is misbranded on account of the fact that it is labeled "electrically bleached." The bureau, however, gives notice that, irrespective of the question whether flour bleached with nitrogen peroxide is adulterated or misbranded in any of the particulars charged in the pending cases, it is of the opinion that flour bleached with nitrogen peroxide is misbranded if labeled "electrically bleached."

It is held by the bureau that the term "self-rising" applied to flour implies the presence of the usual leavening ingredients and that an additional statement of their presence is unnecessary.

According to Circular 19, the unqualified term "flour" should be applied only to the fine, clean, sound product obtained by bolting wheat meal. It is not required, however, that the particular grade of flour or wheat used be specified. If any statement regarding the grade be made on the label, it must, of course, be correct.

Products prepared by mixing flours of different materials may not be named after a single constituent.

HOLT.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—ED.]

No. 8.—By C. F. Nixon, Retail Druggist, Leominster, Mass.

I want to cite one instance in a single city of the methods that were employed by chain stores who thrive on the cut prices which the Stevens bill would prevent. In the city of Lowell, Mass., the Riker-Hegeman people went in and found a store that had been long established; father and son had probably been in business for 50 or 60 years, and the son is older. He had the largest drug business in Lowell. The Riker-Jaynes people went to the owner of the building and leased the drug store from under him. The owner of the building did not give his old customer an opportunity to meet the advance in rent, and he was obliged to move out of the building on a month's notice onto a side street. His business was practically ruined. They go to another man down another street. In this particular case it was the United Cigar Co., where the rent was comparatively small, and they offered to double the rent and drive this man out of business. They did not succeed in driving this man out of business, but the man pays twice as much rent as before. If they can not get a man's position they will bankrupt him by his rents.

Over in Cambridge, I might say incidentally, I know of another case where a man's rent was raised from \$7,000 to \$12,000 a year by these same means.

Here is one more instance from Lawrence, Mass., and the gentlemen who wrote this letter has been suffering from the unfair competition of this retail drug trust which uses the weapon of price cutting on proprietary goods, together with the secret rebate, as well as the unfair practices recited by them:—

Lawrence, Mass., Feb. 4, 1914.
Mr. Nixon, Leominster, Mass.

Dear Sir:—At the request of Mr. Campbell, of Lowell, Mass., to fur-

nish you with some facts in regard to the mode of conducting drug business, as carried out by the chain stores, I will submit the following:

When they first opened up they sold cigars at retail for less than we could buy at wholesale, also patent medicines and articles that the public knew the price of. Every week they inaugurated sales, and we found that on the articles such as rubber goods, where no regular stamp was on the article, that their price was a great deal higher than ours, but on rubber goods that the retail price was printed on they would sell at cost or below cost to us, and in their ads. they would mention the fact that no goods would be sold to retail druggists.

Many of the druggists would send their friends to purchase the articles for them, when they could buy for less than the wholesaler would charge. Now that they have established a trade and have got the people coming, we have noticed that they are getting prices on many articles better than us.

You are no doubt familiar with the 1-cent sale, where they charge 25 cents for a patent medicine and for 1 cent they will sell you another bottle, or, in other words, for 26 cents you can purchase two of a 25-cent article. We can not meet their prices. We have tried to purchase from wholesale dealers the articles they advertise, but the wholesalers tell us that they can not buy articles in many cases from the manufacturers at the prices the chain stores retail them for.

I personally have arrived at the conclusion that, they being large distributors, are favored by the manufacturers by receiving larger discounts than the wholesalers are allowed.

You are no doubt aware of their methods of leasing out drug stores to get rid of a competitor, as per their action in Haverhill in leasing out Mr. Norton, and subletting the store for a meat market.

Trusting the few pointers I have given you may be of some help, and wishing you every success in your fight against chain stores, I remain,

Very respectfully yours,

JOHN J. FORREST.

What did they do in Lowell? They came into Lowell and advertised cut prices. The ordinary wholesale prices of proprietary goods as they come into the drug store are practically the same as the same priced goods in other trades. They are from \$8 to \$9 per dozen. That is the average price in a hardware store, dry goods store, etc. It costs 25 to 30 per cent. in any retail business to do business. These goods cost \$8 to \$9 per dozen. They advertise them at 49 cents and 59 cents all over the country, not in the city of Lowell alone, but within a radius of 10 miles to bring people to that store. Now the people are impressed with the belief that if these people are selling goods for 49 cents that they have formerly paid 90 cents or more for, that the old dealers have, in popular terms, been roasting the people. They do not believe for one moment that these stores are selling goods at cost or below cost. They do not know the fact. The Riker-Hegeman people and all these kind of people are simply using that as bait. The chain drug stores mark up proprietary articles that are advertised at cut rates with articles of their own make, on which they make a big profit, and for which they get the full price.

We had a cut-rate war in my own town one time on this patent medicine proposition. A grocer put out patent medicines, using them as bait for drawing business into his grocery store. One of my drug friends and myself said we would try to meet this, so we undertook to sell groceries at cost, or at a very small profit. We first advertised teas and coffees. Teas that had sold for 70 cents we bought at 48 cents. We advertised these all over town at 48 cents; we were making 2 cents a pound. We sold a lot of that tea, but that did not accomplish our purpose, because there are many kinds of tea; nobody knows the price of tea, and very few people know the quality of tea. I continued this for a while. I said to my druggist friend, "The only way to beat this man is to sell sugar." Sugar is on a par, I might say, with patent medicines. There is pretty nearly a fixed price on sugar. People have an idea there is not very much margin in profit on sugar, but we sold sugar at cost and by selling sugar stopped the cutting of our goods. We sold

ons of sugar in two drug stores
hort time. We could not ac-
ish much with the tea. I
that answers your question on
etary medicine. On other
it cnts no figure at all. You
not do it with Epsom salts, or

rhubarb, or anything of that kind,
because it has no advertised price
as do proprietary articles.

My idea is that all this cut-price
business would be stopped by a law
allowing a manufacturer to fix an
arbitrary price.

The Retailer's Attitude on Advertised Brands

n't Care Which of His Stock Sells as They All Pay About
he Same Profit. But Let Some Manufacturer Pay the
Retailer an Extra Profit and He Would Cease to Be
ndifferent.

interesting light on how some
ers look on advertised brands
tained in the following state-
made by G. I. Schreiber, a
er of Newark, N. J.:—

om time to time we are solic-
to buy new preparations which
simply designed to add another
class already well filled. There
othing new about them but the
e, and it is a matter of indiffer-
to me whether they succeed or
We are entirely passive in the
er, and give neither our co-
ation nor our antagonism.

r example: I was very much
ested in the article by the
der of the Sterling Gum Co.,
simply from an advertising
point. From a merchandising
point I have no interest in the
whatsoever. It is merely
her gum, offers us no bigger
t than any of the others, and if
ells better than Wrigley's, or
h-Nut, or Adams' is a matter
interests us very little, or if it
not at all we should worry.
onally, I am impressed with the
of the advertising of Ster-
Gum, and, believe me, if they
d come along with a proposi-
that would show that they are
ing of me, the dealer, they
d have my services, my clerk's
ces and my window, and it
dn't cost them a great deal to
all this. By just simply giving
dealer a little more profit than
other manufacturers, they would
o from the second to the first
and we would both gain by
* * *

erely to furnish a concrete ex-
le: I just got back to this let-
after waiting on a lady, who,
ng other items, asked me for
gum. She didn't specify, and
is a matter of indifference to
what gum she took, I mentioned
the different kinds and she
e Wrigley's. Now, suppose I
interested enough in Sterling
to desire to sell this in prefer-
to any other on the market.
certainly would have gone out
Sterling Gum and no other.
am willing to wager a good
that out of every 10 boxes of
sold in my store we could sell
of an advertised brand that we
d make more profit on. Some
one of them will wake up, and
goodby to the rest.

le argument of this retailer, in
shell, amounts to this: that he
ifferent to advertised brands

as a class because they all pay about
the same profit. Therefore it makes
no difference to him which one of
them sells. If, he argues, some
manufacturer of an advertised
brand will give the retailer *more*
profit than the others are paying,
then he will get behind that brand
and push it.

The trouble with that argument
is that while he might keep the
extra profit which the manufacturer
gave him, his competitor would not
but would cut the price. Mr.
Schreiber would have to follow him
and the brand which he was
to exploit would at once cease to
be any more profitable than the
others.

The great difficulty which manu-
facturers of advertised brands have
is to induce retailers to keep their
profits in their own pockets.

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair
dealing, of honest manufacturing, an
unwavering policy of
maintaining the high
quality of the goods
and by extensive and
persistent advertising.



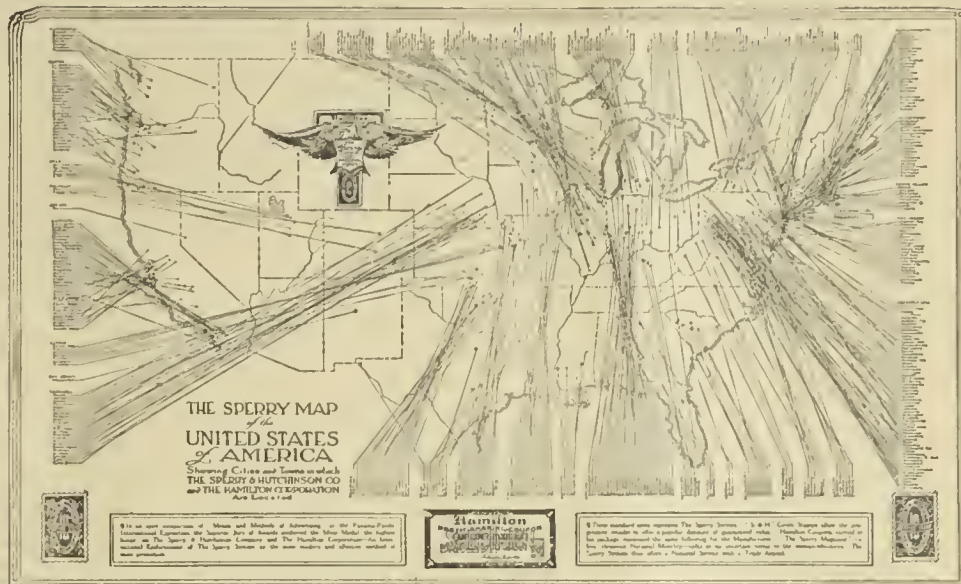
Registered,
U. S. Pat. Off.

This means for the
grocer a steady and
increasing demand
from satisfied custom-
ers with no risks to
himself on account of
unsold or damaged
goods; in the long run
by far the most profitable trade.

The genuine Baker's Cocoa and Baker's
Chocolate have this trade-mark on the
package, and are made only by

WALTER BAKER & CO. Ltd.
Established 1780 **Dorchester, Mass.**

"Here's the Service With a National Punch!"



THE "Sperry" MAP

WE have repeatedly called attention, in
these columns, to the fact that we are
prepared to place behind our subscribers
the strongest inducement known to modern
sales promotion. The "Sperry" Map, printed in
colors, which we will gladly send you, will
allow you to make your own analysis.

No matter where your store is located, if
you are giving *J.N. Green* Stamps over your
counter, you are appealing strongly to the larger
percentage of everyday, discriminating buyers
who pass your door.

If you carry in stock the popular brands with
which the manufacturer is packing a **Hamilton**
Coupon, you are again attracting this same
tremendous following.

The "Sperry" Service gives your custom-
ers a particular, personal and the strongest of
all reasons for patronizing your store. Our
service behind your business puts money into
their pockets as well as yours.

Clip and mail us the Coupon

The Sperry & Hutchinson Co.

J.N. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

**MAIL
THIS!**

Please send me a copy of
"The Business Builder" and
"The Sperry Map." This re-
quest incurs no obligation.

Name.....
Address.....
Address Dept. "H" Service

WITH THE EDITOR

In my judgment the trade of Pennsylvania will be glad to note that James Foust has been appointed Dairy and Food Commissioner again. Mr. Foust has held the office longer than any other incumbent, and has given general satisfaction. So far as I know, he has but one enemy in the entire State—the unspeakable Philadelphia “North American,” which is malicious and vindictive because Foust broke up the graft between that paper and H. P. Cassidy, former Philadelphia agent.

Mr. Foust is a courteous and careful Food Commissioner. He does his best to be fair in everything and if there is a doubt, he is more apt than not to give the benefit of it to an accused dealer, on the ground that an unfounded accusation against a food dealer may do him as much harm as a true one.

A grocer, when he contrasts his own lot with that of a druggist, is apt to think of prescriptions costing 3 cents and selling for 75, and various other products, including patent medicines, selling at profits that to the grocer look like wealth indeed. And yet read the following from the esteemed “National Druggist”:—

There is no class of men who receive so meager a return in proportion to the value of the service they render to society as pharmacists. Not to speak of the many accommodations and conveniences the furnish free, they are compelled, in most cases, from circumstances they are unable to control, to sell proprietary articles, which constitute about half their total sales at prices but slightly in advance of, and in some instances, at less than, actual cost. But this is not all. Even in making charges for prescription work, so intense is competition, that little account is taken of the fact that they are furnishing professional skill as well as drugs and that, hence, they are entitled to something more than a merchandise profit on the same. Under these conditions, it is no wonder that there are so many pharmacists who only make a fair living, and that there are some who even do not do that.

I have no intention of entering into any discussion about this—I know nothing about it. I merely

observe that druggists do not need to sell patent medicines at all. Confessedly it does not pay them to, and if they would throw them all out, everybody would be better off. Particularly the druggist himself, for he would undoubtedly be making more prescription work.

There seems to be a very large number of people in the world who would rather steal the results of others' work than do any work themselves. This is very unfortunate. Of course it is dishonest, but even more, it is so low-down mean. I consider stealing a trade-mark or a patent much worse than stealing money, for the money is only stolen once.

I have looked with great curiosity and interest over a book sent me by counsel for the National Biscuit Co., entitled “Trade Mark Law Suits.” The National Biscuit Co. has many trade names and it has been in court a very great deal defending them. The book is a record of these occasions, and it certainly opens one's eyes as to the meanness of some humans. In 1905 the National Biscuit Co. had to proceed against 268 concerns for stealing its trade-marks; in 1906, against 362; in 1907, against 430; in 1908, against 504; in 1909, 546; in 1910, 598; in 1911, 644; in 1912, 676; in 1913, 706, and in 1914, 882. Thus the number has steadily increased, and last year was nearly four times what it was ten years ago. Of the 882 in 1914, all but 49 stopped their

thefts the minute the National Biscuit Co. told them if they didn't, it would sue. Forty-nine persisted and injunctions were granted against every one.

It is inconceivable that even one of these infringements could be accidental. The National Biscuit Co.'s trade names are so well known that probably every one of these 882 concerns deliberately set about copying them. To look over the colored pages of this book, on which appear fac-similes of infringing labels, side by side with the National Biscuit Co.'s own, is to see the artist at work with a National Biscuit Co. package as a model, under an instruction, “Get just as close to it as you can and be safe.”

It is a sad, sad commentary on the dark streaks in human nature when a single firm finds nearly nine hundred men in a year who would rather steal from it than to work.

When the decision in the Cream of Wheat case was handed down, affirming the right of the Cream of Wheat Co. to refuse to sell to the Great Atlantic and Pacific Tea Co., I said that there was nothing new in this, for it had always been the law that a private seller could choose his own customers. The American Fair Trade League differed with me very radically, and said the decision was new law—the first note in the emancipation of the trade from reckless cutters.

The Tea Co. appealed the case to the New York Court of Appeals,

which last week affirmed the lower court and reaffirmed the right of the Cream of Wheat Co. to sell to those to whom it wished to sell. Its decision the Court of Appeals said something which I am gratified to note entirely confirmed a statement that the above had always been the law:—

We had supposed that it was elementary law that a trader could buy from whom he pleased and sell to whom he pleased, and that his selection of seller and buyer was wholly his own concern. It is part of a man's civil rights that he be at liberty to refuse business relations with any persons whomsoever, whether the refusal rests upon reason or is the result of whim, caprice, prejudice or malice.

Before the Sherman Act it was the law that a trader might reject the offer of a proposing buyer, for any reason that appealed to him; might be because he did not like the other's business methods or because he had some personal difference with him politically, racial or social. That was purely his own affair with which nobody else had any concern. Neither the Sherman Act nor any decision of the Supreme Court considering the same, nor the Clayton Act has changed the law on this particular. We have not yet reached the stage where the selection of a trader's customers is made for him by the Government.

The American Fair Trade League may now be expected to issue a statement that I tampered with the court.

One cannot but pity the poor Adams Express Co. Once again, so arrogant and arbitrary to the last degree, charging excessive rates; often charging them at both ends, having little or no capital invested yet earning enormous dividends not out of its service but out of extortions—now with its business lost to parcels post, its rates cut by the Interstate Commerce Commission, it is reduced to going out soliciting orders for apples and potatoes! What a humiliating position for the one-time autocrat.

Worth Reading and Remembering

No. 3.

Your success depends largely on what other people think of you and your business methods. Look at yourself and your business as the public does.

A clean sidewalk is sure to impress the passerby and draw his attention to the windows.

Keep them clean inside and out. Change displays often. Many times customers for a particular article will notice some other article in your window and buy it. Use neat, attractive signs in your windows, calling attention to particular bargains.

AMONG THE TRADE

The receiver of the defunct butter and egg business of P. F. Brock & Co. has been granted leave to run the business for thirty days more. He must file a report of the condition of the business within fifty days.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s
Department Food Store, Dover, N. J.

Matter of Canned Plums.—Ten egg plums are cheap. Extra standard quality, if bought right, can be sold for 15 cents—No. 2½ cans California fruit. But plums are not what can list as a popular seller so, as Messrs Ott told us in a wonderfully interesting lecture the other night, there is always a way out." The "way out" in the plum proposition is to open a jar, turn the contents into a quart jar, label it and talk it to every customer who approaches your counter.

Every minute you get a thing like this in a glass jar your sales talk is helped a great percent. It clinches arguments, being it demonstrates. It shows the value of the plums so that you don't have to guess at their being "as large as an egg."

This method is so practical and so simple that you would think it would be used by all good grocerymen, yet it is only once in a great while the writer meets it while nosing around for "copy." When you pick up this jar of plums and tell about the sweetness of the

syrup, the new pack of the fruit itself, and above all—the price, the sale is made.

You will enjoy it, too, because we all like results. We like to see effort count for something.

On Being Neutral.—Whether your sympathy is with the Germans or with the allies, the proper thing to do in business is to keep a respectful neutrality of speech. You may say we live in a free country and have a right to express our opinion.

Sure you have—in the proper sphere.

Back of that counter you represent a firm that accepts U. S. money from all classes, all creeds, all nationalities. They deal at your store because you have received them politely and served them attentively.

They're your friends. Is it wise to break this bond of business friendship unnecessarily?

Is it wise to assail the Government under whose protection they were born,

and the people there, of whom many are still dear to their heart?

No sir, it is not.

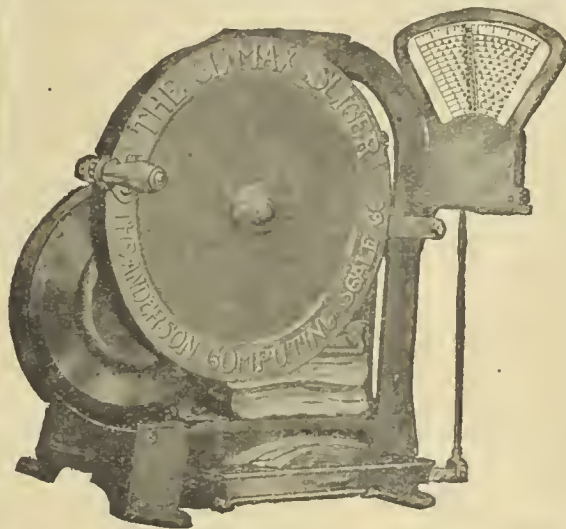
In so far as it has worked out so superbly at the White House, just in proportion will it apply in your case and mine.

Pennsylvania Organization Notes.

Organizer Smedley addressed the meeting of the Indiana Chamber of Commerce on November 9th at the City Hall. There was a good attendance. In the absence of the president, Vice-President Sloan presided. Following

Mr. Smedley's address there were short talks by the merchants present, after which refreshments were served. At the next meeting the ladies are to be invited and a reception will be tendered the clerks of the city and an effort made to start a movement looking to greater co-operation between these important factors in mercantile life. The Indiana Association is a prosperous organization.

The Latrobe Association held a special meeting on November 10th, at which the Organizer was present and made an address. The attendance was good and considerable interest manifested. The Latrobe Association has a



A Wonder!

¶ If you would know more about the only **Meat Slicer which weighs and computes**, send for our catalogue, which contains photographs of the **Climax Computing Sanitary Slicer**.

Made by

ANDERSON
Computing Scale Co.
ANDERSON, INDIANA

HARISCO STANDARDIZED COFFEES

Royal Special	Royal Crest	Royal Cup
Royal Stag	Royal Lance	Red Seal
Royal Signet	Royal Mail	Jamestown
Royal Pennant	Royal Seal	Sirrah
Royal Currier	Royal Scepter	Astor House
Royal Gauntlet	Old Hermitage	Waldorf
Royal Helmet	Harisco Special	Royal Stag Java
Royal Standard	Blend	and Mocha

"KUP KWALITY FIRST KONSIDERATION"

WILLIAM B. HARRIS, Pres.

CHAUNCEY H. MARSH, Treas.

William B. Harris Company
Old Dutch Mills

COFFEE ROASTERS

COFFEES, TEAS, SPICES AND COCOA

65 Front Street

NEW YORK

¶ The finest coffees grown are used for our line of *Harisco Standardized Coffees*. To get what we want we will go anywhere and pay any price.

¶ To keep these coffees of the very highest grade, and to keep them absolutely uniform—that is the point of *Harisco Standardized Coffees*.

¶ Would these points be of service to your coffee department? If so, write.

good credit rating system, takes a keen interest in town affairs, has been instrumental in special "Dollar Day" sales, etc., and enjoys the confidence and respect of the community.

Organizer Smedley visited the association of Armstrong County at Kittanning on November 11th. The occasion was a banquet held at the City Hall and attended by a large number of representative business men. Prior to the banquet the regular meeting of the association was held. After the elaborate meal had been enjoyed, President Morgan, of the Pittsburgh & Shawmut Railroad Co., was introduced as toastmaster. Organizer Smedley talked on "Community Development;" Hon. J. Frank Groff spoke on "The Need of the Day;" J. R. Einstein discussed "Credits;" Hon. J. Dougherty gave his views on "Business and Burgess;" Jno. M. Rorer on "Town Affairs." Plans were made for an enlargement of the scope of the organization. Kittanning is a good town, with live business men, and it has a good organization. President McClister and Secretary Copley are the right men in the right place. It will grow because the men behind the officers will make it grow.

The Johnstown Merchants' Credit Bureau entertained the Commissioners appointed by the Governor to administer the Workmen's Compensation Act and State Insurance Fund on November 15th with a banquet at the Hotel Fort Stanwix. Over 400 were present. Delegations of merchants were present from Pittsburgh and other cities and towns. Editor Anderson acted as toastmaster. It was a big event.

Johnstown will hold a food show in February. Plans are ready and space is being rapidly engaged.

Pittsburgh will hold a food show late in February. It will be a big affair and is under the auspices of the association.

The Organizer has arranged to visit Hazelton, Bethlehem, Pittston, Bellwood, Altoona, Erie, Titusville, Milton, Danville, Scranton, Butler, New Brighton and Connellsville. If you want his services write to 802 Chestnut street, Philadelphia.

If this State is not organized it will not be the fault of the State Association or the manufacturers in the Pennsylvania Plan, who are rendering such splendid co-operation. Reciprocate by pushing their goods.

Inclosed please find our check in payment for our yearly subscription to the "Modern Merchant and Grocery World." Through an oversight we neglected to send check, as we are pleased with your publication and believe you will continue to keep it up to the high standard maintained in the past.—Carl G. Anderson, Portland, Ore.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Get Bristol Card.

Bland, Va., November 9, 1915.
To the Editor.

Dear Sir:—Will you please tell us where we can get plain bristol cards about the size of U. S. postal cards.

Quote us prices per 100 if you can furnish them. We want 400.

Yours very truly,
F. A. CRABTREE & Co.

Whiting Paper Co., 725 Arch street, Philadelphia.

To Buy Calendars.

Sharon, Pa., Nov. 11, 1915.
To the Editor.

Dear Sir:—I herewith submit a small calendar that I would like to replace with those for 1916. I ordered the calendar last fall to be delivered before January 1st, but I did not get them before March, so I did not give them out, and now if I can buy new calendars I will paste them on and distribute them this year. If you can direct me to any printer that makes these I would certainly appreciate it.

Thanking you in anticipation, I am,
Yours truly,
D. L. ROBERTS.

Try the Beck Advertising and Printing Co., 315 N. Marshall St., Philadelphia, or the Rockwell Printing Co., 1112 Clinton St., Hoboken, N. J.

Who Knows the Atlantic Stamping Company?

Camptown, Pa., Nov. 8, 1915.
To the Editor.

Dear Sir:—Do you know anything about the Atlantic Stamping Co. of Rochester, N. Y.?

Their Mr. Frank Pierson, vice-president, was here October 13th and wanted me to take stock in their company—\$100 a share, 7 per cent. cumulative preferred (non-assessable)—and in doing this they would allow us an extra discount of 10 per cent. on all goods purchased of them.

He said the stock was limited to three shares.

About ten days after he was here we had a letter from James T. Niland, of Rochester, N. Y., offering us ten shares of same stock for \$75 a share.

What would you advise, and do you think it a good investment? Let us hear from you as soon as possible.

Very truly,
C. S. LAFFERTY & SON.

We have advised this correspondent to let this scheme alone. The "Atlantic Stamping Co." has no rating, and we have not been able to learn anything about it. The single fact that somebody has already cut the price of its stock—very possibly the company itself—is in itself suspicious.

An extra discount of 10 per cent. on goods that you might not want at all wouldn't mean much of a return on your investment.

Various Things.

Mifflinburg, Pa., Nov. 12, 1915.
To the Editor.

Dear Sir:—Is it safe to carry insurance in the non-board companies?

We thought you said the Adams Express Co. discontinued soliciting grocery and food product business from the consumer. We know of an individual, who is no employee of theirs, who gets a circular three or four times weekly. We are enclosing one of their lists.

Do you advise the 80 per cent. reduced rate clause, and what conditions must be met?

Respectfully yours,
KLECKNER & Co.

1.—We are a little in doubt as to what you mean by "non-board" insurance companies. If you mean mutual companies—although they have Boards of Control—it is undoubtedly perfectly safe.

2.—We did not say that the Adams Co. had stopped soliciting, but that it had stopped soliciting for Larkin goods. It is still trying to work up a food business between producers and consumers. The Adams advertisement you send is reproduced in another column.

3.—We advise not accepting an insurance policy with the 80 per cent. clause in it. Full insurance is best. Be sure that you find the 80 per cent. clause, however; it is

very cleverly worded and may escape you.

Trade Papers in Certain Lines.

Los Angeles, Cal., Nov. 17, 1915.
To the Editor.

Dear Sir:—If you will kindly send me latest issue of your publication and advance price I will remit same by return mail.

Also, can you furnish me with names and addresses of publications pertaining to the spice and extra trade, coffee and tea industry and meat packing industry?

Very truly yours,
F. M. DE ACASTA.

The "Spice Mill," 97 Wat street, New York; "Tea and Coffee Trade Journal," 79 Wall street, New York; "National Provision and Butchers' Advocate," New York.

Mottoed Glass Tumblers.

Wilmington, Del., Nov. 15, 1915.
To the Editor.

Dear Sir:—Do you know where I can get some glass tumblers with mottoes on (scripture mottoes) also glasses and pitchers and lemonade sets? If so, let me know once.

Thanking you in advance, I remain,
Yours respectfully,
JOHN M. LACEY & SONS

United States Glass Co., Inc.
606 Denckla Building, Philadelphia

Horse Blankets.

Allentown, Pa., Nov. 16, 1915.
To the Editor.

Dear Sir:—Can you advise through your columns where I can buy at wholesale rubber horse blankets to sell to the country trade?

Thanking you in advance,
Yours very truly,
WM. RUMFIELD, Jr.

R. A. Humphry's Sons, Inc.
Callowhill street, Philadelphia
Strawbridge & Clothier, Philadelphia.

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.



There is no other Salad Oil as good as this

¶ There are several "salad" oils on the market, under various names. Practically all are wholly or largely cottonseed oil, a wholesome, nutritious, and thoroughly good food product.

¶ But there is as much variation in the quality of vegetable salad oils as there is in the quality of olive oil. All are pure enough, but in flavor and general desirability there is a wide difference.

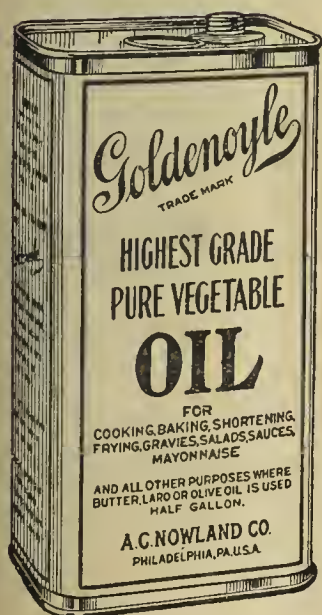
¶ **Goldenoyle**, the new cooking and salad oil which we are just now bringing out, is the most superfine grade of oil we have ever seen.

¶ Prof. L. B. Allyn, the chemist of the Westfield, Mass., Board of Health, said after analyzing it, that it "has the same food value as olive oil, and weight for weight surpasses animal fats generally."

¶ Any retailer will do well to be the first to introduce **Goldenoyle** to his town. It is bound to please. The packing is fine and the retailer's profit good.

¶ When we say **Goldenoyle** is the finest oil of the kind we ever saw, we are giving you an experience of over a quarter of a century.

Packed 4 doz., 7-oz. bottles; 2 doz. small cans, 21 $\frac{3}{4}$ oz. each; and 1 doz. $\frac{1}{2}$ -gal. cans. On 3-case order we prepay the freight. Beautiful receipt book for retailers' customers.



A. C. Nowland Company
257-259 North Front Street
Philadelphia

The New York Letter

News From the Anti-Premium Campaign. Western Railroad Congestion Delays Freights. State Department Tells Trade How to Sell Storage Eggs. Too High Prices for Norwegian Fish Balls. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Nov. 19, 1915.

At a meeting of the National Premium Advertising Association, held during the week, Edw. F. Spitz, General Counsel, reviewed the attack which has been made upon premiums during the last year. He said that enemies of premiums had had antagonistic bills introduced in the Legislatures of sixteen States, but did not pass in a single one with the exception of Oregon, which passed a bill taxing the gross receipts of any concern using premium advertising 5 per cent. This act, it will be remembered, was recently declared unconstitutional. Indiana, Utah and Alabama passed laws taxing heavily all concerns supplying and redeeming trading stamps. The Indiana and Utah laws were declared unconstitutional. The Alabama law, which imposes a tax of \$1,000 on such companies, does not take effect until 1916. In West Virginia a trading stamp business consisting of sending trading stamps from New York into West Virginia by mail was held to be interstate commerce, and the court said that no State could fix a tax upon it. The Florida anti-premium law of 1913 was repealed during the past year. This act taxed all merchants using premium advertising \$750.

It appears from Mr. Spitz's address that the constitutionality of the law of the State of Washington,

imposing a prohibitive tax upon trading stamps, was heard by the United States Supreme Court on November 1st, but of course no decision has been handed down, or will be handed down, for some time.

The campaign by the State Department of Foods and Markets to compel sellers of cold storage goods to label them as such and not to sell them as fresh is proceeding with good results. The Commissioner, Mr. Dillon, claims that the trade generally, or at least the better part of it, are in favor of the campaign. About half a dozen cases of violation of the order have been reported to the Department during the week, but there will be no prosecutions in any of them, as all of the dealers complained against immediately expressed their willingness to turn over a new leaf.

The order issued to retailers is as follows:—

Every person, firm or corporation who offers for sale at retail eggs that have been kept in cold storage or refrigeration is hereby required to display in a conspicuous place in his place of business, in view of the public, a card upon which shall be printed "Cold Storage Eggs Sold Here" in letters not less than two inches in height, and to issue with each sale of cold storage eggs a bill or invoice plainly marked "Cold Storage Eggs." Retailers displaying or holding cold storage eggs must post a sign in full view of the public, in or near the container, containing the words "Cold Storage Eggs" and the price plainly marked for which they are sold.

The following is the order issued to jobbers:—

Every person, firm or corporation who does a wholesale or jobbing trade in cold storage eggs, or who offers cold storage eggs for sale, is hereby required to mark all cartons and all cases, containing eggs in cartons or otherwise, with the words "Cold Storage Eggs" in a conspicuous place on the outside of the carton and case, and to plainly mark on the face of all the invoices and bills the words "Cold Storage Eggs" in billing or invoicing for the sale of eggs that have been kept in cold storage or refrigeration; and also to display in a conspicuous place in his place of business, in view of the public, a card upon which shall be printed "Cold Storage Eggs Sold Here," in letters at least two inches in height.

Commissioner Dillon is taking an interest in the price at which storage eggs are sold in this city and said last week that the present wholesale price is such that no retailer is justified in charging more than 30 cents for storage eggs at retail.

Mr. V. C. Pinkham, secretary of the National Retail Dry Goods Association, is out with another statement opposing the Stevens Bill. He said that he and his representatives questioned 550 retailers as to their attitude on the Stevens Bill and 94 per cent. expressed opposi-

tion to it. One hundred and fifty manufacturers were also asked and of these 80 per cent. were against the bill, which, as recently explained, is now pending in Congress and would give manufacturers the right to fix the retail price of their product.

The bulletin of the Norwegian Chamber of Commerce, which is issued from an office in this city contained an interesting little item about Norwegian fish balls. The bulletin states as follows:—

When the Norwegian packers advanced their prices on fish balls so very materially, it naturally invited American competition, and there is on the market to-day, Norwegian Style American made fish balls. Once started, the packing of fish balls may naturally assume larger proportions, and other firms will try to compete, and also pack fish balls. This will mean a very serious competition to the Norwegian canners. They are now awake to the fact that while the advance in the price of an article may mean a temporary profit, it surely invites outside competition, and ultimate loss of trade. It would be well if Norwegian packers would take this into careful consideration.

Thomas T. Graham, manager of the Contract and Service Department of the United Profit-Sharing

(Continued on page 16.)

The Week's One-Time Ads.

The gentlemen will kindly now pass to the other side of the hall, where stands for your inspection one of the greatest little aids to money-making you can have in your store. It's the Steel Jar Rack made by the Evan L. Reed Mfg. Co. of Sterling, Ill., and cheerfully sent anywhere to any gentleman with a \$20 bill. It has casters on and can be moved anywhere. There are nine heavy glass jars in the frame, each with a plate glass tight-fitting cover and a neck built so

nothing can slop. There sits a rack, with its nine clean and a tight jars, inviting orders every minute of the day. Because the jars are so tight, you can put anything in them with certainty it will keep fresh and clean—fish, or olives or pickles, or even jelly or syrup. Think of only \$20 for something everybody that comes in the store is sure to see and comment on. Don't let another sun go down on you've sent for one.

JIMMY MANDER

An Opportunity

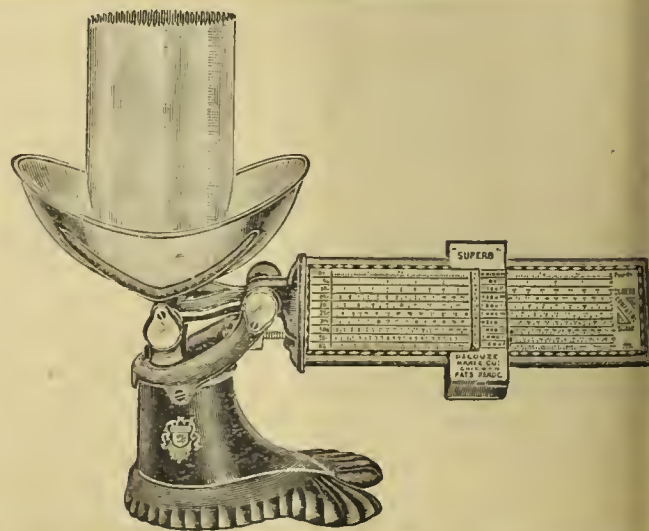
A NEW COMPUTING SCALE

for candy, spices, tea, etc. Capacity 2 lbs. by 1/2 oz. Computes from 5 cents to 60 cents per lb. Frame gold bronze, scoop and mountings nickel plated. Size, 14 inches long, 8 inches high. See cut.

SPECIAL PRICE \$6.00, DELIVERED

FULLY GUARANTEED

THE HOWE SCALE CO., 508 Market Street, Phila., Pa.



This Is the Decision in the Cream of Wheat Appeal Case

Court Says Cream of Wheat Company Can Refuse to Sell Great Atlantic & Pacific Tea Company Without Any Reason Whatever. Concern Has No Monopoly and Can Absolutely Choose Its Own Customers.

By request we publish the greater part of the text of the decision of the New York Court of Appeals, in the Cream of Wheat case, affirming the ruling of the lower court that the Cream of Wheat Co. could legally refuse to sell the Great Atlantic and Pacific Tea Co. with a reason or without one:—

In the production of wheat flour from wheat there is a sort of by-product, known as "purified middlings." It is produced by every flouring mill in the United States engaged in the manufacture of wheat flour; it is a staple commodity regularly quoted and dealt in in all grain markets. The Cream of Wheat Co. buys "purified middlings," selecting such as it thinks grade high in quality. Without submitting them to any process or treatment, without adding anything to them, it puts up the middlings which it selects in packages and offers its selection to the trade under the name "Cream of Wheat." That name identifies packages containing middlings of defendant's selection and it has protected its trade name for such selection by a copyright covering the carton in which the cereal is packed. Either because it has used good judgment in its selections, or because it has well-advertised its trade-mark, it finds a ready market for its packages. Its particular selection, however, amounts to less than 1 per cent. of the total purified middlings bought and sold in this country.

With an exception which will be referred to later, the Cream of Wheat Co. makes no sales to consumers or to retailers, but confines its sales exclusively to wholesalers, to whom it charges two prices, \$3.95 per case in carload lots and \$4.10 per case in less than carload lots. To each purchaser from it it sends a circular requesting such purchaser to sell to the retail trade only at a price of \$4.50 per case, adding to this request the statement that it does not intend to waive the right to refuse at any time to supply any dealer who shall fail to comply with any request made by it, the infringement of which defendant may deem prejudicial to the interests of the consumer, to defendant's own business or to the trade at large. The tea company contends that defendant's course is a violation of the Sherman anti-trust act, and that under the recent Clayton act his suit may be instituted and maintained.

That branch of the case has been most elaborately argued. It was discussed by the district judge. We do not find it necessary to go into it, as we are satisfied that complainant is not entitled to the relief now asked for.

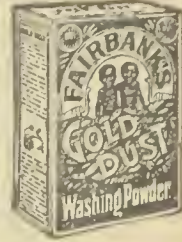
As was stated before, the Cream of Wheat Co. has elected not to sell to consumers or retailers, but to confine its sales exclusively to wholesalers. There is nothing unusual about such a course of busi-

ness, and certainly it is no offense against common law, statutes, public policy or good morals for a trader to confine his sales to persons who will buy from him in large quantities. A "wholesaler" is one who buys in comparatively large quantities and who sells, usually in smaller quantities, but never to the ultimate consumer of an individual unit. He sells either to a "jobber" (a sort of middleman) or to a "retailer," the latter being the one who sells to the consumer. The "large" quantities bought by the wholesaler may vary greatly—from a fraction of a carload to many carloads; the character, not of his buying but of his selling marks him as a wholesaler. If occasionally, in some particular business, this term loses somewhat of its original significance; such manifestly, as the record shows, is not the fact with the business now under consideration.

Upon the proofs and the admissions in the record the tea company is not a wholesaler, but a retailer; it does not confine its sales to retailers, but sells to countless consumers; a package at a time for 12 cents.

The Cream of Wheat Co., as we have seen, in the conduct of its business decided and made announcement to the trade that, for reasons sufficient to itself, it would sell only to wholesalers. Why if it chose to do so it could not make such a rule and adhere to it, we are at a loss to understand. It named the prices at which it would sell to wholesalers, so much in carload lots, so much in less than carload lots. That certainly it had a right to do; the Clayton act itself expressly recognizes the existence of this right. Under the rule which the company had legitimately established for the conduct of its own business, the tea company could not buy from it, being a retailer. Nevertheless, for a time the Cream of Wheat Co. made an exception to its rule and sold to the tea company under some arrangement, which, as defendant thought, would not make the wholesalers with whom it dealt critical of the exception. On a certain day the Cream of Wheat Co. decided that it would no longer sell to this retailer at all, and since then it has not sold to complainant. There was no contract between the two which bound defendant to sell to complainant for any specified period of time.

This suit is really brought to force the Cream of Wheat Co. to continue to sell this single retailer, as it sells to the wholesalers who trade with it. Much has been said about the reason why defendant ceased to treat complainant as an exception to its rule; failure of the latter to live up to some arrangement, etc. All that seems to be wholly immaterial. The business of the Cream of Wheat Co. is not a monopoly, or even a quasi monopoly. Really it is selling purified wheat middlings and its whole business covers about 1 per cent. of that product. It makes its own selection of what by-products of the



GOLD DUST

a steady seller

You don't have to argue for Gold Dust.

It moves from your shelves rapidly because housewives have used it for years—they know exactly how it saves them work in scrubbing floors, washing dishes, and countless other household tasks that were a drudgery until the advent of Gold Dust.

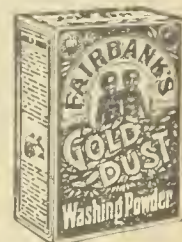
A good stock of Gold Dust means that you won't disappoint any of your best customers.

How is your stock?



THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"



The Best Pickle Salesman!



Sanitary Jar Racks which cost but little more than jars with covers

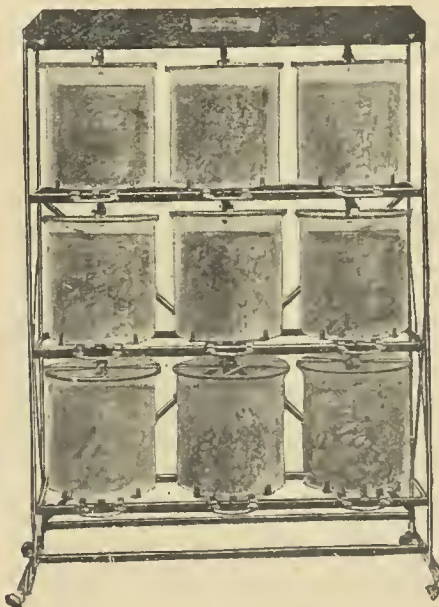
All over the country the new Sanitary Steel Slide Display Racks, which are sold at a price within reach of any dealer, have met with a wonderful response. Dealers everywhere

are finding that the purchase of this rack is not an outgo but an income; that it pays for itself in a few months.

It conforms to the sanitary laws of the state, the demands of critical customers, and the desire of the dealer to sell goods in an attractive shape and a convenient manner.

Being made from band steel it cannot be broken, as is the case with heavy castings, and is equipped with casters so that it is easily moved.

Slides work with little friction, do not get out of order, and jars have neck, preventing slopping, and plate glass covers fit tightly, effectively sputting out air and insects.



No. 258, Complete with Jars, \$20.00

If your jobber cannot supply you write direct for catalogue showing different sizes and prices.

EVAN L. REED MFG. CO., Sterling, Ill.

Dept. G. W.

milling process it will put up and and sells what it puts up under marks which tell the purchaser that these middlings are its own selection. It is open to Brown, Jones and Robinson to make their selections out of the other 99 per cent. of purified middlings and put them up and sell them; possibly one or more of them may prove to be better selectors than defendant, or may persuade the public that they are. It is difficult to see how into such a business as that any novel and exceptional rule of law is to be imported.

An additional portion of the decision is reproduced and discussed on the editorial page.

An Attack From a New Angle on Charging for Ham and Bacon Packings

California Weights and Measures Authorities Will Claim That It Constitutes Giving of Short Weight.

The food authorities of California are about to attack the practice of packing hams and bacon in heavy canvas packings and charging for them at gross weight, from a new angle. A while ago they attempted to contend that meat so packed was package goods and that the net weight must be stated on the label. This contention was defeated, and now they will test the question

under the general weights and measures act, which reads as follows:—

Any person who * * * shall sell or offer or expose for sale any commodity, produce, article or thing in a less quantity than the true net weight or true net measure or in a less quantity than he represents it to be or contain, shall be guilty of a misdemeanor.

The theory will be that a ham weighing so many pounds and wrapped in a packing weighing so many ounces, is illegally charged for when the price is based on the weight of the ham plus the weight of the packing. The packers say they will fight.

THE NEW YORK LETTER
(Continued from page 14.)

Corporation, has been elected a director and vice-president of that organization. Mr. Graham is the Graham of the Graham-Chisholm Co., printers. He disposed of his interest in that concern about a year ago to devote his time to the United Profit-Sharing Co., which had just been organized.

Edmund A. Whittier, secretary American Fair Trade League, has gone to Washington to begin the

campaign in the interest of the Stevens Bill. He claims that 162 members of the House have agreed to support it. The complete House membership is 435. It is expected that the bill will be taken up shortly after the holidays.

Receivers of California products in this city say that never in their recollection has transportation service from the coast to the East been in such a congested condition as it is in now. Everywhere goods start from the coast is reporting serious shortage in cars, and all freights are several days behind hand in arriving. The reason for this is that the Panama Canal is out of the running for the time being and considerable of the freight which would have come through the Canal now has to come by rail. Ships are reported to be almost unobtainable, and the situation is quite serious.

SUMMARIZED MARKET CONDITIONS.

Tea uneventful. Demand confined to actual needs. Prices unchanged.—Coffee somewhat unsettled, and actual coffee weaker for

the week, meaning particularly Rio and Santos; lower market in Brazil is the reason. Milds unchanged and quiet. Java and Mocha unchanged and quiet.—Sugar higher for the week, but closes quiet and barely steady. Refiners all asking cents for granulated. Raws have reached 5.14, but are down around 5 cents.—Tomatoes stronger. Practically all holders ask 90 cent f. o. b. in a large way for Maryland 3s. Other canned goods entirely unchanged. Peas somewhat firmer.—All canned fish unchanged but firm, particularly salmon. Prunes somewhat irregular, but firm and high both on the coast and in the East. Spot demand small. Other dried fruits unchanged. Apricots firmer. Currants still very firm and high.—Wheat firm on account of light offerings. Market still very speculative.—Flour shade lower for the week, with demand light.

SUN-MAID RAISINS

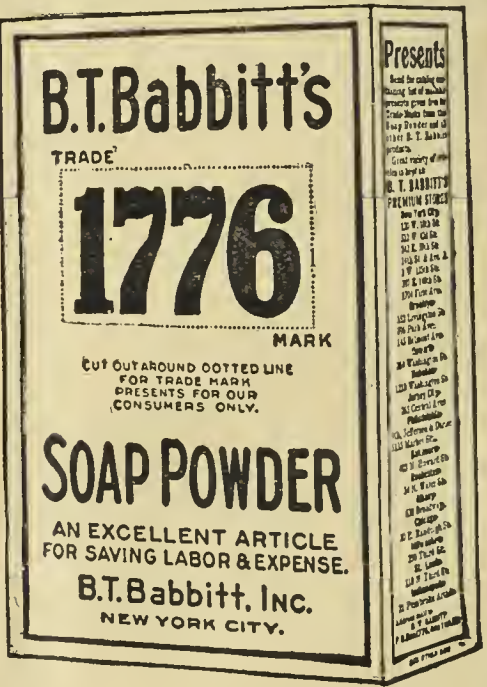
The Nationally Advertised Brand
California Associated Raisin Co.
Membership 6,000 Growers
Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson St., New York

SALESMEN WANTED
We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 59% of the Grocers of the country.
An Excellent Opportunity for men with proven selling abilities.
For particulars, apply
STAR EGG CARRIER & TRAY MFG. CO.
Rochester, N. Y.

IT SELLS BETTER
the second time. That is because
MAPLEINE
once used is always used.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

THE RACK WITH THE HOOK
Is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space. Installed and extolled by successful merchants in all the States. Facts free. Act to-day.
I. F. D. COMPANY, La Crosse, Wis.

NEW LARGE
Pound Package
ONLY 5 CENTS
To the Consumer
The New Package of
Babbitt's
1776 Soap Powder
has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneyworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.
B. T. BABBITT, Inc.
NEW YORK CITY



THE VALUE OF BRIGHT STORES
The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.
The Philadelphia Electric Co.
Tenth and Chestnut Streets

The Grocery Markets

Tea.

There has been no change in the price of tea during the week. Everything is well maintained and vigorous are especially firm on account of the expectation that the exports of this country will be very much smaller than last year. The present demand for tea is good.

Coffee.

The coffee market is dull, heavy and inclined to be weak. This applies particularly to Rio and Santos. Rio 7s, which have been firm because of scarcity, are a shade weaker. The reason appears to be an easier feeling in Brazil caused by a greater willingness on the part of holders to sell. Mild coffees are unchanged and quiet. Java and Java unchanged and selling moderately.

Sugar.

The sugar market has made some further advances during the week, as the week closes all refiners are asking 6 cents for granulated. Raw sugar, on account of scarcity, has also gone very high and sales have been made as high as 5.14 cents, but the market closes on a basis of 5.02 cents. Some domestic granulated is being offered in foreign markets at 5.75 cents. This present situation is caused by the scarcity of raw sugar and the fact that refiners have had to come into the market to buy at any price. As the week closed refiners have a high sugar to last them for a while and the feeling is heavier, but without the probability of any immediate decline. The consumptive demand for sugar is fair.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is in moderate demand on account of the weather. Prices unchanged. Pure syrup unchanged for the week; fair demand. Molasses firm with a high outlook; demand quiet.

Fish.

There is no change to report in the mackerel situation for the week. New way mackerel are still very high on account of scarcity, this applying to stock on spot and in Norway. Shore mackerel are about the same, meaning the fishing season,

and although the yield has been good, there appears to be no disposition to cut prices. The situation in shore mackerel is firm. Cod, hake and haddock are unchanged and quiet. Salmon is just where it has been for some weeks. Domestic sardines are unchanged from a week ago. Demand light. Imported sardines scarce and high.

Canned Goods.

Tomatoes are firmer than a week ago, and practically all packers are now asking 90 cents in a large way f. o. b. for Maryland 3s. The situation is exceedingly firm. Corn and peas show no change whatever for the week and only a moderate demand. Apples are quiet at ruling prices. The principal demand will not come until spring. California canned goods show no change and light demand. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes are firm on the coast and in Eastern markets, but show no change for the week. The demand is fair. Peaches are firmer on the coast, although not as yet in the East. An advance in peaches need not be unexpected. Apricots and raisins are unchanged on last week's basis. There have been some receipts of currants, but not enough to affect the market.

Butter.

There is a very active demand for all grades of butter. The market is firm at an advance of 1 cent. Receipts are very light, and fancy butter is extremely scarce and is cleaned up on arrival. The situation is very firm on the present basis, and if there is any further change it is likely to be an advance.

Eggs.

New-laid eggs continue very scarce, and the market is firm on the present basis. Receipts clean up immediately on arrival, and there will probably be no relief from the present high-priced situation for some time.

Cheese.

The cheese market is firm at the present basis with an active consumptive demand. The situation is healthy and looks as if it were

going to remain so, with about unchanged prices for an indefinite time.

Beans and Peas.

Pea beans are higher than a week ago by about 15 cents per bushel, due to scarcity in the primary markets. The demand is light. Marrows and California limas are unchanged on last week's basis; fair demand. Scotch peas are very dull by reason of prices which the trade are not willing to pay. Green dried peas are steady on last week's basis with a fair demand.

Provisions.

Regular hams are firm at an advance of 1/4 to 1/2 cent and with an active consumptive demand. Skin-back hams are relatively more plentiful and are steady and unchanged. Other cuts of smoked meats are unchanged and in seasonable demand. Pure and compound lard are steady and unchanged without any particular change in sight. Dried beef, canned meats and barreled pork all unchanged and in light request.

Poultry.

The receipts of turkeys so far have been very light, and fine stock is bringing around 28 cents per pound. Scarcity on spot is because

last year a number of holders sent large quantities of stock to market a week or ten days before Thanksgiving and it struck a warm spell and there was a slump. From now on there will be increased receipts of turkeys, but not enough to cause any great decline in price. There seems to be plenty of turkeys in the country. Roasting chickens are in fair supply and fine stock is worth 21 cents. Fowls are ample and are bringing 20 cents. Long Island ducks are in good demand and rule from 21 to 22 cents. Geese are not figuring in the market at present.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Herrings have always been considered one of the cheapest and most wholesome food products on the market. To-day they have become a luxury, and the price of herrings has become so high that the housewife who formerly bought a few herrings at a time now buys half a herring; we mean just exactly what we say, one herring cut in half, and pays as much for this half herring as she used to pay in ordinary years for two ordinary, good herrings. Of course, it is only natural that the consumption of herrings should decline, and it has declined; but if the demand were as big as it is in ordinary years, the supply would be exhausted before one could say "boo!" We are speaking, of course, of imported herrings. American herrings are some-

RECOMMEND RUMFORD

The Wholesome Baking Powder.



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

RECOMMEND RUMFORD.

RUMFORD CHEMICAL WORKS, Providence, R. I.

what more plentiful, although also scarce and very high. Of course, the quality of the American herrings cannot be compared with the foreign herrings. They taste differently, it is a different fish altogether, and these people who are herring eaters from their youth on, would rather do without herrings than buy the American product.

Holland herrings continue scarce because hardly any one imported any, owing to their high price.

Scotch herrings continue scarce, as shipments forthcoming are very small and prices continue as high as ever.

Norwegian herrings are just as scarce as ever, and continue to advance in price. There may be a relief from the winter caught Norway herrings should they strike Norway in large quantities, but this of course no one can tell. The fishing ought to begin in December or January, and we all hope that it will be a very big one, so that we may be able to import herrings at a reasonable figure and supply our trade. At the present moment the countries at war are taking all the supplies, irrespective of price.

As we have stated in our previous reports, the catch of Norway mackerel has been one of the shortest on record. The prices are enormously high. The first shipment of new fall fat mackerel is due to arrive here during the next few days, and while the trade is hesitating about placing big orders at the present asking prices, they are taking those goods in a hand-to-mouth way, and even in this way the stock ought to be cleared up very shortly, because there will not be very many of those mackerel this season. Naturally, this has an influence on the market for Irish mackerel, which are also continuing to advance in price.

We would rather not speak of the imported sardine market, because this article, being one of our foremost specialties, we are almost tempted to use blasphemous language at our hard luck. We had, naturally a large stock, and as we all do here in America, have been selling our sardines at the old prices, or nearly that, as long as we had them, and even then our trade did not fall over each other to clear us out, but gradually we are coming to the end of our rope, and when we try to get new supplies we are up against it. Our friends, the people at war now, are paying all kinds of prices for sardines, and it makes no difference to them how much they advance the market. Of course, they want the stuff, although we

never knew that they would use so many sardines for war purposes, and if we want to get any sardines we simply have to compete with them, and we simply cannot compete because the trade here will not pay these high prices, or at least they are not willing to pay these high prices at the present moment, but will have to pay them after the old stocks here are all cleared and it is only a question of a very short time before the old stocks are entirely cleared out, and when they will either have to pay these high prices or simply go without sardines. That is all there is about it.

We have been hoping that when the catch begins, both in Norway and Portugal, that the catch would be so big that probably prices would somewhat recede; but all our hopes have been shattered. In Norway they have so far had practically no catch. In Portugal the catch seems to be quite good, but instead of prices going down they are going up; so there we are. We are afraid to buy at these high prices, because we feel that our trade here will not take very kindly to paying these extraordinarily high and exorbitant prices. At any rate, the demand is very good for all kinds of imported sardines; in fact, too good to please us, because this is likely to clean out our stocks much quicker than we should really like to see them go.

Sweden has prohibited the exportation of all kinds of fish, both salt and preserved. Consequently there is rather a scarcity of anchovies and other spiced fish and prices are high.

STROHMEYER & ARPE CO.

New York.

Wheat and Flour.

Prices are always relative. There are many traders who believe that wheat should decline 15 or 20 cents per bushel. They say that the market cannot stand up against these enormous primary receipts and before many weeks there will be such a congestion that the transportation companies will be unable to cope with them. Those who share this opinion see only the enormous crops raised in Canada and our own Northwest and pay little heed to what in our opinion is of vastly more importance as a market factor. On the other hand, many far-sighted operators believe that even in the face of congestion there will be no serious decline, and even if there should be the loss would be soon regained. They believe that the 1915 crop of winter wheat has been greatly over-

estimated, and that it is seen that the area sown to the new winter wheat crop is only about 80 per cent. of last year, and the conditions around 85 per cent., the 1916 crop is likely to be a very short one, and that farmers will be disposed to hold their wheat for better prices.

We have discussed in our earlier letters the moisture content of the winter wheat crop this year as compared with last and called your attention to the fact that in the eight leading winter wheat States, which raised over 400,000,000 bushels of wheat, less than 175,000,000 bushels was fit for human food, and that while we had a quantitative surplus, it would prove to be a qualitative shortage.

The receipts of wheat at Kansas City for the first four months of the crop are barely 60 per cent. of the same period last year, and there is a difference in price of 50 cents per bushel between the best and the poorest quality.

Reports are coming in from all sections showing a very much reduced area, which corroborates the estimate of one of four leading crop experts, namely, 34,600,000 acres, which is 84 per cent. of last year's area. The Ohio State report, just issued, shows that the area seeded to winter wheat this year is but 82 per cent. of the area harvested last year, and the condition is given as 85 per cent., as against 101 per cent. last year, and this is but a forerunner of what we may expect in the Government report, which will be issued in December, giving the area and condition of winter wheat. If we are to have only 34,600,000 acres and the conditions December 1st is around 80 per cent., as is at present indicated, our 1916 crop will hardly exceed 400,000,000 bushels. The present condition is almost a parallel with the crops of 1911 and 1912.

In view of the prospect of such a shortage in the 1916 crop, we warn our friends not to become too bearish, even though there should be an overwhelming movement from the farm. Wheat is going out of the country at a very rapid rate and, notwithstanding the heavy receipts at primary points, prices refuse to decline. The market was a little scared when it was announced that our visible supply had increased 7,000,000 bushels, coincident with an increase of 4,000,000 bushels in the Canadian visible, making a total of 57,000,000 bushels. On November 14th last year the visible in the United States and Canada was 92,546,000 bushels, and even though we should have another huge

increase this week the total will be far short of the same date a year ago.

SHANE BROS. & WILSON CO.
Philadelphia, Pa.

Standard Canned Goods.

Steady buying of tomatoes again this week is causing a firmer feeling and the market looks stronger ahead, East and West. Unless it is another false alarm the present movement toward a higher level of prices is liable to extend to all sections of the country, including the Pacific coast, where they thought they had some to spare for the Eastern markets. The weak sellers of tomatoes here during October were the small country canners who have no proper facilities for storing the goods in their canneries during the winter months. That class of sellers is said to be pretty well sold out, and the goods now on sale are in stronger hands. Holders of tomatoes are certainly optimistic in their view of the outlook.

Hurry up orders for tomatoes came from those markets served by the rail and lake lines which withdraw their low freight rates this month. There were no big orders from individual buyers, though the average size of them this week was larger than the week before. Orders were received from the other sections of the country for shipment in the usual routine, without any rush or hurry, so that sort of steady, consistent buying is what is relied upon to sustain the market prices during the winter months. The weather continues to be very favorable for the shipment of canned goods before they are liable to freeze on the road, but, of course, the weather conditions may change in other way at any time without much notice.

There was excellent buying of sweet potatoes again, the low prices attracting further orders from jobbers who seldom, or never, buy them in straight carloads, and they are now working prompt attention. The demand for cheap corn is absorbing the supply of and there is more buying of the better brands of standard Maine style corn, well as for fancy shoepeg corn. Low priced peas have been going out steadily in little lots that the stocks have dwindled to small proportions. Spinach is another steady seller. In the remaining articles of vegetables there was nothing this week outside of the usual small daily orders for assorted shipments.

THOS. J. MEEHAN & CO.
Baltimore, Md.



Fancy Maine Style Corn

STRICTLY HIGH GRADE

CRUISER BRAND



In offering this corn to the trade, we speak for it as the finest quality New York State Corn—young, tender and possessing an appetizing flavor that is at once pleasing to most exacting epicures.

Cases, 2 doz. cans : per doz. 95c

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



YOU have had your trouble and loss involved in storing and handling *bulk* powdered and confectioners' sugar.

A damp floor or rainy week meant caking, sometimes a solid sugar mass, in barrel, bag or box. In these, when once opened, the store broom or any passing breeze deposited dust and dirt only too visible against the fine white grain of the sugars.

You can change all this in a day.

Put on your store shelves, and your customers' pantry shelves, the moisture proof, dirt proof, wax paper lined

cartons of Crystal Domino Powdered and Crystal Domino Confectioners' sugars.

Each carton holds one pound; packed 24 in a fibre container.

Guaranteed pure cane and full weight, like all of the Crystal Domino Sugar Products.



American Sugar Refining Company



Satisfied Customers Recommend KNOX GELATINE to Their Friends

The real reason why **Knox Gelatine** is the leading seller is because of the satisfaction it gives women who use it. They like it because of its Purity, because it is easy to prepare, because each package makes two full quarts of delicious jelly, and because they have known it so long they can depend on it.

Such reasons make **Knox Gelatine** easy to sell, and the recipes we publish in our advertising also help. **Knox Gelatine** pays you a splendid profit, and it will pay you to

"MAKE KNOX YOUR GELATINE LEADER"

New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us

CHARLES B. KNOX COMPANY, Inc. : Johnstown, New York



"Doing Stunts That Economy Stores Can't Do."

I see the editor's still talking about meeting the Economy stores and going 'em one better.

I don't know whether it was him or not, but somebody on the front cover last week said the way to do it was to do some stunt that the Economy stores don't do. Or can't do, I disremember which.

Wonder what he thinks it would be.

Of course there's a whole bunch of stunts that the Economy stores don't do. I can think of a thousand or so right now. They might work, too.

For instance, you could hire nothing but girls for clerks, and let one of 'em kiss a customer with every pound of 20-cent tea. With every pound of dollar tea, let all of 'em kiss the customer. I hear somebody saying that scheme would be punk because all the customers are women. But I'm ready for you on that, too—forty-eight hours after you advertised that scheme, all the customers would be men. And that would be a good thing, too, for anybody'd rather sell to men than they would women. I didn't think of that when I first invented the scheme—that really's the best part of it.

And there's even another end to it. You could still have men clerks if you wanted to, but pick kings—the best-looking chaps you could get. Let *them* do the kissing. Now can you see the old maids forming in line? You'd sell five tons of tea in a week, either way you worked it.

That's a stunt none of the Economy stores are working as far as I can see, Mr. Editor. Is that something like you mean? There's a whole lot more schemes, but they'd have to be outside of regular business, for inside regular business the Economy stores are doing about everything there is to do. They're

selling cheap, which means everything to most people, without anything else.

I'll tell you another stunt that you fellows can work that the Economy stores ain't working—you can give your goods away and deliver 'em to people's houses. I'm sure that would go. Why should you expect people to pay you a profit anyway? Who are you, that you think you ought to get a profit—you conceit thing, you! Don't you know you're on earth to accommodate the public? I know you think you've got to eat, but that's your fault. You eat too much anyway—one meal a week's enough for any grocer. Of course you've got a family, but that ain't my fault—you got 'em yourself—you oughtn't to have any family. Let your wife go to work—let her make little pink bags and sell 'em for \$8 apiece to blind old ladies with a million dollars.

Competing with the Economy stores is easy enough when you study it out. It's nothing to me and the editor—we can do it with one hand tied behind us.

I'd just like to see the editor owning a store right next to an Economy store. Gee, but I'd give a leg to see that! He weighs about eighty-five pounds with his ulster on, and when he'd got up against that situation I'll bet he'd be down to 48 in about a week. I'd like to see him putting over his stunts that the Economy stores ain't doing. One of 'em I'm sure he'd put over—being found dead in his bed at the end of the first month.

I say again what I said awhile back about the Economy stores. The way I'd do it is to do everything the Economy stores do. You can do it, and you've got the advantage of being in the same church and the same lodge with half the people in the town. Don't try to

meet the cut stores—go right along with 'em. THE STROLLER.

Biggest Killing Yet in a Canned Goods Sale.

Lively Firm of Iowa Grocers Sell 350 Cases of Canned Fruits in a Week in a Town of 400. Their Own Description of How They Did It.

Messrs. Kuhl & Loehr, grocers of Defiance, Iowa, made what is probably the biggest killing with a special canned goods sale that has ever been made under similar conditions. They sold 350 cases of canned goods in one week, in a town of only 400 people. From a description of their campaign, the following is condensed:—

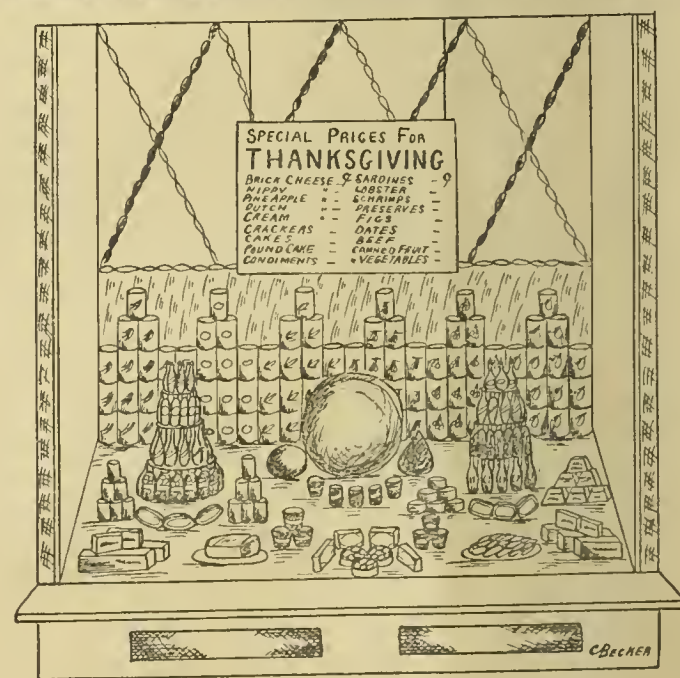
We received a price on future canned fruit about the latter part of June. We then asked ourselves this question, "Why shouldn't we get out and sell canned fruit instead of having the customers buy their fruit from somebody else or the box-car merchants, and then come to us and buy the sugar on which we would have made probably 25 cents per 100 pounds, and probably have it charged at that." We decided we would try it. So we bought the fruit and had it shipped in. The next day after we received it, being Saturday, we emptied a can of each of the canned fruits into quart glass jars. We then made out a table of prices whereby a customer received a better price if two, three or four dozen were bought instead of one.

Herewith we show you the table of prices and quantity as we had it:

Peaches.—one dozen, \$2.20 per dozen, or 18¼ cents per can; two dozen, \$2.10 per dozen or 17½ cents per can; three dozen, \$2.05 per dozen, or 17 cents per can; four dozen, \$2 per dozen, or 16⅔ cents per can.

Pretty soon nearly everybody was buying in four-dozen lots or more. We had such good success the first day that we made up another sample lot, packed the jars containing the fruit into a suit case and made a house-to-house canvass of the town, making these trips only in the morning. We also caught the farmer trade as it came into the store. Our best sellers were peaches, apricots and pineapples. We sold 350 cases, 700 dozen. The population of our town is about 400. We sold to about 150 customers making an average of between four or five dozen to a customer. The largest sale we made was 20 dozen to one customer, others were from one to fourteen dozen.

Weekly Window Display Suggestions



Another Thanksgiving Window.

The value of this week's window is in the neat displaying of the details of a well-stocked Thanksgiving larder. After covering the floor of window in pale green, follow the plan of the illustration as to pyramid, semi-circles, etc., of the following articles: canned vegetables at the rear, cream cheese standing on its rim, a Dutch cheese, a pineapple cheese, club and nippy cheese, bottled catsup, salad dressing and oil, mustard, olives, olive pickles, chow chow, etc. (using wooden dishes covered with green paper as foundations for each successive layer of bottles), sardines, soused mackerel, salmon, shrimp, lobsters, canned beef, crackers, cakes, dates and figs. On a large card list prices of goods shown. Draw a broad strip of crepe paper across the rear and make a lattice of narrow strips above this.

ROYAL BAKING POWDER

Absolutely Pure

Women know ROYAL BAKING POWDER so well that they'll buy it and buy five or six other articles in the time it would take you to convince them that some other baking powder is as "good as Royal."

**Fully
Guaranteed**

Push the sale of ROYAL BAKING POWDER because it's *easy to sell* and *sure to please* and pays greater and surer profits than inferior brands.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



**The Awards in the Lipton
Tea Window Display Contest
will be made as soon as the
photographs and descriptions
can be examined and judged**



338.—The Legality of Exclusive Selling Contracts Under the Clayton Act.

The following letter gives me the opportunity to write something about the legality of exclusive contracts under the Clayton act, which should be interesting to every reader of these articles, no matter what line he is in:—

Evansville, Ind., Nov. 9, 1915.
"American Stationer,"
New York City.

Gentlemen:—Have you taken up in your legal department or published any articles in your magazine on the subject of exclusive contracts? Can you inform us whether it is now legal for a house to make a contract with an agent, one of the terms of the contract being they cannot carry any other conflicting line?

Thanking you in advance for your courtesy, we are,
Yours truly,
SMITH & BUTTERFIELD CO.

The above correspondents are stationers, but the exclusive contract is used in probably every line of merchandising in some form or other, therefore this article is of general application.

Exclusive trade contracts can be made in several ways:—

A manufacturer may say to a retailer, "If you will handle my brand in your town, and feature it, I will sell it to nobody else," or he may say the same thing to a jobber. Or

A manufacturer may say to a retailer or a jobber, "I will sell you my brand only on condition that you do not handle the brands of my competitors."

Or it may be done in a variety of other ways, but the two above are the ways which usually come into question.

Are such contracts legal under the Clayton act?

It can hardly be doubted that they were legal before the Clayton act passed, under court decisions, although the Government often contended the contrary and attacked them even after the court had decided in other cases that they were perfectly legal. The courts all held that they were simply one way of

choosing one's customers, which everybody except a public service corporation has a right to do. The squarest, clearest decision on the subject that I know of is in *Whitwell vs. Continental Tobacco Co.* (125 Fed. Rep. 454), in which the exclusive contract of the tobacco company named came into question. The Continental Tobacco Co. made a price on its products to such retailers as would refuse to handle competitive products, and a much higher price—in fact a prohibitive price—to retailers who would not so refuse. The court said:—

The tobacco company and its competitors were not dealing in articles of prime necessity, like corn and coal, nor were they rendering public or quasi-public service, like railroad and gas corporations. Each of them, therefore, had the right to refuse to sell its commodities at any price. Each had the right to fix the prices at which it would dispose of them, and the terms upon which it would contract to sell them. Each of them had the right to determine with what persons it would make its contracts of sale. * * * The exercise of these undoubted rights is essential to the very existence of free competition, and so long as their exercise by any person or corporation in no way deprives competitors of the same rights, or restricts them in the use of these rights, it is difficult to perceive how their exercise can constitute any restriction upon competition or any restraint upon interstate trade.

The acts of the defendant which are alleged by the complaint in this action to constitute an unlawful restraint upon interstate commerce are nothing more than the lawful exercise of these unquestioned rights which are indispensable to the existence of competition or to the conduct of trade. The tobacco company and its employee fixed the prices of its commodities so high that the plaintiff could not profitably buy them. This was no restriction upon free competition, because it left the rivals of the company free to sell their competing commodities at any price which they elected to charge for them. It would have been no violation of the law under consideration if the tobacco company and its employee had combined to refuse to sell any of its commodities at any price, and to retire from the business in which they were engaged entirely. Much less could it be a violation of this act for them to fix their prices too

high for profitable investment by the plaintiff.

The tobacco company and its employee sold its product to customers who refrained from dealing in the goods of its competitors at prices which rendered their purchases profitable. But there was

no restriction upon competition here, because this act left the rivals of the tobacco company free to sell their competing commodities to other purchasers than those who bought of the defendants, and free to compete for sales to the customers of the tobacco company offering to them goods at low prices or on better terms than those secured from that company. The tobacco company and its employees were not required, like competitors engaged in public or quasi-public service, to sell to all applicants who sought to buy, or to sell to all tending purchasers at the same prices. They had the right to select their customers, to sell and refuse to sell to whomsoever they chose, and to fix different prices for sales of the same commodity to different persons. In the exercise of this right they selected those persons who would refrain from handling the goods of their competitors as their customers, selling their products to them at lower prices than they offered to others. There was nothing in this selection, or in the means

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 9.

Jones & Smith are large retail grocers doing business in a good-sized city. They make no written contracts with their clerks, but merely hire them without stating the terms, at so much per week. The concern employs two clerks, one just before the Workmen's Compensation Act goes into effect (on January 1, 1916) and one just afterward. Both are employed at \$16 per week without written contract.

These men are sent to the cellar one day after the compensation law has become operative and while moving some heavy goods, both are knocked down by a barrel and badly injured. One has an arm broken and a back strained and the other breaks a leg and has slight concussion of the brain. Both make claims upon Jones & Smith for damage as the result of the accident. Jones & Smith refuse to pay anything to the clerk who was hired before the law became operative, because he

was employed before the law went into effect, when workmen's compensation did not exist, and over they had never agreed to compensation under the act. He refused to pay anything to the clerk hired after the law went into effect because they never agreed to accept the law as to him.

Both defences will fail, though, because contracts of employment lasting beyond December 31, 1915, will be taken under the law as subject to workmen's compensation unless a statement to the contrary was filed in the Department of Labor at Harrisburg before December 31, 1915. The second defence also fails, because all contracts of employment made after December 31, 1915, are subject to workmen's compensation unless they expressly state the contrary.

Jones & Smith will have to pay each of these clerks 50 per cent of his wages until they can get again.

ed to effect it, that was either legal or immoral.

ake it that this squarely de- that exclusive, tie-up contracts legal under the Sherman act, se they did not tend to estab- a monopoly in staple products, nly to establish a monopoly in elli's own brands, to which he n undoubted right.

veral other cases, subsequently ght, affirmed this decision, and therefore fair to conclude and te, that prior to the Clayton ere was nothing illegal about clusive sale contract which did end to create a monopoly of a e product, as distinguished a monopoly of a mere brand staple product.

spite of the above decisions, are a number of "consent de- on record which prohibit the adants from making exclusive acts with jobbers or retailers. latest was the Kellogg decree, n was entered only a few weeks not under the Clayton act at

consent decree is a decree not ed by the court after hearing, y the Government, and con- d to by the defendant in order ve litigation. It often goes er than the law itself, and does is matter of exclusive cons- s, for there is no decision on d, so far as I have seen, which res the ordinary exclusive g contract, not tending to cre- onopoly, illegal.

ow comes the Clayton act, ed a year or so ago. Section ectly applies to exclusive con- s:—

ec. 3. That it shall be unlawful any person engaged in com- ee in the course of such com- ee, to lease or make a sale or tract for sale, of goods, wares, chandise, machinery, supplies or er commodities, whether patented unpatented, for use, consumption resale within the United States any Territory thereof or the Dis- t of Columbia or any insular session or other place under the isdiction of the United States, to fix a price charged therefor, discount from or rebate upon, h price, on the condition, agree- nt or understanding that the ee or purchaser thereof shall use or deal in the goods, wares, chandise, machinery, supplies or er commodities of a competitor competitors of the lessor or sell- where the effect of such lease, e or contract for sale or such dition, agreement or understand- may be to substantially lessen petition or tend to create a nopoly in any line of commerce.

italicize the last several words, use they are the crux of the en- section. Exclusive contracts forbidden if they tend to sub-

stantially lessen competition or to create a monopoly, and not other- wise.

That is therefore the answer to the problem propounded by the above correspondents.

Now what is meant by lessening competition and creating a monop- oly. I can show my own idea of it by some illustrations. Bear in mind that in all anti-monopoly law, what is meant by monopoly is monopoly of a staple—a monopoly of corn, or wheat, or flour, rather than a monopoly of the Gold Medal brand of flour. The owners of the Gold Medal brand have an absolute monopoly in that—possibly given to them by the Government itself through the Patent Office—but no- body will be permitted to acquire a monopoly of flour as a commodity.

Therefore suppose an operator had in some way secured 75 per cent. of all the flour in the United States. He held 75 per cent. and all the other holders together held 25 per cent. Of course 25 per cent. of the supply is not enough to feed the entire demand, which must therefore be fed in large part from the 75 per cent., or not fed at all.

My view is that in such a case this 75 per cent. holder of flour could not make exclusive contracts with retailers or jobbers, for the reason that they would undoubtedly tend to strengthen the control which he already held in the flour market. A contract refusing to supply the demand—which must be supplied by him or not at all—unless the buyer refused to handle other goods, would certainly tend to "sub- stantially lessen competition and tend to create a monopoly."

Now consider another case in which in my judgment exclusive selling contracts are not illegal under the Clayton act. John Jones is a flour operator—a small man, controlling but a very small per- centage of the supply and the trade. He has a brand "Phenomenon" which is merely a good winter wheat flour packed under that name. My judgment is that John Jones can with perfect legality tie up any buyer he has, not to sell any other flour. Why can he do this legally when the other man cannot? Be- cause he does not control the mar- ket—he does not control the major part of the supply—he controls nothing but his own trade-mark. If he refuses to sell a customer because that customer wants to sell other

brands too, no monopoly is created, nor is competition lessened. John Jones' competitors are left even more free than they were before to go in and sell the buyer. And if one of John Jones' customers pre- fers to sell the Phenomenon brand rather than dozens of others which he could freely get and sell if he chose, certainly there is nothing like monopoly or restrained compe- tition about it.

The exclusive selling contract where a seller, not controlling the market, merely gets exclusive cus- tomers for his brand, are in my judgment perfectly legal under the Clayton act. I should not be sur- prised to see the Government take a contrary view, however, for they believed they were illegal even after many courts had decided them legal.

(Copyright, November, 1915, by Elton J. Buckley.)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconception. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all in- quiries, and will be published un-

less there is a request not to do so. All inquiries received will be answered without charge. Address all communi- cations to Legal Editor "Modern Mer- chant and Grocery World."

West Produces a Million Boxes Less Apples This Year Than Last.

The production of apples in the Pa- cific Northwest for 1914 and 1915, with the figures for the latter year estimated, may be stated as:—

	1914 Boxes.	1915 Boxes.
Washington ..	8,300,000	7,092,000
Oregon	3,600,000	3,402,000
Idaho	1,700,000	1,708,000
Montana	900,000	1,036,000
Total	14,500,000	13,238,000

Three boxes of apples are equal to one barrel. The best authorities place the apple shipments of the present sea- son out of the Pacific Northwest at 6,000 cars, which will average in the neighborhood of \$1.10 to \$1.25 per box, f. o. b. shipping point—not, however, net to the grower, to whom the price would be about 15 cents per box less. Apples exported to Europe from this section have been and will be this sea- son very limited in amount. One of the largest fruit associations estimates that up to the present time it has ex- ported only seven cars to Europe. About 1,200 cars are expected to go from this section direct to New York and some 200 cars have been passed through Spokane for local and export trade.



This Washes

¶ This is not an advertising ex- aggeration. Chase-O, put in with the clothes and a little soap, will wash and blue those clothes better than human hands can do it. For a nickel!

¶ Do you doubt that your women customers will buy Chase-O? Pays a good profit, and sells— sells—sells.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.

The Fidelity and Casualty Company

OF NEW YORK

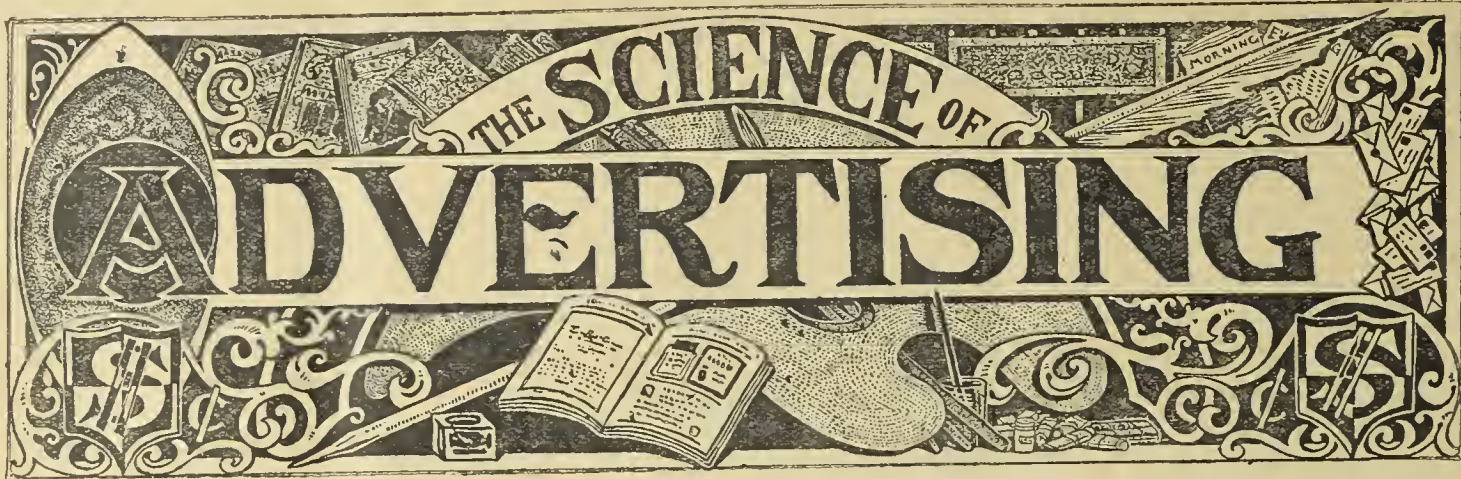
Assets, \$11,764,957.75 ————— Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.



West Chester, Pa., Oct. 21, 1915.
To the Editor.

Dear Sir:—We are inclosing in this letter, also sending separate, advertising matter used by us for newspapers and circular work.

We note from observation that your criticism of the advertising sent you by subscribers is mostly condemning. We will appreciate all the pointers you can give, but please don't abuse our work too much, lest we be too timid to send you more from time to time.

Yours truly,

J. J. LEWIS,

Advertising Manager H. D. Hubbs.

It is unfortunate that I do have to find fault with a great deal of the advertising that comes into this department. I believe everybody understands, however, that I don't do it because I like to, but because I think that finding fault will be helpful. That is what people send their advertising into me for—for my honest opinion as to its merits. And that is what I always give them.

Mr. Lewis, of the Hubbs store, sends me in quite a batch of stuff. There is a very large circular about the size of a handbill, and various newspaper advertisements, ranging in size from five inches single column up to thirteen inches double column. The advertising is all principally price advertising. Witness the advertisement I am reproducing, which is a fair type of all of it. It filled a space thirteen inches along across two columns.

You see there is nothing here *but* prices. Not a word of praise or explanation for the goods except the single word "luscious" as applied to grapefruit. I looked carefully over the large circular, as large as an ordinary newspaper page. By actual count thirty-two articles are advertised on it, and only about half have something outside the price said about them. In only fifteen cases has even a word been said about the quality or desirability. Gentlemen, I think this is a mistake. Sometimes the price alone is enough. If, for instance,

you were cutting the price of Royal Baking Powder or some other equally well known article—it would not be necessary to do anything more than to mention its

to everybody. I believe that in most cases it is a waste of time, space and money to merely advertise the price of an article whose quality can vary, and which can

Shoulders of Pork, 15c lb.

Best Pure Lard	11c lb
Legs of Spring Lamb	25c lb
Shoulders of Lamb	20c lb
Legs of Yearling Lamb	20c lb
Shoulders of Mutton	14c lb
Rack Mutton Chops	14c lb
Stewing Mutton	12c lb
Country Scrapple	10c lb., 3 lbs. 25c
Country Sausage	20c, 22c lb
Crisco—Vegetable Compound	23c Can
Pickled Tripe	9c lb., 3 lbs. 25c
Sliced Breakfast Bacon	1 1/2 lb. Boxes, 15c
Breakfast Bacon by the Strip	20c lb
Fresh Hams, Whole	18c lb
Fresh Hams, Sliced	25c lb
Vogt's Regular Hams	18c lb
Sliced Ham	25c, 28c lb
Fresh Killed Chickens	
Chuck Roast	18c, 20c lb
Rib Roast	20c, 22c lb
Bolar Roast	20c, 22c lb
Pin Bone Roast	20c, 22c lb
Knuckles of Dried Beef	27c lb

We Sell Particularly Good Meats

Hubbs' Quality Service Stores

Luscious Grape Fruit, 3 for 25c

Tokay Grapes	10c lb., 3 lbs. 25c
Clean Spinach	15c 1 1/2 pk
New Cranberries	10c lb
Concord Grapes	16c, 18c bas
Juicy Sour Lemons	15c doz
Fard Dates	15c lb
Package Dates	10c pkg
Crisp White Salad	6c, 7c Head
Large Ripe Bananas	20c doz
Sweet Juicy Oranges	27c doz
Crisp White Celery	5c Stalk
Hard Heads Cabbage	5c, 7c Head
Red Peppers	12c doz
Green Peppers	10c doz
Yellow Sweet Potatoes	35c, 50c bas
Red Sweet Potatoes	55c bas
White Potatoes	40c bas
Fresh Eggs	35c doz
Rich Cream Cheese	20c lb
Merton, the Perfect Butter	38c lb
Big Brown Loaves of Bread	5c Each
Court House Blend Coffee	20c lb

Hubbs' Quality Service Stores

name and the cut price. But as I have explained before, this is only so where the article is so well known that its quality is familiar

therefore be a very great bargain, no bargain at all, or merely good honest value. For instance, "Men's Suits \$10"—what does that mean?

It means nothing at all. Yet means just as much as to advertise some of the articles that have been advertised above, at a flat price. doesn't take much space to say about food products—usually word or two is enough. For instance, under rib roast, "Pr Chester County Cattle," or something like that, would be infinitely better than nothing. Or under package dates, "the famous Droydary brand, finest in the world." Just a persuasive, appetite-creating sentence calculated to make people want to buy.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

ASSOCIATION NEWS

Pennsylvania Retail Merchants' Association.

The State Executive Committee for the Retail Merchants' Association of Pennsylvania, which has a hundred local associations in a hundred Pennsylvania cities and towns, and is the largest State association of retail merchants in the United States, will meet at West Chester, November 29th and 30th, to prepare a programme of work. Speakers will be C. M. Wessels, William S. Denny, Albert Kaiser, E. J. Morris, J. Denny O'Neill, all well known names. Morning and afternoon sessions will be held at the Commerce Building. A programme in preparation consisting of timely talks on subjects of interest to business men, such as "What Have the Profits Gone?" "Commercial Insurance," "Getting Laws," "Roads," "Commercial Service," "Buying Right" and other subjects.

Good Dry Goods Distribution

Marshall Field & Co., in their review of the dry goods trade, say:

Current wholesale distribution of dry goods has been in excess of the corresponding period of a year. Road sales for both immediate and future shipment have been much larger volume and more customers have been in the market. Collections are normal.

PATENTS

and Trade-marks procured promptly—and properly in all countries—

Davis & Davis, Washington, D. C.

Could We Sell Cheaper If We Didn't Have to Pay Rent?

WE don't know how much we can save you on **Teas and Coffees** by mail, but we are just as sure we can save you something (because we use no salesmen) as we are that we could sell cheaper if we didn't have rent to pay.

The buyer (you) always pays the salesman's salary, never forget that? And of course you'd rather pay postage than pay a salesman's salary—if you could get as good goods. Very well, send on a sample and make us prove we'll give you as good goods.

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK
ESTABLISHED 1897



How to Sell More Rice

Put a sample of **Imperator** uncoated rice in your window beside a sample of the ordinary rice loaded with talc and glucose, use a placard telling the difference, and see yourself sell rice.

Nobody who once tries **Imperator** fancy head rice will ever willingly go back to the coated. You have an irresistible talking point which cannot fail to mean larger sales.

D. S. & H. Craig
INCORPORATED
Philadelphia, Pa.

New Grade ATMORE'S MINCE MEAT in Bulk

"TAKE a tip from me and give your customers 'Extra Family' (Blue Label) Mince Meat in bulk.

"They will be surprised and pleased to buy Mince Meat of this superlative quality in bulk. There's none better at any price."

20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842
Philadelphia



1845

Doesn't This Date Tell You Something?



This is the date **Knight's Cooking Extracts** first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for **Knight's** by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT
Cooking Extract Co.

No. 211 Arch Street
PHILADELPHIA, PA.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—

6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.

Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen.

I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about \$5 worth of supplies thrown in at the \$20 price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivering, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of one six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles labeled, and two extra syrup bottles. All the things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, doz. silver spoons, 8 doz. tumblers, doz. 10-cent and 1 doz. 5-cent Sundae cups, 1 doz. banana split dishes, 10 cream dishes, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used but three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12,
East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 1910 model Eagle Motorcycle, rated at nine horse-power, but will develop thirteen horse-power. Is equipped with head light and horn. This machine is in good condition and will be sold at bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 103.

We have for sale about 40 to 50 cases good Country Lard, in new 50-pound tins, at 11 cents per pound, net weight, f. o. b. Gordonville, Pa. Terms: Net cash 10 days. Will sell all or part, move soon. E. ZIMMERMAN & SON,
Intercourse, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list price less 10 per cent., Yellow Label, Red Label, Pink Label, Olive Label, 1/2 pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., 1/5s, 1/2s and 1-pound tin Chocolate, 1/4 and 1/2-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remaining the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—We are in the market for electric coffee mill, Hobart preferred, any canisters, refrigerating counter, desk. Goods must be in first-class condition and reasonable. Address Hamm & Yerke, 145 Market St., Amman, N. Y. 24

BUSINESS OPPORTUNITIES

WANTED.—Want to increase your business? We have the best booster out. Free. Ask for it. It will apply to you. Address Colonial Printing, Mansfield, Ohio. 24

HELP WANTED

WANTED.—Grocers' tea and coffee man to handle my line of stores on commission. H. F. Heacock, 51 Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

FIXTURES.

SALE.—Fixtures of a first-class going out of business; includes counters, counter cases, cigar coffee grinder, scales, scoops, etc. Address J. E. Elliott, Greenville, Del. 2

MISCELLANEOUS.

SALE.—One platform scales, 260 pounds, \$7.50. One plat-

form counter scales, \$3. One counter scales, \$2.50. One (old) eight-leg Chippendale sofa, in good condition, price \$200. One (old) ladder Chippendale chair, \$40. Address G. P., care Grocery World Publishing Co., 927 Arch St., Philadelphia. 21

SITUATION WANTED

WANTED.—Salesman, well acquainted with the Savannah trade, desires accounts, such as meat, coffee, preserves, etc., to sell on commission basis. He proposes to work Savannah and vicinity. Will furnish bank references. Address Salesman, P. O. Box 882, Savannah, Ga. 22

Dayton
Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Autumn Bargains

\$85 for a National Check Throwing Cash Register

\$40 for a Refrigerator, 5 x 3 x 7 feet high

\$22 for a No. 218 Enterprise Coffee Mill, equal to new

\$20 for a Toledo Computing Scale

\$16 for a large size Star Counter Coffee Mill

\$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Don't Make This
Mistake

¶ If you don't handle Wheatena, don't put it down as "just another of those breakfast foods." Wheatena is as different from the others as tea is different from coffee. If it wasn't it wouldn't sell as it does, for we spend one dollar in advertising where the others spend ten.

¶ Wheatena is the hearts of fine wheat, prepared as no one else could do it. Guaranteed without limit to everybody.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

Bought Simply Because
She Liked the Glass Package

It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of Croft's Swiss Milk Cocoa simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

PERFECTLY SIMPLE

No complication. Sell an Indexed Coupon Book for cash (in advance) and treat as a cash sale. Sell on credit and there is but one charge for the book—no other bookkeeping. They hold your transient cash customer. If you do not use them generally you should have a few to control the grouchy customer—the one who over-runs his credit—the one who is slow pay—the one who always disputes the account and others you know of. We sell them in any quantities, all sizes and f. o. b. destination anywhere in the United States.

Let us send you literature and samples. No charge. No obligations



FORBES INDEXED COUPON BOOKS

WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, Forbes Building, Coshocton, Ohio

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. NOVEMBER 22, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma-		Table and Cooking Oil.....	CO
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug ..	
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Pure Olive Oil.....	19	Toilet Soaps.....	
Blacking—Shoe.....	2	Drugs.....	22	Live Poultry.....	21				
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Raisins.....	17	Vinegar.....	
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Refined Molasses and Syrups..	27	Wood and Willow Ware	
Bouillon Cubes and Liquids	13	Extract of Beef.....	13	Mapleine.....	23	Rice.....	23	Yeast Cakes.....	
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	28	Roasted Coffee in Bulk.....	3		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Matches.....	18	Rope, Tie Yarn, etc.....	27		
Butter.....	4	Farinaceous Goods.....	14	Mince Meat.....	13				
Candles.....	4	Floor Polish.....	24	Mint Tablets.....	23	Salad Dressing.....	23		
Canned Goods.....	5	Flour.....	13	Mops.....	28	Sal Soda.....	24		
Canned Meats.....	6	Fresh Fish.....	16	Mustard—Prepared.....	26	Salt.....	23		
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Nuts.....	20	Saratoga Chips.....	16		
Cereal Specialties.....	14	Green Coffee.....	3	Oatmeal.....	14	Sardines.....	6		
Cheese.....	12	Hominy.....	14	Oils.....	19	Sauces.....	24		
Chewing Gum.....	23	Honey.....	27	Olives.....	19	Scouring Soaps.....	24		
Chocolate and Cocoa.....	8	Horseradish.....	17	Oysters.....	16	Scrapple.....	20		
Cider.....	23	Ink.....	17	Package Coffee.....	3	Seeds.....	16		
Clams.....	16	Jars and Jar Rubbers.....	4	Paper.....	9	Shoe Dressing.....	2		
Cleansers and Polishing Compounds..	24	Ketchup.....	4	Peas.....	14	Smoked Fish, Codfish and Mackerel..	15		
Cocanut.....	17	Lamp Goods.....	18	Peanut Butter.....	19	Smoking Tobacco.....	28		
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickled Meats and Fish	11	Soap Powder.....	25		
Cornmeal.....	14			Pickles.....	20	Soda—Bi-Carb.....	24		
Cornstarch.....	26			Plum Pudding.....	24	Soft Drinks.....	24		
Condensed Milk.....	10			Popping Corn.....	15	Soups.....	7		
Cottolene.....	12					Spices.....	26		
Crackers and Cakes.....	10					Stove Polish.....	26		
Cut Plug Tobacco.....	28					Sugar.....	1		
						Sundries.....	27		
						Syrup and Molasses.....	27		

ADVANCES.

Sugar.....	
Eggs.....	
Flour.....	

DECLINES.

Lard and Compound.....	
Butchers' Sundries.....	

—1—
SUGAR.

	Barrels.
Cut Loaf.....	6.90
Eagle Tablets.....	7.40
Crystal Dominoes, 24 5-lb. pkgs.....	8.50
“ “ 60 2-lb. pkgs.....	9.00
Patent Cubes.....	6.25
Confectioners' Lozenge.....	6.15
Powdered.....	6.10
Fruit Powdered.....	6.00
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.30
Granulated, fine or standard, McCahan.....	6.00
“ “ Franklin.....	6.05
“ extra fine, bbls.....	6.00
“ “ 2-lb. bags.....	6.30
“ “ 5-lb. bags.....	6.00
“ “ 10-lb. bags.....	6.15
“ “ 25-lb. bags.....	6.15
“ “ 100-lb. bags.....	6.00
“ coarse.....	6.10
Confectioners' Crystal A.....	6.00
A Confectioners'.....	5.90
A No. 1.....	5.75
A No. 2.....	5.70
Franklin B.....	5.55
Extra C.....	5.30
C.....	5.15

TEA.

	Per lb.
Formosa—	
Extra choicest, 1/2 and 1/4 chests.....	.40 -.45
Choice, 1/2 and 1/4 chests.....	.35 -.38
Finest, 1/2 and 1/4 chests.....	.27 -.30
Fine, 1/2 and 1/4 chests.....	.23 -.25
O long, black—	
Extra choicest, 1/2 and 1/4 chests.....	.30 -.35
Choice, 1/2 and 1/4 chests.....	.27 -.29
Finest, 1/2 and 1/4 chests.....	.26 -.28
Superior, 1/2 and 1/4 chests.....	.22 -.24
English Breakfast, black—	
First picking, 1/2 and 1/4 chests.....	.30 -.35
Choicest, 1/2 and 1/4 chests.....	.26 -.28
Good to superior, 1/2 chests.....	.22
First crop, about 28-lb. original boxes..	.25
Gunpowder, green—	
Extra firsts, 1/4 chests.....	.35 -.40
Firsts, 1/4 chests.....	.28 -.30
Extra seconds, 1/4 chests.....	.25 -.27
Seconds, new, 1/4 chests.....	.24
Imperial, green—	
Firsts, 1/4 chests.....	.38
Seconds, 1/4 chests.....	.25 -.30
Japan, green—	
May pickings, 1/2 chests.....	.38 -.40
First crop, 1/2 and 1/4 chests.....	.30 -.35
Second crop, 1/2 chests.....	.28 -.30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green—	
Firsts, 1/4 chests.....	.35 -.40
Hyson, green—	
Extra firsts, 1/2 chests.....	.35 -.40
Firsts, 1/2 chests.....	.28 -.32
Seconds, 1/4 chests.....	.25 -.27
Assam, black—	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Te ley's India and Ceylon, 25-lb. cases—	
1 lb. 1/2 lb. 1/4 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Orange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....per doz.	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....per tin	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....per tin	2.55

—2—

Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
“ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ Cream.....	.45	.46
Ceylon Green, Purple.....52
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400..... per doz.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....per doz.90
Victor, 13 oz., 3 doz.....40
O. K., 3 doz.....45
Colburn's, 2 doz.....85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....92
White Foam, 10 oz., 3 doz.....90
“ 16 oz., 2 doz.....	1.35

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....per doz.	75
Mica, 1/4 gross.....per gross	8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.66
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
1/4 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., 1/2 doz.....	7 20
Leslie's—	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....per case	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
1/4 lb., 4 doz.....	1 30
1/2 lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
“ No. 2, 1/4 gross.....	3.00
“ No. 3, 1/4 gross.....	3.30
“ No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

—3—

Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.27 1/4
Mocha Seed Santos, fancy, choice.....	.12 3/4
Carcacas fancy, washed.....	.15 1/4
Maracaibo, strictly fancy, mild, choice.....	.12 3/4
Santos, Peaberry, extra fancy.....	.11 1/4
Santos, fancy.....	.12 1/2
Rio, Golden, fancy.....	.10 3/4
Rio, prime.....	.09

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.33 1/2
Mocha Seed Santos.....	.15 3/4
Carcacas, extra fancy, washed.....	.18 1/2
Maracaibo, extra fancy.....	.16 1/4
Santos, Peaberry, extra fancy.....	.14 1/2
Santos, extra fancy.....	.15 1/2
Rio, Golden, extra fancy.....	.13 1/4
Rio, prime.....	.10 3/4

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12.35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins...per box	4.15
Tomson-Hummels, tin, 1/2 gross.....per gross	2 60
“ imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ No. 2, 3 doz.....	4 80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs...per box	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7 1/2 oz., 1/4 gross.....	4 25
French Laundry, large, 1/2 gross bbl...per bbl.	2.10
Admiral, 4 oz., 3 doz.....	4 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9.50

—4—

BUTTER.

Tub Butter—	
Creamery specials.....	
“ extra, 60-lb. tubs.....	
“ first, “ “.....	
“ second, “ “.....	
“ third, “ “.....	
“ dairy, extra, bakers' use, 30-60 lbs.....	24-
“ 5 and 10-lb rolls, 60 and 100-lb. boxes ..	32-
Print Butter—	
Prize.....	
Gurnee, lbs. and 1/2 lbs.....	
Awltru.....	
Milhen Farm, lbs. and 1/2 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
White Rock.....	31-

CANDLES.

P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....per box	

JARS AND JAR RUBBERS.

Mason's—	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes.....	
“ medium, 1 doz. cartons, 5 gross boxes.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ “ medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....per doz.	

CATSUP.

Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Beech-Nut—	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

-5-

CANNED GOODS.

aked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case
Snider's, No. 2	1.40
Vau Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
ma Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
ring Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
rn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
as—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
ets—	
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
ccotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Standard, Michigan, No. 2	1.20
garagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Pips, No. 1	2.25
mpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
loach—	
Standard, Maryland, No. 3	.95
ur Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

ricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
rtlett Peas—	
Extra, No. 3	2.50
" No. 2½	2.30
Extra Standard, No. 2½	2.15
Standard, No. 2½	2.15
ite Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
ches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
ches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
ches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

ples—	
ew York State, No. 3	.90
" No. 10	2.90
ckberries—	
sy syrup, No. 2	1.35
a water, No. 2	1.35
tries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ches—	
able, No. 3	1.35
econds, No. 3	1.15
ie, No. 3	.85
rtlett, Extra Standard, No. 2½	2.00
eller, syrup, No. 3	1.00
" water, No. 3	1.00
ms—	
heavy syrup, No. 2½	1.25
light syrup, No. 2½	1.00
berries—	
aine, in water, No. 2	1.40
wberries—	
extra preserved, No. 2	1.80
reserved, No. 2	1.60
water, No. 2	1.20

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Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, roos.	15.00
" Soused, ½s, oval, roos.	18.00
" high oval, roos.	19.00
" Fresh Mackerel, roos.	23.00
" dgl., Young Mackerel in Olive Oil, ½s, roos.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	14.00
Normanna, Tomato Sauce, roos.	14.00
" Boneless, ½s, oval, roos.	14.00
Roe—	
Normanna, Mackerel, red, oval, roos.	15.00
" Cod, 1-lb. round tins, roos.	24.00
" high oval tins, roos.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.	14.00
" ½s, Tomato Sauce, roos	14.00
" ½s, oval, Royans a la Bordelaise, roos.	15.00
" Portugese, Olive Oil, ½s, skinless and boneless, roos.	26.00
Boneless and peeled, ½s.	24.00
" D. & G., ½s.	26.50
" Ispa, ½s.	28.00
" Gondolier, ½s, 100.	20.00
" Landell, ½s, 100.	9.50
" Martell, ½s, 100.	10.50
" Loyal, ½s, 100.	9.50
Argonauts, ½s, 100.	14.00
Orion, smoked, ½s, key, 100.	8.00
Tomato sauce, ½s.	15.00
Truffled, ½s, key, 100.	12.50
Spiced, ½s, 100.	10.00
Royanette, oval, ½s, 100.	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.	15.00
" ½s, tomato sauce, 100.	15.00
" ½s, olive oil, 50.	13.25
" ½s, tomato sauce, 50.	13.25
Sea Queen, ½s, olive oil, 100.	11.25
Sea Pearl, ½s, olive oil, 100.	9.40
Tea Time, ½s, olive oil, 100.	7.80
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60
Norwegian—	
King George, ¼.	14.00
Nansen brand, ¼.	10.50
Portugese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s.	2.90
No. 2, ¼s, 100.	2.50
¼s, key, 100.	2.75
Irma, ¼s, 100.	4.00
Pickert's, Rival brand, carton, ¼s, 100.	3.90
" ¼s, 100.	6.00
Mustard—	
Irma, ¼s, 100.	4.00
¼s, 100.	2.25
¾s, 48.	3.60
Continental, ¾s, key, 48.	3.15
Irma, fancy, ¾s, 50.	3.80
Gold Label, ¾s, 50.	4.50
" ¾s, 100.	7.00
Underwood's, ¾s, 50.	4.50
Pickert's, Crown brand, ¾s, 48.	4.00
" Columbias, ¾s, 48.	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

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Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Erie brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingman's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	3.30
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	3.00
Normanna French Truffled Sandwich Paste, roos.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ¼	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

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Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Con-			
somme, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 1, 10½ oz., 4 doz.—			Per case
All kinds			3.60
No. 10 cans Tomato, Vegetable, Ox Tail,			
Clam Chowder, Beef and Mutton Broth,			
6 cans per case			3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery,	
Chicken, 2 Chicken Gumbo (Okra), 2 Consomme,	
Clam Chowder, 3 Mock Turtle, 1 Mulligatawny,	
Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato	
Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspar-	
agus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege-	
table	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock	
Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60
Curtice Brothers' Blue Label—	

	Quarts.	Pints.	½-Pints.
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25
Ritter's, Tomato			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes	.35
¼-lb. tins, 6-lb. boxes	.30
½-lb. tins, 6-lb. boxes	.29
1-lb. tins, 6-lb. boxes	.28
5-lb. canisters	.30
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.32
½ lb., 6 and 12-lb. boxes	.31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ½s, 6 lb.	per lb. .19
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.	.29
" ¼ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes	.26
German's, sweet, 12 lbs.	.28
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	per box	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	per box	.80
Milk Chocolate, 50 5c. pkgs. in box, per box.....	per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.29
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....		.90
5-oz. oval cans, 3 doz. in box.....		2.20
1/4-lb. round cans.....		3.48
1-lb. round cans.....		6.84
60 lbs. in case.....	Per can.	Per lb.
5-lb. round cans.....		2.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	.28
Sweet Vanilla, 8 cakes to lb.....		.28
" 8 cakes to lb.....		.45
Milk Chocolate, 12 cakes to lb.....		.45
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....		.50
Milk Chocolate Towers, 1/4-lb. boxes, 90 boxes in case.....	Per lb.	.56
Bensdorp's Cooking Chocolate—		
Blue Label, 1/4-lb. cakes, 12-lb. boxes, 12 boxes in case.....		.30
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....		.50
1 lb. boxes, 30 boxes in case.....		.55
1/2 lb. boxes, 60 boxes in case.....		.55
1/4 lb. boxes, 90 boxes in case.....		.56
Van Houten's—		
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin	.65
" 12-lb. boxes, 1/2-lb. tins.....		.36
" 6-lb. boxes, 1/4-lb. tins.....		.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....		.34
No. 350, Princess, Triple Vanilla, sweet, 1/4-lb. cakes.....		.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....		1.10
No. 3, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....		1.10
No. 54, 10 cent size, 24 tablets in box.....		1.80
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....		.39

PAPER.

Scott Paper Co.—		
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4½x5, 50 rolls.....		3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4½x5, per carton of 3 rolls, 16 cartons.....		3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4½x5, 100 rolls		3.25
Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S.	Republic (White) S.O.S.	
¼ lb.....	¼ lb.....	.23½
½ ".....	½ ".....	.28½
1 ".....	1 ".....	.38
2 ".....	2 ".....	.49½
3 ".....	3 ".....	.59
4 ".....	4 ".....	.73½
5 ".....	5 ".....	.85
6 ".....	6 ".....	1.04
8 ".....	8 ".....	1.20½
10 ".....	10 ".....	1.37
12 ".....	12 ".....	1.60½
14 ".....	14 ".....	2.03
16 ".....	16 ".....	2.17½
20 ".....	20 ".....	2.43½
25 ".....	25 ".....	2.69
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	.48
15x20, 5 reams in bundle.....		.90
20x30, ".....		1.20
24x36, ".....		1.60
Butter, Parchment—		
8x11, 1000 sheets.....	Per pkg.	.60
9x12, ".....		.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....		.10
Toilet—		
Extra quality, 100 rolls.....	Per case	5.75
Good " 200 ".....		4.95
Butter, Wax—		
9x12, about 480 sheets.....	Per pkg.	.14½
Bags, price per M—		
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow
¼ lb.	15M	.33
½ "	10M	.41
1 "	8M	.53
2 "	6M	.71
3 "	5M	.84
4 "	4M	1.08
5 "	3M	1.24
6 "	3M	1.54
8 "	2M	1.78
10 "	2M	1.95
12 "	2M	2.30
14 "	1M	2.85
16 "	1M	3.15
20 "	1M	3.45
25 "	1M	3.95
		Woll Heavy Draht
		.25
		.29
		.39
		.52
		.61
		.78
		.90
		1.12
		1.26
		1.48
		1.73
		2.20
		2.35
		2.62
		2.71

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Flour Sacks, satchel bottom—		
Majestic	Plain	
Ex. Heavy	per 100	
12 1/2 lbs., 1/2 bbl.....		.42
24 1/2 lbs., 1/2 bbl.....		.70
49 lbs., 1/2 bbl.....		1.40
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
Silk Fibre, No. 1—		
9 in. rolls.....		.02 3/4
12 ".....		.02 3/4
15 ".....		.02 3/4
18 ".....		.02 3/4
20 ".....		.02 3/4
24 ".....		.02 3/4
30 ".....		.02 3/4
Paper Towels—		
25 rolls, 150 towels each, with holder and basket.....	per case	3.75
25 roll lots.....		2.75

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.25
" 2 doz.....		3.15
Challenge, 4 doz.....		4.45
Magnolia.....		4.95
Dime.....		5.75
Baby, 1 doz., glass.....		2.00
Peninsular.....		4.55
Star, 4 doz.....		4.95
Anchor, skimmed.....		3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.50
" " small, 6 doz.....	2.50
" " family size.....	3.10
" " hotel size.....	3.75
" " confectioners' size.....	3.75
Silver Cow, small, 6 doz.....	2.50
St. Charles, small, 4 doz.....	1.75
" " tall.....	3.50
" " hotel size.....	3.75
" " confectioners' size.....	3.75
Pearl, tall.....	3.50
" " small, 6 doz.....	2.50

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....		4.65
Queen.....		4.65
Premium.....		4.25
Gold (Baby).....		2.50
Gold (Tall).....		3.50
St. Elmo.....		3.75

CAKES AND CRACKERS.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.12	
Marshmallow Mayblossoms.....	.11	
Newtons.....	.10	
Raisin Cookies.....	.13	
Saltines.....	.09	
Spiced Wafers.....	.10	
Sugar Cookies.....	.10	
Water Crackers.....	.08	
7-lb. tin pails—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.16	
Butters.....	.17	
Chocolate Bon Bons.....	.16	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.20	
Lady Creams.....	.16	
Lemon Sundae.....	.15	
Sweet Marie.....	Per doz.	
Package goods—		
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	1.25	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltina Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.

Wein Senf, Prepared Mustard. Dove Brand.

Stone pots, small, 2 doz.....	per doz.	1.40
" " with horseradish.....	"	2.00
" " large, 1 doz.....	"	2.00
" " with horseradish.....	"	2.00
Wein Senf, bbls.....	per gal.	
" 1-gal. stone jars.....	per jar	.85
" 5-gal. kegs.....	per keg	3.50
Prepared Mustard, bbls.....	per gal.	
" 15-gal. kegs.....	"	
" 10-gal. kegs.....	"	
" 5-gal. kegs.....	per keg	1.75
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sitting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	loaf	
Sap Sago, 3 to lb.....	cask, per lb.	
" " less than cask, ".....	"	
Roquefort.....	12 in case, ".....	
" " less than case, ".....	"	
Parmesan, about 30 lbs.....	loaf, ".....	
" " less than loaf, ".....	"	
Edam, 12 in case.....	single	
" " in tin.....	per lb.	
" 1-lb. tins.....	per case	
Camembert, domestic, wood boxes.....	per doz.	
" Autocrat brand, large.....	"	
" " medium, ".....	"	
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....		1.75
Parmesan, grated, ready for use, small bottles, per doz.....		2.50
Olmutter Hand, 100 in box.....		
Edelweis, Romatour and Bier-Kase.....	per doz.	
American Swiss, No. 1.....	loaf	.22
" " less than loaf.....	"	.23
" " square loaves, No. 1, about 25 lbs. each.....	per lb.	.20
Linburger, No. 1.....	box and 1/2 box	.17
" " less than 1/2 box.....	"	.20
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	.20
Brick, No. 1.....	"	.20
English Dairy.....	"	.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
" gem size, 6 in box.....	"	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" " No. 1 size.....		2.40
" " Roquefort, large size.....		2.95
" " small size.....		1.45
Fromage de Brie, M. C. C., 1 lb box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		
" 4 doz.....		
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....	"	
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.....		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less.
Cervelat (Circle S).....		.27
" (Diamond S.).....		.26
" Peutonic.....		.24
" Gothaer.....		.32
Salami (Circle S.).....		.27
" (Diamond S.).....		.26
" (G. A. P.).....		.27
Landjager, short.....	per lb.	.35
" long.....	"	
Mortadella, dry.....	"	
Knackwurst, 25 in box.....	per box	4.75
" " per doz.....		2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	"	.39
Lachs Ham.....	per doz.	1.00
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Paprika Speck.....	per lb.	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"	
" Pfefferwurst.....	"	

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....		5.75
" " 10-oz. jars.....		2.50
" " tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....	per pail	.65
" 5-lb. pails.....	"	1.25
" 10-lb. pails.....	"	1.00
Beef Salad, in glass.....		

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	
Milkers, Y. M.....	per keg	

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Mixed, standard, bbls.....		
" 1/2 bbls.....		
Milkers, standard, bbls.....		
" 1/2 bbls.....		
Scotland—		
Mixed, large, fulls, bbls.....		
" 1/2 bbls.....		
Milkers, " bbls.....		
" 1/2 bbls.....		
Marinirte Herring, Imported, about 40 in pail.....		
Roll Herring, imported, about 25 in pail.....		
Spiced Herring, imported, about 40 in pail.....		
Norway Stockfish, dry.....	per lb.	.15
Matjes Herring.....	piece	

Bismarck Herring.

Round tins, with key, pint.....	per doz.	2.65
" " quart.....	per tin	.42
" " 2 quarts.....		.75
" " 4 quarts.....		1.25
Roll Mops, 4-quart tin.....		1.30
" 2-quart tin.....		.75
" quart tin.....		
Kruger's Roll and Brat Haring, oval tins, doz.....		

Russian Sardines.

Imported, Wallkoff brand.....	per keg	
" 5-lb. pails.....	per pail	
" 10-lb. pails.....	"	
Cut Spiced, 10-lb. pails.....	"	1.25
" 5-gal. keg.....	per keg	2.75
Russian, in glass jars.....	per doz.	

Norway Anchovies.

Fancy, keg.....		
" 1/2 keg.....		
" 1/4 keg.....		
" 1/8 keg.....	per doz.	2.35
Original package.....	per 1/2 bbl.	
Repacked, 5-lb. pails.....	per pail	
" 10-lb. pails.....		
" 5-gal. kegs.....	per keg	
" 1/2-lb. flat tins.....	per doz.	
" 1/2-lb. tall tins.....	"	
" 1-lb. tall tins.....		2.10

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EGGS.

	Per doz.
Arby, candled and selected, 30 doz.	.41
stern, selected.	.40
then Farm	.40
ltru, packed in cartons.	.38

FANCY GROCERIES.

mond Staple Paste, 5-lb. cans.	per lb.	.33
chovies, in oil, 6 ring bottle.	per doz.	5.00
" " 3 ring bottle.	"	3.25
pers, Nonpareil, 1/2-gal. kegs.	"	1.25
" " quart, glass.	per doz.	7.50
" " bottled, 1/2 size.	"	2.25
" " " 1/2 size.	"	2.00
" " " 1/2 size.	"	1.20
nton Ginger, large pots, 6 to case.	per case	4.25
" " medium, 12 to case.	"	4.50
" " small, 24 to case.	"	4.25
erries in Maraschino, glass, 1 doz.	"	7.00
um Chowder, Burnham, 4 doz. 1-lb. per doz.	"	.90
" " 2 doz. 3-lb.	"	2.20
rie Powder, pints.	"	3.60
" " 4 oz.	"	2.40
" " 2 oz.	"	1.40
ench Peas, extra fins.	per case	21.00
" " fins.	"	"
" " moyens.	"	"
Cann's Irish Oatmeal.	"	"
2-lb. cans.	per doz.	3.00
5-lb. cans.	per tin	.65
4-lb. cans.	"	"
ntley & Palmer's Petit Beurre Biscuit.	lb.	.24
" " Dinner Biscuit.	"	.33
" " Breakfast Biscuit.	"	.33
" " Packed 7 and 5 lbs. in a can.	"	"
d Pepper, ring, pints.	per doz.	1.25
" " 1/2 pints.	"	.60
t, stone jars, 4 doz.	"	1.75
odore Marquett Mushrooms.	"	"
first choice.	per case	"
boice, 100 tins.	"	25.00
Extra, 100 tins.	"	30.00
Hotel, 100 tins.	"	"
uffes, 1/2 lb.	per tin	.25
" " 1/2 lb.	"	.40
" " 1/2 lb.	"	.75
" " 1/2 lb.	"	1.50
imps, pickled, small size.	"	1.10
" " Dunbar's, 2 doz.	per doz.	2.50
s in Cordial, Bishop's, 1 doz.	"	6.50
stalized Ginger, 1-lb. tins.	"	3.75
" " 1/2-lb. tins.	"	2.25
ae Juice, Rose's.	"	4.50
tor Rose Water.	"	2.25
" Peach Water.	"	2.25
ed Olives.	"	5.25
e Franco-American Food Co.	Per doz	"
roths for invallds, all kinds, 1/2 pints, 4 doz.	"	1.40

BOUILLON CUBES AND LIQUIDS.

ero Bouillon Cubes.	"	"
er tin, 100 cubes.	"	1.70
" " 50 cubes.	"	.90
er doz. tins, 12 cubes each.	"	2.75
eko Clam Bouillon.	"	"
7-oz. bottles, 1 doz.	"	2.00
4-oz. bottles, 1 doz.	"	3.75
big's Oxo Cubes.	"	"
2 1/2, 100 size.	per doz.	.85
2 1/2, 250 size.	"	2.00
ans, 100 cubes.	per 100	1.65
nour's Beef, Clam and Chicken Cubes.	"	"
mall boxes, 12 cubes, 1 doz.	"	2.50
edium boxes, 50 cubes.	per tin	.90
arge boxes, 100 cubes.	"	1.70
nour's Concentrated Bouillon.	"	"
ars, size 2, 1 doz.	"	3.50
" " 4, 1 doz.	"	6.75
" " 8, 1 doz.	"	13.00
" " 16, 1/2 doz.	"	25.00
nour's Tomato Bouillon.	"	"
bottles, size 4, 1 doz.	"	2.50
" " 12, 1 doz.	"	6.50
" " 5.	per bottle	3.00
fancy jugs, size 2.	per jug	1.25

EXTRACT OF BEEF.

nour's Solid Extract of Beef.	Per doz.	"
ars, size 2, 1 doz.	"	4.45
" " 4, 1 doz.	"	8.20
" " 8, 1 doz.	"	15.90
" " 16, 1/2 doz.	"	29.75
nour's Fluid Beef Extract.	"	"
bottles, size 4, 1 doz.	"	5.00
" " 8, 1 doz.	"	9.00
" " 16, 1/2 doz.	"	17.00

FLOUR.

	Per bbl.
esota.	6.40
lg Midas.	7.00
d Medal.	6.25
bourne.	6.40
Top.	6.40
abury's Best.	6.40
uper Idem.	5.65
le of the West.	5.60
eam.	5.50
al Veil.	6.40
ker.	6.00
e Seal.	5.65
ay White.	6.30
cker's Best.	6.00
uth Imperial.	6.15

Prepared Flours.

scilla Prepared Doughnut, Cake, Ginger.	Per case	"
bread and Tea Biscuit Flour.	"	1.44
doz. 14-oz.	"	2.40
doz. 28-oz.	"	"
(Either straight or assorted cases)	"	"

Self-Raising Flour.

ker's Buckwheat, medium, 12s.	1.50
" " Flap Jack Flour, 18s.	1.50
ie Jerry Buckwheat, 36 2s.	2.75
" " Pancake, 36 2s.	2.60

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Presto, 18 pkgs.	1.60
Aunt Jemima Buckwheat, 36s.	2.70
" " Pancake, 18s.	1.35

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.	.05 3/4
New York State Marrows, new, bags about 2 1/2 bushel.	5.15
Michigan Pea, new, bags about 2 1/2 bushel.	4.00
Red Kidney, 60 lbs. to bushel.	4.20
Peas—	
Green, domestic, bags about 2 1/2 bushel.	2.90
Yellow, split, domestic, 1 bushel bags.	3.75
Lentils—	Per lb.
ooooo, 100-lb. bags.	"
Less quantity.	"

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.	1.95
Lea's, yellow, granulated, 100 lbs.	2.15
" " fine, 100 lbs.	2.10
Western, yellow, granulated, 100 lbs.	2.00
" " table, 100 lbs.	1.95
Farina—	
Hecker's Cream, 18 pkgs.	1.50
Shaker Corn—	
Fancy, bbls.	"
Less quantity.	"
Hominy—	
Lea's Grits, 24 2s.	per case 1.80
Pearl, 100-lb. bags.	per bag 2.30
Grits, 100-lb. bags.	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case)	"
Barley—	
No. 2, 100-lb. bags.	3.00
No. 3, 100-lb. bags.	3.00
Oatmeal—	
B, bbls.	per bbl. 5.75
B, 100 lbs.	per keg 3.00
Rolled Oats—	
Avena, 180 lbs.	per bbl. 5.50
" " 90 lbs.	per bag 2.90
" " 90 lbs.	per sack 2.63
Tapioca—	Per lb.
Dromedary, 36 pkgs.	per case 2.50
Instantaneous, 50 1s.	4.00
Colburn's Hasty, 36 pkgs.	per doz. .85
Pearl, fancy, loose.	.04 3/4
Flake.	.06 3/4
Minute, 3 doz.	per case 2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.	2.25
" " 18 pkgs., small.	1.45
Egg-O-See, 36 pkgs.	1.75
E-C Corn Flakes, 36 pkgs.	1.75
Mapl-Wheat Flakes, 24 15c. size.	2.70
" " 36 10c. size.	2.80
Mapl-Corn Flakes, 36 pkgs.	2.80
Washington Crisps, 24 pkgs.	1.85
Washington Wheat Flakes, 24 pkgs.	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.	2.50
1 doz. large pkgs.	2.25
2 doz. small pkgs.	2.70
3 doz. large pkgs.	6.75
Instant Postum—	
2 doz. 4-oz. tins.	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.	5.00
1 doz. 8-oz. tins.	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.	2.70
Post Toasties—	
3 doz. popular size.	2.70
Post Tavern Porridge—	
2 doz. 15c. size.	2.80
3 doz. 10c. size.	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.	1.75
3 doz. 10c. size.	1.75
Shredded Whole Wheat, 36 pkgs.	3.60
Cream Wheat, 36 pkgs.	4.50
Triscuit, 18 pkgs.	1.80
Wheatena, 36 pkgs.	4.50
National Oats, 18s, tubes.	1.45
Malted Breakfast Food, 36 2-lb. pkgs.	4.40
" " 18 2-lb. pkgs.	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.	2.80
" " Wheat Biscuits, 36 pkgs.	3.30
" " " 18 pkgs.	1.65
" " Wheat Flakes, 24 pkgs.	1.80
" " Bran Flakes, 1 doz. pkgs.	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.	2.90
" " large, reg. asst., 20s.	4.55
" " no china, 20s.	3.85
" " tins, 36s.	4.05
Quaker Oatmeal, steel cut, 24s.	2.85
Old Fashion Scotch Brand Oatmeal, 24s.	2.85
Mother's Oats, regular, 36s.	2.90
" " large, reg. asst., 20s.	4.55
" " no china, 20s.	3.85
" " aluminum asst., 20s.	4.65
Royal Seal, 36s.	4.05
Mother's Steel Cut Oat Meal, 24s.	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.	1.80
" " family, 10s.	1.80
Quaker F. S. Hominy, pearl or gran., 24s.	1.80
" " 10s.	2.80
Mother's Hominy, pearl or gran., 24s.	1.80
" " Cornmeal, large, yellow, square, 10s.	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.	2.70
Pettijohn's Breakfast Food, 18s.	2.15
Quaker F. S. Farina, 24s.	1.45
Saxon Wheat Food, 24s.	2.70
Mother's Wheat Hearts, 18s.	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.	1.90
Corn Puffs, 36s.	4.30
Puffed Rice, 36s.	4.30
" " Wheat, 36s.	3.45
Mother's Corn Flakes.	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.	2.25
Quaker Breakfast Biscuit, 24s.	2.70
Apetizo, 24s.	2.90
Quaker Whole Wheat Flour, 10s.	2.15
Schumacker XXX Graham, 10 10s-20 5s.	3.15
Scotch Brand Pearl Barley, 24s.	1.70
Holland Rusk—	
36 pkgs.	2.85
60 pkgs.	4.75
144 pkgs.	3.60
Frehofer's Bread Crumbs, 1 lb.	.06
" Unsweetened Zwiebach.	.08 3/4

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.	1.20
" " Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.	1.45
" " " small.	.90
" " " large, gross.	17.25
" " " small, gross.	10.80
Plymouth Rock, pink or white.	1.17 1/2
Nelson's, large.	1.50
Bromangelon, assorted, 3 doz.	.87 1/2
Jellycon, assorted flavors, 3 doz.	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.	.95
Per gross.	11.25
5 gross lots, with 1/4 gross free.	per gross 11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.	.45
Per gross.	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.	1.20
Per gross.	13.80
5 gross lots, with 1/4 gross free.	per gross 13.50
Mother's, small, 1 doz.	.45
" " large, 1 doz.	.87 1/2
Cooper's, 1 doz.	.88
Tryphosa.	.88
Pudding, assorted, 2 doz.	per case 1.60
Minute Gelatine, 3 doz.	per case 3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira.	per doz. .90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.	.90
" " 50 10-oz. pkgs.	1.75
" " 100 10-oz. pkgs.	3.25
" " 24 20-oz. pkgs.	1.75
" " 48 20-oz. pkgs.	3.25
Brad's "I-X-L", 40 16-oz. pl. gs.	2.25
White Rice, shelled, sacks about 150 lbs.	.03 1/2-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.	2.00
Santa Claus, 100 10-oz. pkgs.	2.75
" " 50 10-oz. pkgs.	1.45
Yankee, 100 12-oz. pkgs.	3.00
" " 50 12-oz. pkgs.	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.	.12
Short, 25 1s.	.12
Cubes or Elbows, 24 1s.	.12
Spaghett, 25 1s.	.12
Vermicelli, 25 1s.	.12
Alphabet, 25 1s.	.12

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghett a la Milanais, No. 1, 4 doz.	.90
" " No. 2, 2 doz.	1.35
Frehofer's—	Per lb.
Elbow Macaroni, 36 1s.	.10
Straight Macaroni, 36 1s.	.10
Pastels, 36 1s.	.10
Spaghett, 36 1s.	.10
Elbow Spaghett, 36 1s.	.10
All styles, 10c.	.07 1/2
Noodles, 1/2 lb., 24s.	.06
Fancy, long, 25 1s.	.07 3/4
Cubes or Elbows, 24 1s.	.07 3/4
Spaghett, 25 1s.	.07 3/4
Vermicelli, 25 1s.	.07 3/4

Choicest Grades.

Macaroni, long, 25 1s.	.07
Elbows, 25 1s.	.07
Spaghett, 25 1s.	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2.	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3.	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4.	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5.	550-650	20.00	10.60	5.50	1.25
Shore Bloaters.	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1.	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1.	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2.	225-250	24.00	12.60	6.50	1.45
Extra Irish, No. 2.	300-350	"	"	"	"
Medium Irish, No. 2.	350-450	"	"	"	"
Irish, No. 4.	400-450	"	"	"	"
Large Cape Shore.	100-120	16.00	8.60	4.50	1.05
Med. Cape Shore.	180-220	17.00	9.10	4.75	1.10

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.	"	"	"	"	"
Lab. Splts.	"	"	"	"	"
Herring, large No. 2.	"	"	"	"	"
Lah. Splts.	"	"	"	"	"
Shore, round, large.	"	"	"	"	"
" " medium.	"	"	"	"	"
Ocean Whiting Fish.	5 50	3.35	"	.50	.45
Salmon Trout, pink.	17.00	9.10	4.75	"	"
" " white.	15.00	8.10	4.25	"	"
Shad, Mess.	"	"	"	"	"</

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DRIED FRUITS.
Domestic.

	Per lb
Apples, Evaporated—	
Choice, 50 lbs.....
“ 25 lbs.....
“ 48 pkgs.....	.09
Apricots—	
Knighthood, 10-lb. boxes.....	.17
Dos Palmos, choice.....	.09½
“ crown slabs.....	.08½
“ standard.....	.09½
Cherries—	
California, pitted, 25 lbs.....
Eastern, pitted, 25 lbs.....
Peaches—	
Jumbo, Yellow, 25 lbs.....	.09½
Fancy Muirs, 50 lbs.....	.07
Choice Yellow, 50 lbs.....	.06
Extra choice Muirs, 50 lbs.....	.06½
Extra fancy Muirs, 25 lbs.....	.08½
Pears—	
Del Monte, extra fancy, 25 lbs.....
“ fancy, 25 lbs.....
Fancy California Bartlett, 25 lbs.....
Plums pitted—	
Fancy Red, 25 lbs.....	.11¾
Nectarines—	
Extra choice, 25 lbs.....

Foreign.

Citron, 10 lbs.....	.16¾
Orange Peel, 10 lbs.....	.12½
Lemon Peel, 10 lbs.....	.13¾
Currants—	
Knighthood, 40 pkgs.....	.10¾
Woodlyn, 40 pkgs.....	.10½
Gold Medal, 25 lbs., loose.....	.12
Dates—	
Dromedary, 35 pkgs.....	per case 2.80
Valca, pitted, 30 pkgs.....	.11
Unpitted, 30 roc. pkgs.....	.07½
Fard, 14 lbs.....	.09¾
Hallowee, 70 lbs.....	.06¾
Figs—	
Smyrna, 7 crown, 14 lbs.....
“ 6 crown, 14 lbs.....
California, 12 pkgs.....	per box .76

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.....	.08½
50-60.....	.07¾
60-70.....	.07¼
California, 25-lb. boxes—	
40-50.....	.09
50-60.....	.08½
60-70.....	.07¾

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.....
Clusters, Imported—	Per box
Extra Desserts, 20 pkgs.....	3.75
Connoisseur, 20 pkgs.....	3.30
California Seedless—	Per lb.
Thompson, 50 lbs.....	.10¾
Sultana, fancy, 50 lbs.....	.10¾
California, Loose—	
Muscatsels, 4 crown, 50 lbs.....	.08½
“ 3 crown, 50 lbs.....	.07½
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.....
Fancy Ondara Layers, 28 lbs.....	.08¾
Seeded—	Per pkg.
Knighthood, 36 pkgs.....	.09
Owl, fancy, 36 pkgs.....
Crystal, 40 pkgs.....	.09
Sun-Maid, 36s.....	.08¾
Seedless—	
Not-a-Seed, 36 pkgs.....	.10¾
Valca, Thompson, 40 ls.....	.12

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.....	3.25
24 ½-lb. pkgs.....	3.00
12 1-lb. pkgs.....	2.75
48 ½-lb. pkgs.....	1.80
24 ¼-lb. pkgs.....	1.75
12 ½-lb. pkgs.....	1.65
Dunham's—	Per lb.
¼-lb. pkgs., 15 lbs.....	.29
¼ and ½-lb. pkgs., 15 lbs.....	.28½
Baker's Premium—	Per case
120 5c. pkgs.....	4.40
60 5c. pkgs.....	2.20
30 10c. pkgs.....	2.10

HORSERADISH.

Diamond cut glass, 2 doz.....	Per doz. .82½
Millemann's, No. 8 bottles, 2 doz.....	.82½
Schramm's, large tumbler, 2 doz.....	.82½
Sherbert glass, 2 doz.....	.45

INK.

Arnold's, black, 32.....	per bottle .50
Continental, red, 1 doz.....	.32½
“ black, 3 doz.....	per box .67½
“ Writing Fluid.....	per qt. .50
Royal, black, 3 doz.....	.25
Stafford, Commercial, 32.....	.60
Thaddeus Davids Co.—	Per doz.
Electro Chemical Writing Fluid.....	per qt. .65
Square, Oriental Red, 2 oz., 1 doz.....	.40
“ Green, Blue or Violet, 2 oz.....	.40
“ Magic Black, 2 oz., 1 doz.....	.40
“ Electro Chemical, 2 oz., 1 doz.....	.40
Lettering, show card ink, 2 oz., all colors.....	1.00

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LAMP GOODS.

Lamp Chimneys—	Per case of 6 doz.
Sun, Crimp, Lustre brand	No. 0. No. 1. No. 2.
	3.00 3.60 4.50
	Per doz.
Electric, No. 2.....	.80
“ No. 2, slim.....	.80
Rochester, No. 2.....	.80
“ No. 2, 12 inch.....	1.25
Success, No. 1, 10 inch.....	.90
“ No. 1, 12 inch.....	1.25
No. 0, Tubular Lantern Globes.....	5 doz. 2.75
Cold Blast.....	5 doz. 3.25
	No. 1. No. 2.
Jumbo Chimneys, plain.....	per doz. .75 .85
“ dec., 207... ..	.90 1.00
	No. 0. No. 1. No. 2.
Banner Burners.....	.40 .50 .70
	No charge for packages.
Oil Cans—	Per doz.
1 gal. glass.....	2.40
1 gal. galvanized, Pearl.....	2.00
5 gal., Lennox, spout.....	6.00
5 gal., “ spigot.....	6.75
5 gal., Columbia.....	8.00
5 gal., Banner.....	9.00
5 gal., Climax, pump.....	10.00
5 gal., Home Rule, pump.....	12.00
Lanterns—	
No. 0, Standard.....	4.00
No. 0, Dash.....	7.50
Cold Blast.....	7.50
Nu Stylin.....	8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.....	3.45
Case of 2 doz.....	1.80
Babbitt's Lye, 4 doz.....	3.50
“ 2 doz.....	1.80
Lewis' Lye, 4 doz.....	3.25
Red Seal, sifting top cans, 4 doz.....	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.....	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.....	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.....	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.....	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.....	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.....	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.....	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.....	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.....	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.....	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, ½ case free with 5½ cases, ¼ case free with 2¾ cases.	

MINCE MEAT.

None Such—	Per case
¼ gross.....	2.70
½ gross, with 3 pkgs. free.....	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.....	.09½
Barrels and halves, 400 and 250 lbs.....	.09½
Wooden pails, 20, 40 and 68 lbs.....	.09½
Keystone—	
Quarters, 110 lbs.....	.08
Barrels and halves, 400 and 250 lbs.....	.08
Wooden pails, 20, 40 and 68 lbs.....	.08½
Condensed, cartons.....	3 doz. to case 2.70
“ “.....	6½ doz. to case 5.40
Extra Family—	
Barrels, halves and quarters.....	.13
Wooden kits, 20, 40 and 68 lbs.....	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1½-lb. pails, 2 doz.....	2.40
3-lb. pails, 1 doz.....	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.....	5.50
“ ½ doz.....	3.00
	Per lb.
Canakins, 10 lbs.....	.13½
“ 20 lbs.....	.13
“ 40 lbs.....	.12½
Homemade Style, Moist—	
Kits, 10 lbs.....	.11¾
“ 25 lbs.....	.10¾
“ 50 lbs.....	.10½
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.....	.09½
Tubs, 70, 35 and 18 lbs.....	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.....	.08
35 and 18-lb. tubs.....	.08½
Packages not returnable.	

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LIME.

Chloride, Acme, sifting, 25-lb. boxes.....	Per lb. .05¾
“ Banner, sifting, 25 ls.....	3-box lots .05
	.06½

OILS.

Stove Gasolene.....	Per gal.
Headlight, 150 test.....

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.....	1.40
“ No. 19, 1 doz.....	4.25
“ No. 32, 1 doz.....	6.50
“ No. 8, 4 doz.....	.90
Stuffed—	
Ring, 4 doz.....	.90
Fancy, No. 15, panel bottle, 2 doz.....	2.15
“ No. 10, panel bottle, 2 doz.....	1.40
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs
X.....	1.30 2.45 5.30
XX.....	1.45 2.60 5.75
XXX.....	1.50 2.70 5.70
XXXX.....	1.60 2.90 6.10
Mammoth.....	1.95 3.50 7.70
Pails, large, 1 gal.....	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles.....	8.50
Large bottles.....	6.50
Medium bottles.....	7.00
Small bottles.....	4.50
½-gal. tins, 5 gal.....	16.00
¼-gal. tins, 10 gal.....	28.50
½-gal. tins, 10 gal.....	27.00
1-gal. tins, 10 gal.....	26.00
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.....	15.00
¼-gal. tins, 10 gal.....	26.50
½-gal. tins, 10 gal.....	25.00
1-gal. tins, 10 gal.....	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 ½-gal. cans.....	12.00
Beech Nut—	Per doz.
Bottles, 24 oz.....	10.50
“ 16 oz.....	7.75
“ 4 oz.....	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon.....	2.70
“ “ half gallon.....	2.75
“ “ quart.....	2.80
“ “ pint.....	2.90
“ “ half-pint.....	3.00
Normanna Olive Oil—	Per gal.
1 gallon.....	2.80
½ “ 2 tins.....	2.90
¼ “ 4 tins.....	3.00
⅛ “ 8 tins.....	3.10
“ 16 tins.....	3.20
Re Umberto Oil—	
4-oz. bottles.....	per doz. 2.25
16-oz. bottles.....	“ 6.50
1 gallon.....	2.50

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5½-oz. bottles.....	.90
48 5½-oz. bottles.....	.90
Pint cans, 24 to case.....	1.90
Quart cans, 24 to case.....	3.35
Gallon cans, 6 to case.....	12.60
Cottonseed, large, 2 doz.....	.87½
“ medium, 2 doz.....	.77½
Wesson's Cooking, 30 No. 2.....	per case 7.50
Fancy, 8 cans.....	per case 7.50
Loubon, large, 1 doz.....	1.62½
“ small, 2 doz.....	.45
Goldenoye—	
4 doz. 7-oz. bottles.....	3.60
2 doz. 21¼-oz. cans.....	4.80
1 doz. ½-gal. cans.....	6.50

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large.....	2.00
Medium.....	1.35
Small.....	.90
McLaren's—	
Small, 2 doz.....	.85
Medium, 2 doz.....	1.35
Large, 1 doz.....	2.25
Beardsley's—	
Acme, 14¼-oz. jars, 1 doz.....	2.35
“ 10-oz. jars, 1 doz.....	1.90
“ 6¾-oz. jars, 2 doz.....	1.35
“ 4¼-oz. jars, 2 doz.....	.90
Peanutene, No. 2 jars, 2 doz.....	1.85
“ No. 4 jars, 3 doz.....	.92½

DA'ENUT BUTTER.

Large, 1 doz.....	Per doz. 2.30
Medium, 2 doz.....	1.40
Small, 2 doz.....	.90

NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.....	Per lb. .24½
Almonds, Ne Plus Ultra, bags, about 75 lbs.....	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.....	.15½
Filberts, hales, about 220 lbs.....	.09
Brazils, large, bags, about 180 lbs.....	.13¾
Pecans, large, bags, about 160 lbs.....	.12¾
“ medium.....	.15¾
Mixed Table Nuts, 25 lbs.....	.15¾

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Peanuts, Green—

Jumbo.....	.06¾
Fancy, hand picked.....	.05¾
Virginia, choice.....	.04¾
Peanuts, Roasted—	Per bush
Jumbo.....	1.70
Fancy, hand picked.....	1.40
Virginia, choice.....	1.65
B g Nickel.....	100 cartons 3.75

PICKLES.

Sweet—	
16-gal. keg, 2100s.....	15.25
10-gal. keg, 1300s.....	10.25
5-gal. pail, 650s.....	5.25
16-gal. keg, 3600s.....	18.25
10-gal. keg, 2200s.....	12.25
5-gal. pail, 1100s.....	6.25
16-gal. keg, 5000s.....	20.50
10-gal. keg, 3000s.....	13.75
5-gal. pail, 1500s.....	7.00
16-gal. keg, 7500s.....	22.75
10-gal. keg, 4500s.....	15.25
5-gal. pail, 2250s.....	7.75
Sweet Mixed—	
16-gal. keg.....	12.00
10-gal. keg.....	8.50
5-gal. pail.....	4.35
Sour and Dill—	
45-gal. bbl., 1800s.....	17.50
32-gal. bbl., 1200s.....	12.00
16-gal. k-g, 600s.....	6.50
45-gal. bbl., 2400s.....	19.00
32-gal. bbl., 1600s.....	13.00
16-gal. keg, 800s.....	7.00
5-gal. pail, 250s.....	2.50
45-gal. bbl., 3600s.....	20.50
32-gal. bbl., 2400s.....	14.00
16-gal. keg, 1200s.....	7.50
5-gal. pail, 350s.....	3.00
Chow-Chow—	
16-gal. keg.....	10.00
10-gal. keg.....	6.75
5-gal. pail.....	3.50
Sweet Pickle Relish—	
16-gal. keg.....	11.50
10-gal. keg.....	8.25
5-gal. pail.....	4.25

VINEGAR.

Pure Cider, 45 grain.....	Per gal. .13
“ 40 grain.....	.12
Distilled, 45 grain.....	.09
“ 40 grain.....	.08½
Fermented, 45 grain.....	.09½
“ 40 grain.....	.09
Beech-Nut, quarts.....	per doz. 2.50
“ pints.....	“
“ ½ pints.....	“
Cruikshank, distilled, white.....	per gal. .13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	20
“ “ 10-12 lbs.....	19
“ “ 14-16 lbs.....	18
“ Skinned Hams.....	17
“ Cooked Hams.....	26
“ Bacon.....	25
“ Dried Beef, insides.....	28
“ Beef, knuckles.....	
Empire Brand Hams, 10-12 lbs.....	17
“ Skinned Hams, 18-20 lbs.....	14
“ Picnic Shoulders.....	14
Hams, skinback, 18-20 lbs.....	13
“ 14-16 lbs.....	16
“ 8-12 lbs.....	16
Picnics, 6-8 lbs.....	13
Dried Beef, sets, city smoked.....	27
“ tenders and knucks.....	27
“ air dried, sets.....	27
“ tenders and knuckles.....	27
Brisket Pork.....	21.00
Jersey Pork, butt..... per bbl.	21.50
“ family.....	23.50
Breakfast Bacon, rib in.....	17
“ boneless.....	19
S. P. Bellies, 14 lbs. average.....	14
Bologna, 25-lb. boxes.....	
Boiled Boneless Ham.....	22
Beef Tongues, smoked, 5-6 lbs..... per lb.	20
Cooked Compressed Ham, 25-lb. boxes.....	
Covered Hams ¼ ct. extra. Covered Shoulders, Picnics and Bacon, ½ ct. extra.	
Voigt's Baked Meatkake, 2 doz. 3½-oz. cans...	1.80

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20
Acme, Lautz.....	100 ..	3.75
Ark, Fairbank's, yellow laundry...	100 ..	2.00
Babbitt's White Floating.....	100 ..	3.85
" Naphtha.....	100 ..	3.90
" N. Y. C.....	60 ..	3.40
Best, B. T. Babbitt.....	100 75	3.90
Borax, Pearl, Young & Co.....	40 40	2.80
" Naphtha, Eavenson.....	100 br.l.	4.00
" Dreydoppel.....	40 40	2.85
" Novelty, Day & Frick.....	40 40	2.90
" Red Seal, Tomson.....	100 ..	4.00
Big Master, Lautz.....	100 ..	3.90
Circus, Lautz.....	100 ..	3.75
Clairette, Fairbank's, yel. laundry	100 5ct.	3.00
Cream Borax, Lautz.....	100 ..	3.90
Coal Oil Johnny.....	100 ..	3.85
Dandy, Fairbank's, yel. laundry...	100 ..	2.00
Fairy, Fairbank's.....	100 5ct.	4.00
".....	100 10ct.	6.75
Fels-Naphtha, Fels & Co.....	100 75	4.00
5-case lots.....	100 ..	3.95
Gloss, Lautz.....	100 ..	3.75
Ivory, P. & G.....	100 10 oz.	7.00
".....	100 6 oz.	4.90
Jewel, Fairbank's, yel. laundry...	100 ..	2.20
Lautz Naphtha, 10 cartons.....	100 ..	3.90
" Master.....	100 ..	3.75
Lenox, P. & G.....	100 ..	3.05
Lotus, white, Lautz.....	100 1dry.	5.20
".....	100 5ct.	3.90
Mascot, Fairbank's, yel. laundry ..	100 ..	2.20
Marseilles, Lautz.....	100 5ct.	4.00
" laundry size.....	100 ..	6.00
Miller's, C. Miller & Co.....	100 ..	4.00
Miners', Lautz.....	100 ..	3.05
Mystic White Borax, Lautz.....	100 ..	4.00
Noxal, Penna. Soap Co.....	100 7 oz.	1.55
New Process, Lautz.....	25 ..	3.80
".....	30 ..	3.80
Oak Leaf, Lautz.....	100 ..	3.05
Oleine, Oxide, P. & G.....	72 60	3.05
" Penna., Miller.....	60 50	1.95
" Phila., Lautz.....	60 60	3.15
" Conway.....	60 60	3.10
" Kirk's.....	84 ..	2.75
" Monarch, Miller.....	60 ..	2.10
" C. & C., Globe Soap Co.....	60 5ct.	2.40
Polo, P. & G.....	120 ..	2.40
Pound Bleacher, Day & Frick.....	60 ..	2.65
P. & G. Naphtha.....	100 ..	3.90
Railroad, Lautz.....	120 ..	2.50
Queen Anne, Lautz.....	100 ..	3.20
Queen White, Lautz.....	100 ..	3.90
Santa Claus, Fairbank's, yel. ldy..	100 5ct.	3.00
Star, P. & G.....	80 ..	3.20
Sunny Monday, Fairbanks.....	100 ..	4.00
Velvet, P. & G.....	100 ..	3.90
White Flake, Kirk's.....	100 ..	3.75
White Fleece, Lautz, laundry size.	50 ..	2.50
" 5c. size.....	100 ..	3.25
Wool Soap Flakes, boraxated, 50 roc. size	3.75	
" 20 25c size.....	3.75	
Swift & Co.—		
Arrow Borax, 100 bars.....	3.85	
Classic White Laundry, 100 bars.....	3.85	
Naphtha, 100 bars.....	3.85	
Old Mill, 100 bars.....	2.50	
Pride, 100 bars.....	2.85	
Wool, 100 5c. bars.....	3.85	
" 100 roc. bars.....	6.50	
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.05
" 100 bars.....	3.90
Cygnat, floating, Young & Co., 6½ oz., 50 cakes.....	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Conti, white.....	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5½-oz. cakes, 1 doz box...gross	4.50
Fairy, Fairbank's, 100 cakes.....	4.00
" 100 roc.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Hand Sapolio, ¼ gross.....	9.50
Marseilles, white, Lautz, 100 pkgs.....200 cakes	4.00
" 50 pkgs.....100 cakes	2.10
Miller's.....	1.75
Pummo, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Pumiss, Jergens', 100 cakes.....per box	3.85
" Haskin's, 36s.....	1.45
Witch Hazel, 3 cakes.....per gross	3.50
White Fleece, Lautz, 200 cakes.....	2.50
Swift & Co.—	
Vulcan Pumice, 100s.....	3.50
" 50s.....	1.80
Raven Tar, 100s.....	3.50
" 50s.....	1.80
Queen Regent, 100s.....	3.50
" 50s.....	1.80
Witch Hazel, 100s.....	3.50
" 50s.....	1.80
Jergens' Violet Glycerine.....per doz.	.75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.....	3.60
Gold Dust, Fairbank's.....	4.30
" 100 5c.....	3.85
Oak Leaf, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 3, 100 12-oz.....	4.00
Pearline, 36 10c. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Red Star, Gowan's, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Snow Boy, Lautz, 60 5c. size.....	2.40
" 48 10c. size.....	3.75
" 100 5c. size.....	3.75
" 24 family size.....	3.75
" 20 laundry size, 6 teaspoons in each pkg.....	4.00
Queen Anne, Lautz, 60 5c. pkgs.....	2.40
" 24 pkgs.....	3.75

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Lautz Naphtha Soap Powder.....60 pkgs.	2.40
".....100 pkgs.	3.75
Kirkline, Kirk's, 24 4s.....	3.80
Grandma, 100s.....	3.65
Polly Prim, Scouring, Fairbank's, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerine, 100s.....	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" 100s, 5c. size.....	3.60
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" 100 16-oz. pkgs.....	3.75
" 24 4-lb. pkgs.....	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
10.....	2.20
25.....	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, ¼ gross.....	per gross 5.00
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MUSTARD—Prepared.

Stohrer's, 5c. tumblers, 4 doz.....	Per doz .45
Beer Mug, fancy, large size, 2 doz.....	.67½
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.35

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.....	.80
McCormick & Co., Ground—	Per lb.
Allspice.....	.10½
Cinnamon.....	.13½
" Col. Cinnabar.....	.18½
" Saigon.....	.71
Cloves.....	.25
Cream Tartar.....	.40
Ginger, African, Crystal.....	.11½
" Cocbin.....	.14½
Mace.....	.80
Nutmegs, ground.....	.24
Pepper, Singapore.....	.17
" Butchers'.....	.17
" Red.....	.19
" White.....	.25
Tumeric.....	.09½
Whole—	Per lb.
Allspice (Pimento), original bags.....	.05
" less quantity.....	.05½
Cinnamon, Canton, fancy.....	.11
" Java, thin quill, about 5-lb. rolls.....	.30
" Saigon.....	.55
" Mandalay, stick, 48 5c. cartons ..	.38
Cloves, choicest Zanzibar, bags.....	.17½
" less quantity.....	.19½
Green Ginger Root.....	.15
Mace, choicest Penang.....	.75
Nutmegs, medium.....	.80
" large.....	.81
Pepper, black, original bags.....	.14½
" less quantity.....	.16½
Pickling—	
Mixed, 6 or 10-lb. boxes.....	.14
Mayflower, isinglass front, roc., 2 doz.....	.70
" 5c., 4 doz.....	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.....	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....per lb.	.07½
" 20 1-lb. pkgs.....	.07½
Best, 24 1-lb. pkgs.....	.03¾
" 48 1s.....	.03¾
Duryea's, 40 1-lb. pkgs.....per lb.	.07½
" 20 1-lb. pkgs.....	.07½
Niagara, 48 1-lb. pkgs.....	.05½
" 24 1-lb. pkgs.....	.05½
Cream, 48 1-lb. pkgs.....per case	3.60
Argo, 24 5c. pkgs.....per container	.92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06¾
" Silver Gloss, 40 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
Duryea's, Superior, 3-lb. cartons.....	.06¾
" Satin Gloss, 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
" Superior B, bulk, 40 lbs.....	.03¾
Best Gloss, bulk, 50 lbs.....	.03¾
Niagara, Laundry, 50 lbs., bulk.....	.03¾
" 48 1-lb. pkgs.....	.05½
" 16 3-lb. cartons.....	.05½
" 6-lb. boxes.....	.06¾
Celluloid, 64 10c. pkgs.....	5.00
" 64 5c. pkgs.....	2.50
Elastic, 64 10c. pkgs.....	4.80
" 64 5c. pkgs.....	2.40
Ivory, 72 10c. pkgs.....	5.00
" 36 10c. pkgs.....	2.50
" 72 5c. pkgs.....	2.50

STOVE POLISH.

Enameline Paste, small, ¼ gross.....	Per gross 4.50
" large, ¼ gross.....	7.20
" Liquid, large, ¼ gross.....	7.50

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Mason's Challenge Paste, boxes, ¼ gross.....	5.00
Electric Paste, ¼ gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" 10c. size.....	7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	9.00
Packed ¼ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs.....	per lb. .07½
Weikel's, 24 pkgs.....	per doz. .90
Bird Gravel—	
Red, 36 pkgs.....	per doz. 1.05
Silver, 36 pkgs.....	1.05
Bath Brick, 25 bricks.....	per box .77½
Toothpicks, Eureka, 100 boxes.....	per case 1.80
" Saginaw, 3 doz.....	per doz. .37½
David's Liquid Glue.....	" .90
" Mucilage.....	" .75
" Cone General Mucilage, 2 oz.,	" .30
1 doz.....	.80
Le Page's Glue, bottle.....	" .80
" tube.....	" .80
Royal Glue, 3 doz.....	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count.....	.08½
10 oz.,.....	.10
12 oz.,.....	.12
Wooden keg, ½-gross case, assorted, 6, 8,	
10s.....	per case .92½
Mating Tacks—	Per doz.
No. 11, blued.....	.12
No. 12,.....	.17
Fly Paper—	
Sticky.....	10 cartons 2.35
Tanglefoot.....	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .40
Poison.....	1 doz. sheets .20
1-X-L Poison.....	50 envelopes .60
Wire Fly Swatters, leather bound.....	per gross 3.60
Wax, white and yellow.....	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet.....	.90
" 60 feet.....	1.10
" 75 feet.....	1.35
" 90 feet.....	1.50
" 100 feet.....	1.70
Coils or spools, ¼ inch.....	per lb. .11½
Jute—	Per lb.
Reels.....	.08
Tie Yarn—	Per lb.
5-lb. balls.....	.21
Colored assortment.....	.26
Cones.....	.20

SYRUP AND MOLASSES.

All Molasses in ½ bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.38
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Cora.....	.33
River Front.....	.30
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26

Glucose.

Best, for confectionery.....	per cwt. 2.65
------------------------------	---------------

HONEY.

Selzer's, small bottles, 2 doz.....	Per doz .95
" medium bottles, 2 doz.....	1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" medium bottles, 2 doz.....	1.40
" small bottles, 2 doz.....	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound.....	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2½, 2 doz.....	2.32
Karo, cane flavor, 24 2 lb.....	Per case 1.90
" 24 2½ lb.....	2.30
" 12 5 lb.....	2.25
" 6 10 lb.....	2.15
" crystal white, 48 1½ lb.....	3.50
" 24 1½ lb.....	1.80
" 24 2 lb.....	2.15
" 24 2½ lb.....	2.55
" 12 5 lb.....	2.50
" 6 10 lb.....	2.40
Lassies, 24 2 lb.....	2.00
Duff's—	
No. 2½, screw cap, 2 doz.....	1.90
roc. size, 4 doz.....	.94
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.10
No. 2½, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2½, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s.....	1.15
" 2s.....	1.90
" cups.....	1.25
Turkey, No. 2, 2 doz.....	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.....	2.
" medium, 2 doz.....	1.
Golden Tree, large, 1 doz.....	2.
" medium, 2 doz.....	1.

WOOD AND WILLOW WARE

Brooms.

No. 6, R. P., fancy.....	Per 2
7, ".....	2
6, Household.....	3
7, ".....	3
6, Monogram.....	3
7, ".....	3
Daisy.....	2

Washboards.

Single Zinc—	Per
No. 100, Northern Queen, Protector.....	
No. 101, Tidal Wave.....	
No. 123, Seal Globe.....	
No. 126, Ruby.....	
Double Zinc—	Per
No. 56, Red Cross Swing, Protector.....	
No. 80, Double Seal Globe, Protector.....	
No. 85, Double Stag, Wide Head.....	
No. 687, Double Leader Swing, Protector.....	

Buckets.

Painted, 2 hoops, flat.....	Per
" 3 hoops, flat.....	
Galvanized, 10 qt.....	
" 12 qt.....	
Indurated Fibre.....	

Butter Dishes.

Wire ends, 1 lb.....	per 1000
" 2 lb., oval.....	per 1000

Clothes Pins.

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, November 29, 1915.

No. 22.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT
927 Arch Street, Philadelphia.
TELEPHONES:
{ Filbert 3286
{ Filbert 3287
ate Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.
DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR	
United States and Mexico.....	\$3.00
Canada	3.50
Great Britain and Continent of Europe and Asia	4.50
Single Copies10

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Attorney General's Department Says State Food Laws Can Be Enforced Against Outside Products Even Though They Conform With Federal Food Law

An Official Answer to the Oft-repeated Contention That the Decision in the Wisconsin Karo Syrup Case Made a State Helpless to Enforce Its Own Laws Against a Product Which Complied with the Federal Act.

During the week the Attorney General's Department of Pennsylvania has given to the Dairy and Food Commissioner an opinion that the Pennsylvania State food law could be enforced against any product shipped into the State from outside, which was illegal under the State act, even though it complied fully with the Federal Food Act. It has been contended that the decision in the McDermott Karo syrup case prevented that.

A full discussion of the opinion and its effect upon the food situation, appears on the editorial page. The opinion is as follows:—

You propound the following question:—

"If a box containing two or more dozen bottles of catsup, properly sealed and labeled in conformity with the National Food and Drugs Act of June 30, 1906, and shipped from Rochester, N. Y., to a retail merchant in Pennsylvania, is opened and the bottles placed upon the shelves of the store for sale, and upon purchase by an agent of this Department, and on analysis the catsup is found to violate the pure food laws of this State, can the Pennsylvania laws be enforced?"

With your request you submit a letter of Curtice Bros. & Co., of Rochester, N. Y., a copy of a letter of the State Food and Drug Commissioner of Indianapolis and an opinion of the Attorney-General of Indiana, all to the effect that there can be no interference with a grocer who sells to his customer a single bottle of catsup if it complies with the National Food and Drugs Act, even though it violates the laws of the State, when such bottle of catsup was a part of the shipment from another State and originally packed in a larger case or box.

Your inquiry and the correspondence submitted are the result of a misconstruction of the case of McDermott vs. Wisconsin, 228 U. S. 115, 57 Lawyers' Edition 754. The impression prevails since the opinion in that case that a State cannot enforce its pure food laws against single, sealed packages of food misbranded or adulterated according to State laws, if such single packages comply with the provisions of the National Food and Drugs Act of June 30, 1906 (34 St. at Large, 768, Chapter 3,915, U. S. Comp. Stat. Supp. 1911, page 1,354). This impression is not justified by the decision itself. The precise questions in that case were:—

First.—Whether the word "package" as used in the Food and Drugs

Act was limited to "original package" as understood in interstate commerce, or whether it included the goods upon the shelves of a local merchant for sale.

Second.—Whether the Wisconsin law, which required the goods to contain the exclusive labels provided by that statute, and, in effect, prohibited the labels required under the National Food and Drugs Act, was beyond the power of the State to enforce.

The plaintiff in error, a retail merchant in Oregon, Wis., was convicted of violating the Wisconsin statute because he had in his possession with intent to sell and offered for sale, "Karo Corn Syrup" which was not labeled according to the Wisconsin law providing that "the mixture or syrups designated in this section shall have no other designation nor brand than herein required, etc. He had purchased from the wholesale grocers in Chicago 12 half-gallon tin cans of Karo Corn Syrup, the shipment being made in wooden boxes containing the cans, and when the goods were received at the store, the cans were taken from the original boxes and placed on the shelves for sale at retail. The cans were labeled in accordance with the National Pure Food and Drugs Act. That Act provides, as stated in the opinion of McDermott vs. Wilson, page 130:—

"And as to food, if it shall be label or branded so as to deceive or mislead a purchaser, or purport to be a foreign product when not so, or if the contents of the package as originally put up shall have been removed in whole or in part, and other contents placed in such package; or if the package fail to bear a statement of the label as required, or if in package form and the contents are stated in terms of weight or measure, and they are not plainly and correctly stated on the outside of the package; or if the package containing it or its label contain any design or device regarding the ingredients or substances contained therein which are false or misleading in character, the food shall be deemed misbranded."

The court, speaking through Mr. Justice Day, said:—

"That the word 'package' or its equivalent expression, as used by Congress in Sections 7 and 8 in defining what shall constitute adulteration and what shall constitute misbranding within the meaning of the act, clearly refers to the immediate container of the article, which is intended for consumption by the public, there can be no question. And it is sufficient, for the decision of these cases, that we consider the extent of the word 'package' as thus used only, and we therefore have no occasion, and do not attempt, to decide what Congress included in the terms 'original unbroken packages,'

as used in the second and tenth sections, and 'unbroken package' in the third section. Within the limitations of its right to regulate interstate commerce, Congress is manifestly aiming at the contents of the package as it shall reach the customer, for whose protection the act was primarily passed, and it is the branding upon the package which contains the article intended for consumption itself which is the subject matter of regulation. Limiting the requirements of the act as to adulteration and misbranding simply to the outside wrapping or box containing the packages intended to be purchased by the customer, so that the importer, by removing and destroying such covering, could prevent the operation of the law on the imported articles yet unsold, would render the act nugatory and its provisions wholly inadequate to accomplish the purposes for which it was passed."

The court also said, page 135:—

"In the view, however, which we take of the case, it is unnecessary to enter upon any extended consideration of the nature and scope of the principles involved in determining what is an original package. For, as we have said, keeping within its constitutional limitations of authority, Congress may determine for itself the character of the means necessary to make its purpose effectual in preventing the shipment in interstate commerce of articles of a harmful character, and to this end may provide the means of inspection, examination and seizure necessary to enforce the prohibitions of the act."

And on page 136:—

"To determine the time when an article passes out of interstate into State jurisdiction for the purpose of taxation is entirely different from deciding when an article which has violated a Federal prohibition becomes immune. The doctrine (of original package) was not intended to limit the right of Congress, now asserted, to keep the channels of interstate commerce free from the carriage of injurious or fraudulently branded articles, and to choose appropriate means to that end. The legislative means provided in the Federal law for its own enforcement may not be thwarted by State legislation having a direct effect to impair the effectual exercise of such means."

The court held that Congress could employ the means to keep interstate commerce free from misbranded articles, even to an inspection of the shelves of a retail grocer after the goods had been removed from the "original package," as known in interstate commerce.

The court also held that a State statute which interfered with such supervisory power over the avenues of commerce was an excessive and illegal exercise of the State's power.

This is the full extent to which the case of McDermott vs. Wisconsin goes.

There is no Pennsylvania pure food statute which excludes, or requires the obliteration of, any labels placed on foods under the United States Food and Drugs Act, nor is there any Pennsylvania statute which interferes with the inspection by the Federal authorities of goods either in original packages, or upon the shelves of retail merchants.

The precise question, then, is whether a Pennsylvania statute may be enforced even if its provisions go farther than the Federal law, but do not interfere with the operation of the Federal statute.

Referring again to the much discussed case of McDermott vs. Wisconsin, it is seen that the court was

careful to say in terms that the regulations of Congress would not prevent enforcement of similar regulations by a State for the protection of its people.

Mr. Justice Day said, page 131:—

"While these regulations are within the power of Congress, it by no means follows that the State is not permitted to make regulations, with a view to the protection of its people against fraud or imposition by impure food or drugs. This subject was fully considered by this court in *Savage vs. Jones*, 225, U. S. 501, 56 L. Ed. 1,182, 32 Sup. Ct. Rep. 715, in which the power of the State to make regulations concerning the same subject matter, reasonable in their terms and not in conflict with the Act of Congress, was recognized and stated, and certain regulations of the State of Indiana were held not to be inconsistent with the Food and Drugs Act of Congress."

Again, on pages 133, 134:—

"Conceding to the State the authority to make regulations consistent with the Federal law for the further protection of its citizen against impure and misbranded food and drugs, we think to permit such regulation as is embodied in this statute is to permit a State to discredit and burden legitimate Federal regulations of interstate commerce to destroy rights arising out of the Federal statute which have accrued both to the Government and the shipper, and to impair the effect of a Federal law which has been enacted under the constitutional power of Congress over the subject."

The essence of the decision found in these words, pages 133, 134:—

"To require the removal or destruction before the goods are sold of the evidence which Congress has by the food and drugs act, as we shall see, provided may be examined to determine the compliance with the regulation of the Federal law, is beyond the power of the State. The Wisconsin act which permits the sale of articles subject to the regulations of interstate commerce only upon condition that they contain the exclusive labels required by the statute is an act in excess of its legitimate power."

The question you propound is practically settled by the case *Savage vs. Jones*, 225 U. S. 501, L. Ed. 1,182.

That was a suit to restrain a State chemist of Indiana from enforcing an act of that State relating to concentrated commercial feed stuffs. It was alleged that the Indiana act which required certain labels to be affixed to the package, closing in part the ingredients and also required certain statements purchased from the State chemist should be attached as an inspection fee, interfered with interstate commerce and also because Congress had legislated upon the subject of the National Food and Drugs Act, its jurisdiction was exclusive, therefore the Indiana act could not be enforced as to packages received from the outside of the State and sold by the importing purchaser of the same packages.

The court held that the act was not an unconstitutional regulation.

ELTON J. BUCKLE

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interstate commerce, and also, stated in the syllabus in 56 Law. 1, 183, that:—

"Congress did not by the passage of the Food and Drugs Act of June 30, 1906, for the prevention of adulteration and misbranding of foods and drugs when the subject of interstate commerce, preclude the enactment of the Indiana law prohibiting sales of concentrated commercial feeding stuffs in the original packages, unless there is a compliance as to inspection and analysis and the disclosure of ingredients * * * and with its incidental provisions for the filing of certificate, for registration, and for labels and stamps."

Mr. Justice Hughes, writing the opinion of the court, said, page 524: "The State cannot, under cover of exerting its police powers, undertake what amounts essentially to a regulation of interstate commerce, impose a direct burden upon that commerce." (Citing many authorities.)

"But when the local police regulation has real relation to the suitable protection of the people of the State, and is reasonable in its requirements, it is not invalid because it may incidentally affect interstate commerce, provided it does not conflict with legislation enacted by Congress pursuant to its constitutional authority." (Citing many authorities.)

And on page 526, quoting from *Umley vs. Mass.*, 155 U. S., 461, said:—

"Such legislation may, indeed, directly, or incidentally, affect trade in such products transported from one State to another State. But that circumstance does not show that the character alluded to are consistent with the power of Congress to regulate commerce among several States."

Again on page 529:—

"The object of the food and drugs act is to prevent adulteration and misbranding, as therein defined. It prohibits the introduction into any State from any other State 'of any article of food or drugs which are adulterated or misbranded, with the meaning of this act.' The purpose is to keep such articles 'out of the channels of interstate commerce, or, if they enter such commerce, to condemn them while being transported or when they have reached their destinations, provided they remain unloaded, unsold, or in original unbroken packages.'"

And on page 532:—

"Can it be said that Congress, nevertheless, has denied to the State, with respect to the feeding stuffs coming from another State sold in the original packages, the power the State otherwise would have to prevent imposition on the public by making a reasonable and non-discriminatory provision for the disclosure of ingredients and for inspection and analysis? If there be such denial it is to be found in any express declaration to that effect. Undoubtedly Congress, by virtue of its paramount authority over interstate commerce, might have said that such goods should be free from the incidental effect of a State law enacted for these purposes. But it did not so declare."

In the case of *Simpson vs. Shepard*, 230 U. S. 352, 57 L. Ed. 1,511, the court said:—

"State inspection laws and statutes designed to safeguard the inhabitants of a State from fraud and imposition are valid when reasonable in their requirements, and not in conflict with Federal rules, although they may effect interstate commerce in their relation to ar-

ticles prepared for export, or by including incidentally those brought into the State, and held for sale in the original imported packages."

If the State can, as decided in *Savage vs. Jones*, require an additional label disclosing ingredients and also stamps covering cost of inspection to be attached to the original package, without unconstitutional interference with interstate commerce, or with the operation of the National Food and Drugs Act, it certainly can enforce its own laws when food in violation thereof is offered for sale by a citizen of the State to other citizens of the State, even though the food was imported from another State.

It is therefore clear that the pure food statutes of the State of Pennsylvania which do not interfere with the labeling provided by the National Food and Drugs Act, or with the inspection of the Federal authority under that act, do not even incidentally interfere with interstate commerce.

There is another consideration. The enforcement of the pure food laws of the State practically begins where the Federal control ends.

In the case of *McDermott vs. Wisconsin*, it is said in the opinion, page 136:—

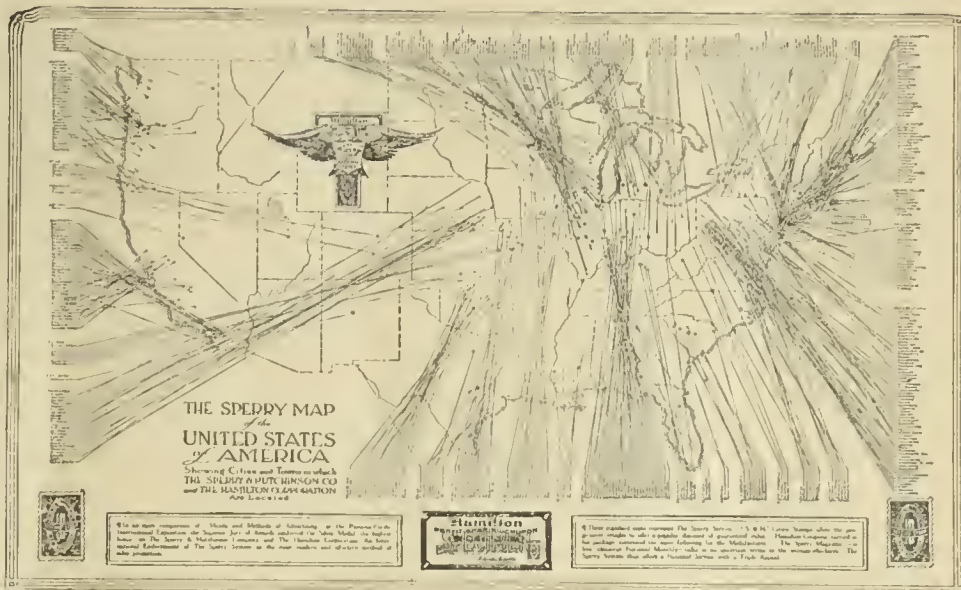
"To make the provisions of the act effectual, Congress has provided not only for the seizure of the goods while being actually transported in interstate commerce, but has also provided for such seizure after such transportation and while the goods remain 'unloaded, unsold or in original and unbroken packages.' The opportunity of inspection en route may be very inadequate. The real opportunity of government inspection may only arise when, as in the present case, the goods as packed have been removed from the outside box in which they were shipped and remain, as the act provides, 'unsold.' It is enough, by the terms of the act, if the articles are unsold, whether in original packages or not."

The Pennsylvania statutes usually contain the language making it illegal to "sell, offer for sale, expose for sale or have in possession with intent to sell," any adulterated or misbranded article of food.

The Federal statute follows the goods from another State into Pennsylvania and on to the shelves of the retail merchant. When the goods get upon the shelves of the retail merchant the State inspection begins. There is no conflict of authority. The enforcement of Pennsylvania laws against goods on shelves of a retail merchant, is not even an incidental control of interstate commerce, nor is it any interference with Federal inspection.

I am aware that this opinion does not appear to be in harmony with the case of *Corn Products Refining Co. vs. Weigle*, 221 Federal Reporter, 998, and the decree entered in that case which is before me, but not reported, certainly is not in harmony with this opinion, but there is no case in the United States Supreme Court which has gone to the length of the case just quoted, and, as I understand the decisions of that court, the case of *Corn Products Refining Co. vs. Weigle* has gone farther than any other case in that it completely ousts State inspection of goods that were once in interstate commerce, if such goods happened to be labeled in conformity with the National Food and Drugs Act, and prevents the operation of any State statute upon such goods, even as between a retail resident dealer and the resident consumer of the State. I cannot agree that the passage of the National

"Here's the Service With a National Punch!"



THE "Sperry" MAP

WE have repeatedly called attention, in these columns, to the fact that we are prepared to place behind our subscribers the strongest inducement known to modern sales promotion. The "Sperry" Map, printed in colors, which we will gladly send you, will allow you to make your own analysis.

No matter where your store is located, if you are giving *Z.N.* Green Stamps over your counter, you are appealing strongly to the larger percentage of everyday, discriminating buyers who pass your door.

If you carry in stock the popular brands with which the manufacturer is packing a **Hamilton** Coupon, you are again attracting this same tremendous following.

The "Sperry" Service gives your customers a particular, personal and the strongest of all reasons for patronizing your store. Our service behind your business puts money into their pockets as well as yours.

Clip and mail us the Coupon

The Sperry & Hutchinson Co.

Z.N. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

**2 West 45th Street
New York City**

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

MAIL
THIS!

Please send me a copy of
"The Business Builder" and
"The Sperry Map." This request incurs no obligation.

Name.....

Address.....

Address Dept. "H" Service

Food and Drugs Act has such sweeping effect in destroying the police power of the State.

Therefore, specifically answering your inquiry, I am of opinion that after purchase and analysis of a bottle of catsup from the shelves of a store of a retail merchant in Pennsylvania, such catsup is found to violate the pure food laws of this State, such laws may be enforced, even though the catsup has been shipped from Rochester, N. Y., and is sealed and labeled in conformity with the National Food and Drugs Act of June 30, 1906.

I return herewith the correspondence submitted with your request.

Very truly yours,
WM. M. HARGEST,
Deputy Attorney-General.

AMONG THE TRADE.

John W. Cooper, president of the Grocers' and Importers' Exchange in 1895 and a director of that organization for a long time, as well as a well known old time figure in the local wholesale grocery trade, died during the week at the age of 74 years. He was connected with McCahan & Cooper, in the grocery business, for a number of years, but retired from business some time ago. Mr. Cooper was unmarried. He has been Senior Past Master of Vaux Masonic Lodge, No. 393, and Second Senior Past Eminent Commander of St. Johns Commandery, No. 4, Knights Templar.

The Sugar Cane Byproducts Co., to manufacture, buy and trade in sugar cane and the by-products thereof, was incorporated under the laws of Delaware during the week with a capital of \$5,000,000. The incorporators are F. R. Hansell, Philadelphia; George H. B. Martin and S. C. Seymour, Camden, N. J.

New Chain Stores at Last Will Open Up.

The opening of the Dayley Groceries, Inc., a chain of stores to be conducted in Detroit, Mich., has been delayed somewhat by the ten-week's illness of Mr. D. W. Dayley. He has recovered and has gone to Detroit to make final arrangements with carpenters, etc., for the first ten stores, and expects them to be ready for business by the first of the year. Mr. Dayley's associate, Mr. L. Lemisch will join him just as soon as he has completed the purchasing of merchandise, etc., in Philadelphia. The Dayley Groceries intend to feature besides economy, sanitation. Everything that can be sold in package form will be ready wrapped for selling. Mr. Dayley intends to personally supervise the packing of goods to insure the highest possible sanitary standard. The number of stores this concern intends to open in Detroit is unlimited. A full description of this scheme was published several weeks ago.

Written for the "Modern Merchant and Grocery World."

Some Unique Ideas on Chain Store Competition

By a Maryland Retailer Who Has Chain Store Competition to Meet. Novel Suggestion for Notice to Consumer on Retail Packages. Thinks Some Chain Stores Thrive Because of Unfair Discounts.

I inclose herewith an ad. showing you the competition we have to meet. It is the advertisement of the Sanitary Grocery Co., which operates fifty-five stores through this territory. Some of the prices quoted are as follows:—

Eagle Milk, 2 cans for.....	25c
Challenge Milk, can	10c
Pet Milk, tall	8c
Pet Milk, small	4c
Peerless Milk, tall	8c
Peerless Milk, small	4c
Blue Label Catsup, 15c size.....	13c
Blue Label Catsup, 25c size.....	20c
Blue Label Chili Sauce, small.....	15c
Blue Label Chili Sauce, large.....	24c
Ivory Soap	4c
Ivory Soap, 10c size	7c
Fels Soap,	4c
White Naptha Soap	4c
Star Soap, cake	4c
LENOX SOAP, Proctor & Gamble's biggest selling 5-cent brand of soap—Special reduced price at all times, per cake	3c

Every housewife should investigate this Lenox Soap proposition.

I am not complaining about the prices of these articles at all. The concern is a chain system, as you will note, of fifty-five stores, and their goods are supplied by the John C. Letts Grocery Company, in reality one firm. My investigations and watching of the growth of these concerns justify me in accusing most of the jobbers and some of the manufacturers of standard manufactured goods and the well known advertised brands as being the cause of their growth. I would like to use your columns to go into detail on what I know and what I think. To start with I want to say that I find the selling of food products the most interesting business that I know of. I believe that the modern individual progressive grocer will eventually drive the chain system out. If allowed the privilege of your columns I will analyze parts of the ads., the reasons for the chain stores and the proper methods to overcome this evil.

I will first take that part of the ads. showing soaps. They advertise

Ivory Soap at 4 cents. You quote jobbers' price \$4.
Ivory Soap at 7 cents. You quote jobbers' price \$7.

Fels Soap at 4 cents. You quote jobbers' price \$4.
White Naptha Soap at 4 cents. You quote jobbers' price \$4.
Star Soap at 4 cents. You quote jobbers' price \$4.
Lenox Soap at 3 cents. You quote jobbers' price \$3.05.

The ordinary grocer wonders how they can do it. My understanding is that J. C. Letts Grocery Co. pays the advertised price of \$4 less 10 and 2 per cent. and some considerable free goods, and of course when they are turned over to the chain stores at just a minimum price for handling, it enables them to run as a special these advertised goods. The first error is that the jobbing profit of 10 and 2 per cent. is a profit based on old fashioned methods. It has and is being demonstrated that a jobber can do business on 1½ per cent. above his actual cost of the goods landed in his warehouse, provided he hauls the goods and pays cash. We are buying all these soaps in single box lots at a range of from \$3.54 to \$3.73 per 100, so in this

case the jobber's profit is exorbitant. If he did not get such a large discount on these goods the chain store would not be able to cut on them as it is a positive proven fact that their expenses are much larger than a well conducted individual grocery establishment has.

I also think that if all the manufacturers of standard advertised goods really wanted price maintenance instead of volume, the following, adapted to each package would answer, and no laws would be needed:—

This Ivory soap is made to retail at 5 cents and only allows the retailer and jobber and ourselves a reasonable profit. If sold at a less price it's either old, damaged or being sold at a cut price to bait you to purchase other non-standard merchandise.

Cut the jobber's discount about 3 per cent., and 1 per cent. for cash, and for the extra 1 per cent. add to size or quality of soap.

DAVID S. VENEZKY
Manager

Hyattsville, Md.,

November 25, 1915.

NOTE.—We gladly publish communication because it is worth it. The suggestion as to notice to go on the retail package is distinctly novel and is worth consideration. We believe the respondent is wrong, however, in statement that the jobber can business on 1½ per cent. We have never heard of such a low percentage—even co-operative buyers plans expect to pay 2 per cent.—

More Argument About the Stevens Bill

Secretary Corey of the National Retail Hardware Association Replies to a Recent Editorial in This Paper. Thinks Only Way to Preserve Profits is to Make Prices Absolutely Uniform.

In a recent issue appeared an article by the editor of this paper on "My Views of the Stevens Bill," which bill, now pending in Congress, will give to manufacturers the right to fix the retail prices at which their goods shall be sold. A reply to this has been written and sent to the editor by Mr. M. L. Corey, secretary of the National Retail Hardware Association, a very strong and influential organization. The policy of this paper has been to be absolutely fair in its discussion of the Stevens bill, presenting both sides; therefore Mr. Corey's argument will be reproduced. First is

reproduced the editorial referred to with some paragraphs omitted which are not germane to the discussion, so that the issue may be made clear:—

What I believe about the Stevens bill is this: I believe that no retailer should have a right to take the watch, for instance, which costs him, let us say, 69 cents, cut it to 50 or 60 or even 69. He has no right, because it isn't legitimate merchandising; he cannot take the watch at this price and come out whole. His cut is a liberate, wanton act which, while it may benefit him, will injure the watch as a piece of merchandise so that other retailers will not be able to handle it. And in turn the manufacturer of the watch will be injured and perhaps destroyed. I am in favor of any law or regulation which will prevent cutters from

ing this kind of cutting—if it stops with that. The Stevens bill would undoubtedly stop that kind of cutting, but the trouble is it would do something more which would hurt more than the other would help. The Stevens bill would compel all retailers to sell the Ingersoll watch at \$1, which is a higher price than many retailers want to sell or need to sell for. It would make the retailer who because he sells for cash or for some other reason, can easily afford to sell the Ingersoll watch for 90 cents, and would compel him to get \$1 for it. That I am not in sympathy with the Stevens bill. It robs a merchant of the value of his own initiative, and mulcts the consumer out of money which there is not the slightest justification for requiring him to pay.

If the Stevens bill can be revised so that it will cure wanton and purposeless cutting without at the same time destroying the retailer's right to make proper price reductions, I am in favor of it. As it stands, it is a bad bill and it will never pass.

Mr. Corey replies as follows:—

Argos, Ind., Nov. 16, 1915.

John J. Buckley,
Philadelphia, Pa.

Dear Mr. Buckley:—I am very sorry indeed to note your position regarding the Stevens bill as stated in the "Modern Merchant and Grocery World" of November 15th, page 10.

The hardware line, because of its numerous well-advertised, price-established specialties, has probably suffered most through the overblow of the principle of price maintenance.

If the Stevens bill was enacted only a *very few articles* in our line would qualify in the price-maintained list, and they would be mostly patented specialties, which by reason of merit, publicity and established reputation, would and should sell to everyone at same price. It takes time and money to build a demand on any good specialty, and we are only encouraged to do extensive introductory work through the hope and expectation that later on profit margins will bring remuneration. At this point the price-cutting competitor, mail order or local, often steps in and stool pigeons the article by quoting it regardless of profit for a selfish and dishonest purpose.

The business world is full of wasted effort and discarded meritorious inventions that have failed because the manufacturer could not maintain profitable price conditions.

To-day the business pirate can destroy quality, reputation and demand faster than it can be created.

The Stevens bill may not be perfect, but it's a long step in the right direction, and in my humble opinion would protect the interest of manufacturer, merchant and consumer.

You mention the Ingersoll dollar watch costing the dealer 69 cents. Counting cost of doing business and considering character of article of guarantee, there is absolutely no excessive profit connected. The man that sells for 90 cents is just as bad as he who sells for less. The consumer paying \$1 gets value received, and the injustice comes in when his neighbor buys the same standard article for less money. The lowest advertised price eventually becomes the regular retail price, and when this goes below the profit line no one cares to sell the article, and some substitute of inferior quality usually takes its place. This is going on all the time, but especially

is the movement working right now.

My only object in writing you is to urge you to reconsider your position. We want and need your voice and influence in pushing for fair and honest business conditions. As we see it the retailers' rights are not infringed by reasonable price maintenance, but are protected.

Yours very truly,
M. L. COREY,
Secretary.

Questions on New Pennsylvania Workmen's Compensation Act Answered by Chief of Enforcing Commission

Questions Touch Several of the Unsettled Questions That Will Arise Under New Law, Which Becomes Operative January 1.

At a convention of merchants held in Johnstown, Pa., last week, the chief address was by James W. Leech, of Ebensburg, Chief of the State Commission on the Workmen's Compensation Act. The address was explanatory of the new Workmen's Compensation Act, and an interesting feature of it was the answering by Mr. Leech of a number of questions about the new act which were asked by the merchants present. The questions and answers were as follows:—

Query—When a man is working for a firm on commission only, is he in his own employ or under the employ of the firm?

Mr. Leech was of the opinion that if the man came regularly for his goods, if he acted in any real sense as a salesman for some particular firm or firms, that he would be regarded as an employee and come under the compensation act.

Query—When an employee, after an accident, has received the amount due him under the compensation law, is the man for whom he worked exempted from any further damage?

Answer—If the accident was of such a nature as to decrease earning power, or to amount to a total disability, the man would recover under the total disability compensation schedule. The law recognizes that accidents may reduce earning power and provides for such cases.

Query—If I was insured in a casualty company and it failed, what would be the result? Could the employee come back at me the second time?

Answer—The employee is entitled to his compensation. If the casualty company was unable to pay, the employer would have to.

Query—If the employee has received all of the compensation to which he is entitled by the State, would he have a redress for damages aside from the law?

Answer—He would not if he were working under the law. The employee can refuse to work under the law, depending upon a civil action, but he must formally make such an election.

Query—If an employee is not satisfied after the compensation board has decided the points in ref-

Mr. Corey has been replied to substantially as follows: that the editor of this paper was as much opposed to trade piracy as anybody, but did not believe that it was desirable, in order to cure trade piracy, to adopt any plan which bade fair to destroy individual initiative.

pensation law does not apply to domestic servants.

Query—Will insurance be taken out in each man's name? Can I change the name as my employees are changed?

Answer—The employees are insured not by name, but as a group. The employer insures a given number of men working at certain given occupations. The name does not matter.

Query—If a person is a member of a firm or corporation, can he hold that corporation or firm responsible for an injury while in its employ?

Answer—Anyone on the firm's payroll is entitled to compensation.

Query—If an employer sends a man to do a certain piece of work without any specified price or contract, who is responsible in case of an injury, the contractor or the party having the work done?

Answer—The contractor.

Query—If a man loses an ear and does not lay off work, is he entitled to compensation?

Answer—He is not. He is only entitled to compensation if the accident unfits him for work.

Query—A boy is employed by the week. He must go to school eight hours a day. Is he in my employ and am I liable while he is in school?

Answer—You are not liable while he is in school.



Is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

The Fidelity and Casualty Company

OF NEW YORK

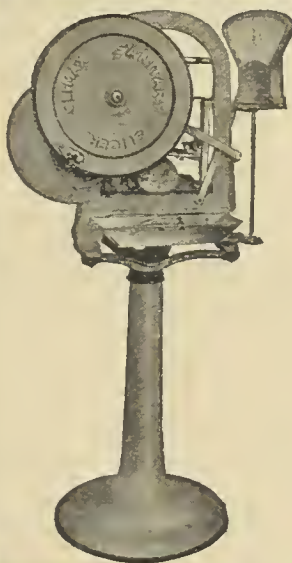
Assets, \$11,764,957.75 ————— Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.



You Should See This Slicer Figure Up the Price

¶ You can get the Climax Computing Sanitary Slicer—the meat slicer that weighs and computes—mounted on the pedestal shown in this cut, or without the pedestal. Also with or without the scale.

¶ The Climax is the only slicer that computes. It is one of the most remarkable machines on the market—the very sight of it working is an advertisement for any grocer's enterprise. Write

ANDERSON COMPUTING SCALE CO.

ANDERSON, INDIANA

WITH THE EDITOR

I call attention to an article in this issue by F. B. Connolly, president of the National Retail Grocers' Association, on the profits made

by retailers on staple package goods. Mr. Connolly sets forth a list of products which he says are typical and which he shows yield the retailers a margin of usually less than the actual expense of doing business. Mr. Connolly says that 60 per cent. of the grocer's business are goods of this type, and that this is the main reason why so many grocers fail.

I agree with all that Mr. Connolly says. It cannot be even questioned that between the wholesale price of many package goods and the average retail price, there is much less than the 17 per cent. which it costs to do business in the average retail store. If Mr. Connolly's statement that 60 per cent. of the retail business is in this class is correct, it follows that 40 per cent. is carrying the whole load. Naturally the profits which must be made on the 40 per cent. are exorbitant.

But there is something to be said about Mr. Connolly's suggestion that the manufacturer ought to allow the retailer a larger percentage, which I take it means reducing the wholesale price. In isolated cases this would serve, but in many cases, probably the most, it would have no effect whatever. I think I said last week, in answer to a correspondent, that the manufacturer's chief trouble was to get retailers to keep their profits in their own pockets. If the manufacturer of Lea & Perrin's sauce, which pays gross only 13⅓ per cent., should cut the wholesale price so that the gross profit would be twice 13⅓ per cent., hundreds of retailers would at once cut their retail price accordingly. And their competitors would instantly feel themselves obliged to follow.

If we could have some law that would compel the retailer *not to cut below a price which is profitable to him*, we would have this situation cured at once. Somebody says the Stevens bill would do this, but it would not. It would compel every

retailer to sell at a fixed price regardless of what is profitable to him. That is very far from being the same thing.

The opinion rendered to the Pennsylvania Dairy and Food Commissioner by Deputy Attorney General Hargest, and published in another column, is just as important to the food situation in other States as to the food situation in Pennsylvania, for the same question is present everywhere, viz., whether a piece of package food which complies with the Federal Food and Drugs Act, and which is shipped from one State into another, can be attacked by the food authorities of the State of destination, if found to violate the food laws of such State.

The Blue Label Catsup Opinion.

The question has arisen in connection with Blue Label Catsup, manufactured by Curtice Bros., of Rochester, N. Y. Curtice Bros. say that Blue Label Catsup complies

with the Federal food act, and, since it is interstate commerce, that is enough. Even if it violates the food law of some State into which it is shipped—although they deny that it violates in any way the Pennsylvania law—such State cannot interfere with its sale. The Pennsylvania Attorney General's department says in the opinion published elsewhere that it can.

While the question is a rather technical one, perhaps something interesting about it can be presented here. Several months ago a retailer named McDermott, living in Oregon, Wis., bought some Karo syrup from a Chicago jobber. The syrup was labeled in accordance with the Federal food act. Wisconsin had a State food law requiring the printing of certain words, *and nothing else*, upon the labels of package food products. To comply with this law Karo syrup would have had to destroy all the wording which the Federal food act required the label to bear. The court said that no State had the right to pass

such a law, for the label required by the Federal act was often all the evidence which the Government has as to whether the Federal act has been complied with, and the Government was entitled to examine that evidence, and act upon it, even after the original package had been opened and the bottles or cans put on the retailer's shelves.

They therefore set aside the Wisconsin State food law as an unwarranted interference with interstate commerce.

This decision, it has been argued by certain manufacturers, divests the State of all power to interfere with the sale of a product, even though in direct violation of its food law provided it complies with the Federal food act. I have always believed that this was not the intention of the court, and that the law was still that package food shipped into the State in a large outside container, became direct subject to the State food law as soon as the retail packages were moved. The Pennsylvania Attorney General's Department agrees with this and will take that position in the enforcement of the Pennsylvania law. Almost certainly a State court, naturally jealous of the dignity of its own State laws, would take the same view. There are thousands of decisions of United States District Courts which do not agree with this view, but no Supreme Court decision as yet.

Curtice Bros., the manufacturer involved, deny that the quality or legality of their product is questioned or affected by the controversy. They say that Blue Label catsup conforms with the Pennsylvania law, and that the only question in the case is what is an original package.

I confess I do not think much of the argument which the Associated Advertisers' Clubs of America are making to Federal Trade Commission, that false advertising is "unfair competition" and should therefore be prosecuted by the Commission. Of course in a sense unfair competition; so are certain

Unintelligent Grocery Advertising From a Consumer's Standpoint

Philadelphia, November 20, 1915.

Mr. Elton J. Buckley, Esq.,
"Modern Merchant and Grocery World,"
927 Arch Street, Philadelphia, Pa.

Dear Mr. Buckley:—I wonder whether there is any way in which you can bring home to grocers and small dealers of various kinds, as well as the chain stores, the senseless waste of money and the unnecessary antagonism of many dwellers in residential districts of the city by the littering up of porches with handbills, posters, cards, etc. The indiscriminate distribution of advertising matter in this way is contrary to city ordinance and is the principal contributing factor to the unsightliness of many of our streets.

In my own case a feeling of resentment exists against a dealer whose cards, posters or papers are thrown on my porch, especially in view of the fact that it is the common practice of the distributors to walk across grass plots and step over hedges and in many other ways trespass on private property in an injurious manner. I had a recent example when the cards and bills were thrown upon freshly painted porches along nearly a whole square where I live, 4912 Walnut street, although each one had a bar up and a notice of "fresh paint."

If the psychology of advertising teaches that the recipient of the message should be approached in such a manner as to please him, then this method of reaching the public unquestionably does more harm than good, for it creates more antagonism than it brings customers.

If you could, in your forceful manner, emphasize some of these facts in one of your editorials, I feel that it would do much good.

Very truly yours,
CHARLES H. LAWALL.

Everything that the well known Pennsylvania State Chemist says here is true. Such advertising as he describes not only never got a customer, but it might easily keep a possible customer away. The trouble is in the calibre of the people who are usually hired to distribute circular advertising.

ns of price-cutting, but neither in my judgment the kind of un-competition which the law ns. This is a very circuitous ineffective method of reaching dishonest advertiser. Even if ally sound it could only reach ad-ising that was done between es. The way to scotch a dis-est advertiser in New Jersey, instance, is to have the *New Jersey Legislature* pass an honest ertising law, and then have that enforced. Pennsylvania has a d advertising law, but nobody ns to be interested enough to orce it. Let the advertising men a little work themselves.

Goods Business Good for Spring Delivery.

Marshall Field & Co., in their weekly ew of the dry goods trade, say:— Current wholesale distribution of y goods is well ahead of a year o—more seasonable weather being factor in the increase. Road sales are heavy for imme-ate delivery, and are showing ndsome increases for spring~de-ery. Customers have been in the mar- in about equal numbers to last ar. Collections are improved. Mer-andise is scarce in many lines, and ices are advancing.

Aluminum Advertising Company of May-wood, Ill., Kicked Out of Court

Has Shady Premium Scheme, With Promissory Notes in it, Which This Journal Recently Exposed. Brings a Case on Retailer's Promissory Notes But Loses After Fraud is Shown.

In a recent issue this paper said some uncomplimentary things about the advertising scheme of the "Aluminum Advertising Co.," of Maywood, Ill. This is another of the concerns that take notes from retailers and at once pass them on to third persons, who demand pay-ment, and can usually collect. In a case just decided in Minnesota, however, the scheme was thrown out of court.

The grocer in the Minnesota case was W. H. Ivey, of St. Paul, who fell a victim to the scheme and agreed to pay \$2 each for a number of pieces of aluminum ware on the agreement that the company would send agents out among the store's customers to work up new custom-ers. Mr. Ivey confidingly gave notes for \$300, which the company promptly transferred to one H. H.

Mansfield. The Advertising Co. defaulted in its agreement, and Mr. Ivey decided he wouldn't pay the notes. Suit was begun by Mansfield, however, who appeared in court ready to plead the usual rule that no matter what defense Mr. Ivey had against the Aluminum Co. it was not good against him. Mr. Ivey proved, however, that Mansfield was a brother-in-law of the presi-dent of the Aluminum concern, thus showing how these schemers work. The court then let in Ivey's defense, and he had the schemers out of court in a very few minutes.

During the suit Mr. Ivey proved that the "orders" turned into the grocer were false, the solicitors for the company evidently copying the names of people residing in his neighborhood from the mail boxes and directories in the flats and writ-

ing them on the cards which were turned in to Ivey as bona fide or-ders. Many witnesses were brought in who testified that they had never even seen a solicitor for the con-cern and had not signed a paper of any kind agreeing to trade at Ivey's store, although their names appeared on the cards given to Ivey.

Mr. Ivey testified that the Alum-inum Co. had agreed to secure him 150 new customers provided he would buy 150 pieces of aluminum at \$2 each.

No More Sunday Meat Selling in Montgomery, Ala.

The city authorities of Montgomery, Ala., have ruled against a petition to permit the opening of retail meat shops in that city on Sunday from 4 to 9 A. M. The plea was made that, on ac-count of the warm climate and lack of refrigeration in many cases, it would be a convenience, if not a necessity, to per-mit this Sunday morning opening. Re-tail meat dealers appeared in a body to protest against the opening order. If it was permitted all would have to open, as competition would compel it. No re-tailer wanted to open his shop on Sun-day, unless compelled to do so to pre-vent loss of trade. The City Commis-sioners by a unanimous vote denied the Sunday opening petition. Fortunately, Sunday closing is now more the rule than the exception.

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thir-teenth St., New York City.

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)
American Aluminum Mfg. Co., Le-mont, Ill.
Buckeye Aluminum Co., Wooster, Ohio.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washing-ton St., Muncie, Ind. (21)

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pan- cake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Games.

J. W. Hance Foundry Co., Water-ville, Ohio.

Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

United Royalties Corporation,
1133 B, Broadway, New York City.
(18tf)

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Kitchen Cabinets and House Desks.

Buchanan Cabinet Co., Buchanan, Mich. (24)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Raincoats and Specialties.

Cantrell Co., 3 and 5 W. Nine-teenth St., New York City.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Makers of Package Handles, etc.

Plainfield, N. J., Nov. 18, 1915.

To the Editor.

Dear Sir:—Could you give me names of manufacturers who make wood handles such as are used in chain stores to carry packages; also manufacturers who make the cord and paper for same?

Yours truly,

A SUBSCRIBER.

For handles, Wm. P. Perkins, 116 Nassau street, New York City; for cord, Hoffman, Corr Co., Third and Market streets, Philadelphia; for paper, Price & Co., 503 Minor street, Philadelphia.

A Mutual Fire Insurance Company.

Rocky Grove, Pa., Nov. 18, 1915.

To the Editor.

Dear Sir:—The Grocers' Cash Deposit Mutual Fire Insurance Co. of Huntingdon, Pa., has been corresponding with us about fire insurance.

We are writing you for advice with reference to the above and are enclosing by-laws which it sent us.

The plan as outlined appeals to us, but before acting we feel that we ought to know more about the company and its plans.

Thanking you, we are,

Yours truly,

SAY & PATTERSON.

We have known of this company for several years and have no reason to believe it is not all right.

The Eighty Per Cent. Insurance Clause.

Mifflinburg, Pa., Nov. 17, 1915.

To the Editor.

Dear Sir:—Will you kindly state your objection to the 80 per cent. clause. There is such a vast difference in the rates. The flat rate of insurance is \$10.50 per \$1,000, and with the 80 per cent. clause is \$6.50 per \$1,000. Now we can carry 90 per cent. of our stock insured for less money with the 80 per cent. clause than if we would have only 50 per cent. insured at the flat rate. Until you give us the full meaning of the 80 per cent. clause, our understanding of it is that we must at all times carry insurance for not less than 80 per cent. of our stock, that is if we have \$100,000 stock we

would not be allowed to carry less than \$80,000 insurance on it, but we could carry \$90,000 or \$95,000, but if we would carry less than \$80,000 in case of a total loss we would not get even the full of our policies, that we would become co-insurers with the company. Will you please advise us if our interpretation of the clause is correct and if you advise against the 80 per cent. clause if we keep at all times above the 80 per cent. marks. Please do not publish our name whenever you put anything in your journal.

Thanking you for your reply, we are,

Yours very truly,

* * *

This correspondent has been sent a recent copy of the "Modern Merchant and Grocery World" containing an article in the Legal Department on the 80 per cent. insurance clause, explaining its meaning and showing how it works out. In a nutshell, the objection to taking insurance under the 80 per cent. clause is that it may cut down the amount you can get on a fire loss. The only safe insurance in our judgment is full insurance.

The Grocers' Encyclopedia.

Baltimore, Md., Nov. 23, 1915.

To the Editor.

Dear Sir:—Can you advise us the name of the publisher of the "Grocers' Encyclopedia?" We are anxious to secure a copy of this and would appreciate it if you will let us know where we might secure it, and also, as above stated, the name of the publisher.

Yours very truly,

McCORMICK & Co.

"Grocers' Encyclopedia," published by Artemas Ward, 50 Union Square, New York City. Price, \$10.

Information Wanted.

Philadelphia, Pa.,

November 22, 1915.

To the Editor.

Dear Sir:—I am most desirous of getting in touch with some journal or book which treats of the grocery business in detail. I want, if possible, a personal knowledge of all the staple articles in the grocery business—a book that will give

some description of the articles, how the goods are handled, what they contain, where the raw goods are grown and a general description of the things we use every day. Also I am desirous that this book give a good description of tea and coffee, the different kinds, where they are grown, the names of such and how to mix and blend them. I am in the grocery business and have been in it for a number of years. I was a subscriber to the "Modern Merchant and Grocery World" for a considerable time but am not presently, but may be again. I write for this information because I feel that you will be able to direct me and that the information given by you will be dependable.

Thanking you in the anticipation of an early reply. I neglected to say at the proper time that I would like this book to deal with window dressing also.

Very sincerely yours,

JAMES HARTIN.

There is no book or publication which deals with all these subjects. The Grocers' Encyclopedia, published by Artemas Ward, 50 Union Square, New York, price \$10, will give you all the information you

ask for about goods sold in grocery stores. You can get hints on window dressing from this paper, from other trade papers, and particularly from "Merchants' Record and Show Window," 430 S. Dearborn street Chicago.

Want Fraudulent Advertising Declared to Be Unfair Competition.

The Associated Advertising Clubs America are asking the Federal Trade Commission to censor fraudulent and deceptive advertising, on the ground that it constitutes "unfair competition" under the Federal Trade Commission act. Representatives of the clubs appeared before the Commission in Washington last Tuesday and made an argument. At the conclusion of the testimony Chairman Davies, of the Commission, announced that any one who chose could bring a complaint to the Commission of unfair trade practices alleged to have been worked through false advertising and that it would receive due consideration. If it is found that the matter complained of concerns the welfare of the public, the Commission will undertake a formal proceeding against the person or corporation complained against.

Weekly Window Display Suggestions



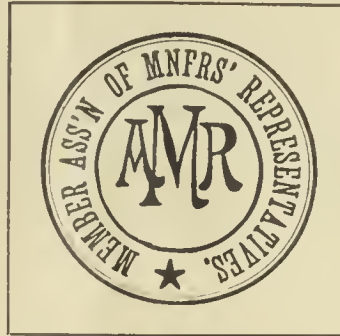
Mince Meat Display.

Yellow is a good color contrast for our mince meat display. Use it as a floor covering. Fill as many glass jars with mince meat as you have ground of mince meat and set each on white paper napkins, with price tags in front of each jar. Set buckets of mince meat on upturned bushel baskets, first covering the baskets with a full skirt of the yellow paper. A band of paper at the rear finishes this easy display. Sell right from the buckets in the window and thus save store space inside.

This Order Guaranteed Genuine

MEMBER
AMERICAN
SPECIALTY
MANUFACTURERS'
ASSOCIATION

Wording of stamp of the American Specialty
Manufacturers' Association



Facsimile of stamp of Philadelphia Association
of Manufacturers' Representatives

To the Retailer Who Never Signs a Specialty Order

Occasionally you find a retailer who will give a specialty order, but "makes it a rule never to sign it." We submit this is a mistake. Don't you see how easy it is, if the salesman is dishonest, to put through a bogus order on you, with any jobber who knows of your rule not to sign orders?

Isn't it a safer plan to sign such specialty orders as you decide to give, but decide to give only those which bear one or the other of the above stamps? The stamp is absolute insurance of fair and square dealing.

THIS IS THE ADVERTISEMENT OF

Franklin Sugar Refining Co., Philadelphia, Pa.
Shredded Wheat Co., Niagara Falls, N. Y.
Fels & Co., Philadelphia, Pa.
Puritan Food Products Co., Inc., Chicago, Ill.
Seaboard Rice Milling Co., Galveston, Texas
Hills Brothers Co., New York, N. Y.

B. J. Johnson Soap Co., Milwaukee, Wis.
Scott Paper Co., Philadelphia, Pa.
Franklin Baker Co., Philadelphia, Pa.
Philadelphia Match Sales Co., Philadelphia, Pa.
Chas. W. Young & Co., Philadelphia, Pa.
Freihofer Baking Co., Philadelphia, Pa.

The New York Letter

American Fair Trade League Begins Investigation Into Premiums. New American Specialty Manufacturers' Association Officers. Department Stores Come Out for Stevens Bill.

Special Correspondence of "Modern Merchant and Grocery World."

New York, November 26, 1915.

The American Fair Trade League has appointed a committee to investigate the trading stamp and coupon question and Dr. Lee Galloway, Professor of Commerce and Industry at the New York University, has been made chairman. A list of questions has been sent out to a large number of retailers. They are phrased in a way which indicates that the real object is to gain unbiased information and not to attack without reason. The list of questions is as follows:—

1. Are you using, or have you ever used, "trading stamps" (or similar devices) in your business? (b) For how long? (c) From whom did you or do you buy them? (d) At what price per thousand? (e) What induced you to buy them—did you do so voluntarily or because of your competitors' use of them?

2. Have they increased your business? (b) If so, to how large an extent has the growth of your business been due to their use? (c) Does their use cause a sufficient increase in business so that their cost may properly be said to be paid out of profits on additional sales? (d) In calculating results from their use do you charge against them the additional expense on the business which you naturally would have done without their use and which would therefore have been avoided?

3. What per cent. of total selling expense are they? (b) Do they displace other forms of expense? (c) If so, what?

4. Do you think money spent for them could be used in other ways, such as newspaper or circular advertising more profitably?

5. What is the actual cost of "stamps" or (similar devices) usually given with each dollar's purchase of merchandise? (b) What, in your experience or opinion, is the actual average retail value of the merchandise or "premiums" received by the consumer on each dollar's purchase of merchandise? (c) In your opinion, does the use of "stamps" (or similar devices) tend to confuse the consumer's mind as to merchandise values? (d) Is their use, in your opinion, a form of price cutting?

6. Are they given on all purchases or is their use confined to cash sales?

7. Are double or triple amounts given to attract business during slack periods, such as morning hours, etc.? (b) What is your experience with such use of them as a means of avoiding congestion in rush hours. (c) In your opinion, when so used are they, in effect, a form of price cutting which tends, more than their regular use, to con-

fuse the consumer's mind as to actual merchandise values?

8. Does their use tend to draw away the attention of the consumer from the quality and price of the goods to the securing of premiums?

9. Does their use create a permanent patronage which would continue to come to the dealer, if he should stop giving them? (b) Does their use attract a lower class of customers and repel the better class? (c) Is the customer willing to pay higher prices for merchandise when they are given?

10. What proportion of your competitors use them? (b) Do they create new business by stimulating increased consumption, or do they simply tend to draw business from one store to another? (c) In your experience does a dealer who uses them have any advantage over a competitor who also uses them. (d) If so, why?

11. Does their use cheapen goods in the eyes of the consumer by creating the belief that they cannot be sold for the price asked but require "stamps" (or similar devices) to sell them? (b) Is it true that "trading stamps" (or similar devices) increase the dealer's reputation for giving good value? (c) What percentage of customers do you think save them?

12. If you formerly used them and no longer do so, please state as fully as possible your reason for discontinuing them. Please be specific.

The American Specialty Manufacturers' Association elected Carl A. Lautz, of Lautz Brothers Co., Buffalo, N. Y., president. There was no competition and the election was unanimous. The first vice-president is E. M. Alexander, of the Foulds Milling Co.; second vice-president, R. R. Moore, of the Diamond Crystal Salt Co.; third vice-president, W. L. Sweet, Rumford Chemical Co.; secretary, H. F. Thunhurst; treasurer, Victor Garrett. The following were elected directors for three years: W. B. Cherry, Fred. Mason, C. M. Rich, S. H. Small.

The convention was very successful, the attendance being noticeably large.

The Appellate Division during the week by a vote of 3 to 2 decided that the Bradstreet Company is liable to its subscribers for damages sustained when misleading information is furnished to them by the company. The case is of importance to every business concern in the country that depends upon com-

mercial agencies for information concerning the credit of customers.

The case was that of Alexander J. Munro, a fur dealer, who suffered a loss of \$1,050 for furs delivered to the firm of Jackson & Sulzer, of 27 West 26th street. Jackson & Sulzer are now petitioned into bankruptcy. Information concerning the firm was supplied by the Bradstreet Company and, depending upon this, Munro extended credit to Jackson & Sulzer.

The National Retail Dry Goods Association has given out during the week a number of letters received from manufacturers opposing the Stevens bill, which is now pending in Congress, and which would give the manufacturer the right to fix the retail price at which his products shall be sold. One of them is from R. G. Munn & Bros., of Boston, and reads as follows:—

We should not favor any curtailment of the liberty of the retailer. We have never tried to control the retail price on any of our products and should not unless we found someone making a football of it, in which case we would see that they did not get our goods. It looks to me like another phase of the protection theory, in which the consumer is always the loser.

It is regarded as remarkable that during the last few days two of the large department stores of this city have come out in favor of the Stevens bill. One is B. Altman & Co. and the other is Bloomingdale's. Mr. Bloomingdale gave out an interview in which he thus stated his position:—

I am opposed to price cutting in the case of copyrighted, patented or proprietary goods, because it is an old-fashioned method of unfair competition. Modern principles of merchandising are based chiefly on advantageous buying, the keeping of large stocks and the rendering of efficient service to customers. These factors control in competition between stores, and mere price cutting of articles of standard price for the purpose of drawing away trade from competitors by creating the impression that all other articles are likewise sold at lower prices, strikes me as not only a decidedly unfair method of competition, but also as a practice unworthy of modern business.

SUMMARIZED MARKET CONDITIONS.

Tea fairly steady, but practical unchanged in price; demand moderate.—Coffee quiet; demand light. Prices about steady for the week. Undertone has been heavy but closes week slightly improved.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Be Brother Workers.—Did you ever stop to consider this fact—that you lose your self-respect when you hinder or hurt the good efforts of your fellow clerk?

It's rather doubtful whether every knock is a boost. Constant criticism of another simply displays a bitter mind without aiding any one. It shows that by talking behind his back you are a coward.

If it's a case of jealousy there is one way to overcome it, and that is to buckle in and be as good a man as he is.

Fellows aren't promoted, nor is their pay raised, because of the dear, sweet, tender affection that exists between them and the boss.

Bosses aren't constructed on those lines, but they are very efficiently constructed on observation lines, so much so that we all generally get about what is coming to us.

That being the case, isn't it silly to corrupt our minds with jealous thoughts—thoughts of envy and, even at times, malice?

Be brother workers, and if there is one among you bigger than the rest, be thankful for a living example under your own eyes, instead of reading about that example in a book. Copy him. Get inspiration and enthusiasm and knowledge from him while he's around, because some man will come along some day and say, "This job is too small for you, I'll show you a bigger one."

No, you musn't try to get the ahead chap down to your level, you must try to get up to his, or if you haven't any one to get up to, form an ideal of your own.

Each one of us has at some time in our career met or read of a successful merchant whose life and whose principles we greatly admired and whose principles won for him honor and success.

Take him as yours, because, boys, you may put it down for a real, hard fact that no lasting success can be acquired unless we live and act the true life, and the true life is honesty, sobriety, industry, fidelity.

Raw sugar has declined to around 5 cents, but refined is unchanged and quiet. Situation very uncertain.—Canned tomatoes strong but unchanged for the week. Other food goods steady and quiet.—Prices somewhat easier, mainly

because prices have been so high. Other dried fruits unchanged. Apricots strong.—Peaches strong on account of heavy foreign demand.—Wheat quiet and irregular.—Flour unchanged but steady to firm.

Eastern markets from 5.40 to 5.55, which is an unusually large percentage below the price of the ordinary refined sugar. If raw sugar keeps where it is, refined will probably decline, but as to just when this will happen, predictions vary. The consumptive demand for sugar is very poor.

—
Later.—On Friday several refiners dropped to 5.95.

Syrup and Molasses.

Glucose remains unchanged for the week. The corn market is weaker, however, on account of large crop reports, and is expected to decline. If it does decline glucose will probably decline with it. Compound syrup is unchanged and in fair demand. Sugar syrup unchanged and very quiet. Molasses situation is firm and high, fine grades of molasses being about 5 cents above normal.

Fish.

The mackerel market seems not to improve. There is some new Norway mackerel available on this side on account of receipts in New York, but as the quality is not very good, prices are weaker. Prices for the spot stock still remaining in this

country continue high. Shore mackerel is offered with a fair degree of freedom at full prices. Cod, hake and haddock are quoted to some extent at unchanged prices. Salmon shows no change and is quiet, as is usual at this season. Domestic sardines unchanged and dull. Imported sardines are as they have been for some time—very scarce and very high.

Canned Goods.

The tomato market is unchanged but stronger; demand fair; prospects of a gradual advance through the season. Corn is in good demand at full prices. Peas are selling well, especially for the lower grades. The reasonable prices have largely increased the consumption. Baltimore packings of various lines are unchanged and are having the usual demand for this season. No change in California canned fruits.

Beans and Peas.

The pea bean market is much stronger owing to lack of supplies. An advance of 10 cents per bushel is noted for the week. Marrows and red kidneys are still very strong at the prevailing high prices. Green and Scotch peas have advanced about 10 cents a bushel this

The Grocery Markets

Tea.

The tea market shows no change for the week. Everything is steady and in fairly active demand. Prices are getting scarcer and the market is hardening. The consumptive demand for tea is fair.

Coffee.

The coffee market shows no change for the week. The situation is still heavy and prices are rather firm than otherwise. Rio 7s are about as they were a week ago; the situation is relatively stronger on Rio than on Santos 4s because Santos 4s are scarcer. Santos 4s are unchanged also. Mild coffee

prices are in dull demand but fairly well maintained because of light supply. Mocha is perhaps a shade lower than it has been. The demand for that and for Java is fair.

Sugar.

The sugar market is difficult to appraise. All refiners are asking 6 cents for granulated and there is no immediate indication of any change in this price, but raws have declined and are quoted as the week ends at 4.77, which is a decline of at least $\frac{1}{4}$ from the price ruling a week ago. Another weakening influence is the fact that domestic beet granulated can be bought in

Run over your stock and see how large a percentage of it is nationally advertised goods, and how they sell compared with the others. Then reflect on whether you would be satisfied to throw out all the nationally advertised brands and replace them with unknown brands.

If your conclusions on these questions are what we expect them to be, decide further whether nationally advertised goods aren't worth your very best and strongest effort.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

week. Lima beans are selling freely and an advance of 7½ cents a hundred is noted for the week.

Dried Fruits.

California dried fruits are without feature. Peaches are maintaining their advance, while apricots are almost entirely cleaned up in first hands. Prunes are selling freely at full prices. Raisins and currants are in active demand at full prices.

Butter.

The butter market is active with a very good consumptive demand at prices ranging about 1 to 2 cents over a week ago. The make of but-

ter has fallen off to a considerable extent and everything is selling on arrival. The market is in a healthy condition at the advance, but no further change in price is looked for in the immediate future.

Eggs.

Fresh eggs continue to be very scarce, and the market is firm on the present basis of quotations. The average quality of new laid eggs is good and the market is likely to remain unchanged until there is an increase in the receipts, which is unlikely for the month at least.

Cheese.

The cheese market is firm with an active demand both for consumption and export, at prices ranging about a half cent over a week ago. The market is in a healthy condition, but no further advance in the near future is expected.

Provisions.

Everything in the smoked meat line is very firm with an active demand at prices ranging about the same as last week. The supply is reported to be short, but there is likely to be an increase in the supply in the near future, with a possible declining market. Both pure and compound lard are in good demand at prices ranging about the same as last week. Barreled pork, dried beef and canned meats are unchanged with a moderate consumptive demand.

Poultry.

Turkeys have been very scarce and everything is cleaning up, with fine turkeys selling in a wholesale way at 30 cents per pound. The average quality, not quite fancy, are selling at from 26 to 28 cents. The supply of fowls and chickens has been ample, selling at from 20 to 22 cents. Ducks and geese are in fair supply, selling at about 20 cents. There is likely to be a lower price after the holiday demand.

INDIVIDUAL MARKET REPORTS.

Spices.

The market continues quite active. Prices are considerably higher. Foreign shippers are rather reluctant to sell at this time, except in a small way. The situation as to freights is more critical than ever before.

Pepper.—Has been exceedingly active this week. Prices generally are higher. It is now definitely reported that the crop of Lampong is far short of normal.

Cloves.—Spot prices are high and there is great uncertainty as to future arrivals. This article is likely to remain high for some time.

Nutmegs.—All grades are in small supply, and prices are slowly but steadily advancing.

Pimento (Allspice).—In fair demand at generally firmer prices. In fact, the price to-day is 1 cent per pound higher than prices in effect during early fall.

Gingers.—All grades in fair demand, though Jamaica is the only root that has changed in price during the week.

Tapiocas.—Much firmer, due no doubt to the higher freights on this article.

Paprikas.—Hungarian is out of stock. Spanish grades all in fair demand at generally unchanged prices.

Cassias.—Saigon extremely scarce and higher for arrival. Batavia grades in good demand. China grades are in reduced supply at firm prices.

Seeds, Herbs, Etc.—All articles in the line are generally firm, with fair demand. Mustard is likely to go higher. Cummin, caraway and canary unchanged. Poppy is higher. Herbs in active demand at present.

McCORMICK & Co.

Baltimore, Md.

National President Connolly Calls for Better Retail Profits on Package Goods

Produces List of Staple Goods on All of Which He Claims Retailers Get Too Small a Margin.

I wish to emphasize the fact that no article selling at retail for 10 cents should cost the retailer more than 90 cents a dozen. A 12½-cent article should not cost more than \$1.10 and a 15-cent article not more than \$1.35. A 25-cent seller should not cost more than \$2.25. This will allow us a profit of 25 per cent. on the selling price, a small margin over the cost of doing business.

It is a well-known fact that 60 per cent. of the goods sold by the retail grocer to-day are sold at a loss when the cost of doing business is added to the cost of the goods. In order to demonstrate the inadequate profit we are now receiving, and with a hope that the manufacturer will put forth some effort to assist in bettering this condition, I herewith quote the cost and selling price and percentage of profit of the articles, properly based on the selling price, that constituted a large part of the sales of a San Francisco, Cal., store on Friday, November 12th:—

Sugar was selling at
15 lbs. for\$1 00
Cost \$6.25 a hundred. 93

Profit\$ 06¼ or 6¼%
Carnation Milk sells
85c a doz. 3 40 a case
Costs 3 20

Profit\$ 20 or 5%
Eagle Condensed Milk
sells 15c a can.....\$7 20 a case
Costs 6 50

Profit\$ 70 or 9 13-18%
Grape Nuts sells 12½c
or 1 50 a dozen
Costs 1 35

Profit\$ 15 or 10%
Horlick's Malted Milk
large, sells \$3.....\$36 00 a dozen
Costs 32 08

Profit\$3 92 or 10 8-9%
Fels Naptha sells for \$5 00 case of 100
Costs 4 25

Profit\$ 75 or 15%

Snider's Oyster Cocktail Sauce sells for
25c\$3 00 a dozen
Costs 2 65

Profit\$ 35 or 11 2-3%
Crisco, small, sells
for\$ 25 a can
Costs 21½

Profit\$ 03½ or 12½%
Liebig's Extract Beef
sells for 40c.....\$4 80
Costs 4 15

Profit\$ 65 or 13 13-24
Lea & Perrin Sauce
sells for 25c or.....\$3 00 a dozen
Costs 2 60

Profit\$ 40 or 13 1-3%
Best Family Flour
sells 49-lb. sack....\$1 75
Costs 1 50

Profit\$ 25 or 14 2-7%
Fancy Ranch Eggs
sell\$ 65 a dozen
Cost 57½

Profit\$ 7½ or 11 7-13
Creamery Butter was
selling\$ 75 2-lb. sq.
Cost 63

Profit\$ 12 or 16%

From the above it can easily be seen why Bradstreet's report has shown that 75 per cent. of the retail grocers are failures within a period of fifteen years—20 per cent. out an existence and 5 per cent. make money.

It is time, Mr. Manufacturer, that you take more interest in the welfare of your retail distributor and find some solution of this problem, to the end that your individual products shall carry their own cost of distribution and it will not be necessary for the retailer to make teas, coffees and fancy groceries pay the losses sustained in distributing your goods.

F. B. CONNOLLY,

President National Retail Grocers Association.

San Francisco, Cal.,

November 25, 1915.

SALESMEN WANTED

We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 59% of the Grocers of the country. An Excellent Opportunity for men with proven selling abilities.

For particulars, apply

STAR EGG CARRIER & TRAY MFG. CO.
Rochester, N. Y.



IT SELLS BETTER
the second time. That
is because

MAPLEINE

once used is always used.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, 113 Hudson St., New York
Fresno, Cal.

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

Pettijohn's Flour



A Modern
Scientific Flour
for Use in Place
of Graham

The big increase in the sale of Pettijohn's Breakfast Food Shows the growing demand for bran foods.

Now we bring out another—

Pettijohn's Flour *Flaked with 25% Bran*

There are millions of families that will welcome a flour with bran flakes such as this. We will tell your customers about it in all the prominent women's publications.

Pettijohn's Flour is put up in large attractive round package with a cover. It is conveniently packed for you in cases of 12 packages.

Costs \$2.25 per case—a 25-cent seller.

We suggest you get in twelve packages with your next order. You will be surprised how many people are interested.

The Quaker Oats Company



Whiskers Forever.

Well, brothers of the red shirt, the time has come for us to strike a fierce blow for freedom. Listen here.

One day last month I was in the office of an old pal of mine who is the manager of a big Philadelphia grocery store. Him and I came from the same town in Africa and we've always sort of hung together. When I got short I'd borrow money of him, and then again when he had more coin than I had he'd lend me some. It's been a lovely friendship. I believe he'd give me a job in his store to-day if he couldn't get anybody else.

Well, anyway, when I was in there last month I had to wait while he talked with a fellow who wanted a counter job. The store had put an ad. in for a clerk and this man was one of the 3,643,277 who had answered. He was a chap about forty, and talked like he knew the business. He sounded to me as if he was one of those fellows that come over here from the north of Ireland. They make crackajack clerks.

He had a bunch of brown whiskers on him that looked like they would have come off, if they'd been on me.

My friend the manager talked with him awhile, took his name and address and said he'd write him.

I was in there last week again.

"By the way, did you hire that chap with the whiskers who was here that day I was in?" I asked.

"No, I didn't take him?"

"Why not? What I heard sounded like he was a good man."

"I guess he was, but I didn't like his whiskers. I don't believe grocery clerks ought to wear whiskers. I prefer smooth-faced men."

And right there's the call to war. The right to wear whiskers or whiskerettes if we want to, that's the point. I'll wade through three buckets of blood myself to save that

God-given right. Understand, I don't wear 'em. To tell you the honest truth, I couldn't. For some darn fool reason, my whiskers only grow on one side. If I was to wear 'em, I'd be a two-faced gent for sure. But all the same I've got the right to do it if I want to, and I ain't going to have any man saying to me he won't give me a job as long as I have whiskers. I ain't a going to stand for it, that's all there is to it, and I start out tomorrow to get up a company of brave and determined heroes who will do and die with me.

The motto on our shield of battle's going to be "gimme whiskers or gimme death!" Speaking now entirely confidential, I'd just as soon have one as the other.

The next day after my friend the manager told me he'd turned down the man with whiskers, I called on a customer of mine that I know pretty well. He buys quite a lot of stuff from me and the house thinks well of him. He wears whiskers too and always has.

"Jim," I said, "my people are talking about not selling you any more goods."

He looked at me right sharp for a minute, but I had my face all set like George Washington's.

"Am I supposed to bite on something?" he said. "All right, I will; why not?"

"On account of those spinach of yours," I said. "There's a great movement against whiskers in the grocery business. They think they're bad things to have around a grocery store, and I heard just before I left Philly that some of 'em thought your whiskers had something to do with the war. The hand of the world is agin 'em, and my house feels that they'll have to go along. It's down with whiskers from to-day on. Will you cut yours off?"

"I'll cut my whiskers off the day you cut your head off," he said.

Which was a sort of a mean answer, I thought. I reproved him for it gently but firmly and left.

Now who'll join the army? It's a grand old cause. We'd make a scrumptuous sight marching down Broad street, Philadelphia, with our whiskers a-flying in the breeze. That's a little bit exaggerated, for they won't fly in the breeze. When we parade it's going to be a rule that every man wears his in a net.

Any woman who has whiskers can join if they ain't red. I'd rather meet the devil himself than a woman with red whiskers. Fact is, she looks like the devil.

Now, don't you boys get me wrong here. There is whiskers and there is whiskers. I ain't for all kinds—some whiskers I wouldn't let come in my house. Why my old boss, that I learned the grocery business of, had a brother with a bunch of rubbish like I'm talking about now. They looked like one of these dusters you clean off automobiles with—looked like one that had been used a good bit. He hadn't cut 'em since Jackson was elected and he'd rather have died than do it. Why when his wife used to lose anything small she'd look first in the old man's whiskers for it. Time and time again she'd find it there. One day I remember she found a couple of spools and scared out a little chippy bird that was just getting ready to put up a nest. I'm agin the kind of whiskers you have to send to an upholsterer once a year to get renovated. Real gent's whiskers are the kind I'm for—the kind I'd raise if I could raise any.

THE STROLLER.

California to Go Into the Food Business.

California has undertaken State distribution of the food supply. The Governor not long ago signed a bill creating a "State Commission Market" to deal directly between producers and consumers of food of all kinds, the object being to eliminate middlemen. The law is

unusually clear and explains itself the following clauses:—

Section 1. There is hereby created the State commission market, a State organization to carry on the business of receiving from the producers thereof, the agricultural fishery, dairy and farm products of the State of California, and the selling and disposing of the same on commission, as herein provided.

Sec. 2. The State commission market shall be under the management and control of a governing body of one person, to be known as the State commission market director, who shall be appointed by the Governor of the State of California.

Sec. 3. The commission market director shall establish and maintain in any and all cities and towns in the State, where and when the conditions are, in his judgment most suitable, depots or stations to be used as commission markets, for the receiving, care, sale and distribution of the agricultural, fishery, dairy and farm products of California, and the director shall establish and maintain an executive office or headquarters at Sacramento.

Sec. 4. The commission market director shall make all necessary rules and regulations and change the same when necessary, for the operation and carrying on of the State commission market, and shall print the rules for free distribution to all parties who wish to avail themselves of the privileges of the market, whether buyers or sellers, and all buyers and sellers shall conform to such rules and regulations in order to claim any right under this act.

Sec. 5. All producers of agricultural, dairy or farm products, products manufactured or processed therefrom, or fishery products which shall have been grown, raised, produced, processed or manufactured within the State of California, or caught in the territorial waters thereof, shall have the right to consign and deliver such products to the State commission market, any of its depots or branches, for sale and distribution.

Sec. 6. The State commission market shall receive and care for all produce consigned and deliver to it under the provisions of this act, and shall sell and distribute to dealers, consumers and all buyers such products to the best possible advantage of the producer; and, in the end that the State commission market be self-supporting, shall charge a commission for the handling of all products in an amount which, in the judgment of the director, is just and reasonable. Settlements with producers shall be made once a month or oftener, and the market shall retain the commission charged.

Sec. 7. The director shall have power to rent, lease, occupy or use all such lands and buildings may be needed in the business of the market or any of its branches, and may provide the same with sufficient force of officers, clerks and other employees, as may be deemed necessary to carry out the provisions of this act, and shall rent or purchase and use all equipment, appliances, horses, mules, trucks, wagons, and all supplies necessary for the carrying on of said business.

Dayton Moneyweight Scale

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

The Awards in the Lipton Tea Window Display Contest will be made next week, in the issue of December 6, 1915

WASHES
AND
BLUES
AT
ONE
TIME
NEEDS NO
RUBBING

GUARANTEED HARMLESS

CHASE-O

MAKES
THE
CLOTHES
CLEAN
AND
SWEET

LAUNDRY CRYSTALS

MANUFACTURED BY
CHASE-O MFG. CO.
PHILADELPHIA,
U. S. A.

They'll All Thank You

☐ Sell **Chase-O** and every woman who gets it will thank you after her first wash day. **Chase-O** is a laundry crystal that practically does the wash itself. Merely boil the clothes with soap and **Chase-O**, and the work is done. If you don't believe this, try it first yourself.

☐ Retail at 5 cents and never stops selling after it begins.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind,
in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics,
auto lunches, handy for breakfast, luncheon or
night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

Do You Sell All the Rice You Could?



SOME people will always buy something new—it rests with the article whether they keep on buying it.

If you will show **Imperator** rice, which is different from the rice your customers may be used to, in that it is not coated with glucose and talc, a lot of them will buy it just because it is new to them. When they taste the difference between **Imperator** and ordinary rice they will keep on buying it.

It's a way to better rice sales.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.



No. 339.—Important to Every One Who Ships or Receives Freight.

I have just been reading a number of recently decided railroad cases, and it occurs to me that the business man who receives freight, very often in his dealings with railroads, gets the little end of the stick. He would not always be in this position if he knew how to protect himself when a crisis arises, but usually he does not. I have in mind two cases which are typical of a considerable number, and will discuss them briefly. Both involve a situation which may cause a freight receiver loss unless he knows what to do to avoid it. Both have to do with the liability of a receiver of goods by freight to pay the freight, under conditions when in all fairness he ought not to pay it at all. In the first case a Florida fruit grower contracted to ship to a Pittsburgh fruit house a car of watermelons. The contract was very clear—the melons were to weigh not less than 35 pounds each, and a certain price was made based on the size. The freight charges to be collected at destination.

When the car arrived at Pittsburgh the buyer inspected the contents, and found that instead of 35-pound melons, the shipper had sent him 25-pound melons, which were naturally worth considerably less, and for which the receiver had no market. If I remember rightly, the difference in the price of the two sizes was about 25 per cent. The smaller melons were a second instead of a first grade. For this reason the buyer rejected the whole car on the ground that the melons were not what he had ordered.

The railroad company sold the whole car at public sale and out of the proceeds paid itself for demurrage, track storage and freight (as far as the money would go). There still remained \$134.37 unpaid on account of the freight, and the railroad sued the buyer of the melons

for it. Now here is a case where it might appear, as a matter of common sense, as if the buyer was not responsible for the freight on goods which he had not ordered. Nevertheless, the court said he must pay. He appealed and the Appeal Court also said he must pay. I present here an extract from the decision of the court:—

The railroad's contention is that when the buyer, of these melons directed the grower to ship them a carload of melons they constituted the grower their agent to employ a carrier to deliver the melons to defendants at Pittsburgh, and by reason of such employment defendants became liable to the carrier for the freight and other charges. As a general proposition of law this contention is correct, at least where the defense is that the articles shipped were not of the grade ordered by the consignee, as claimed in this case. In such cases a delivery to the carriers is a delivery to the purchaser, and the receiver must look to the shipper for any defect in the articles or goods consigned. If an article entirely different from that ordered were shipped we would have before us a different question.

This being interpreted means that it was really the Pittsburgh man who employed the railroad, in Florida, to bring the melons to Pittsburgh. To be sure, he acted through an agent, the shipper, but it was still his act and because it was his act, he became responsible for the freight, regardless of whether the goods were exactly what he ordered. Thus does it come about that a man, after he has rejected goods which he did not order and did not want, is compelled to pay freight on them. To get his money back, he must go to Florida to sue, and then he may not find the shipper worth anything.

All this might have been avoided had he known what to do in the emergency that presented itself. Since the discrepancy in the melons was one of grade, rather than of kind, it would have been useful for him to know that he was responsible for the freight whether he took the melons in or not.

In order to secure himself, he should therefore have taken them in, always provided he had some chance of selling them for as large a sum as the freight amounted to. Naturally a man in the business has a better chance of turning over stuff than the railroad who puts it up at forced sale. When the shipper demanded payment, the receiver's reply would be: "The melons were not what I ordered, and I accepted them only to protect myself against the freight charges. The net amount coming to you from this sale is so much, for which check is enclosed."

Of course an even better way is to compel the shipper to pay the freight in advance, which is usually impracticable. If a shipper could be induced to pay the freight, however, there would be fewer rejections on account of goods not being up to specifications. The shipper would know that he must ship the right sort of goods to get his freight money back.

As the court points out, a different situation would present itself if by some mistake oranges had been shipped instead of melons. Here it could not be said that the Pittsburgh receiver had had anything to do with their shipment, either direct or through an agent; therefore he would not be liable for the freight.

The question, therefore, for every man who receives goods by freight to ask himself before he rejects a shipment is, "am I responsible for the freight here, and if I am, would it not be better to take the goods in to protect myself against freight charges?"

The other case which I am to discuss concerns a somewhat similar situation. This has been decided several times, all very recently. A shipper B goods on consignment, B being instructed to sell them, and after paying the freight and deduct-

ing his charges, to remit proceeds to A. B takes the goods from the railroad, pays the freight bill which the railroad presents, sells the goods and remits the proceeds to A. After all the money is out of his hands the railroad finds that its freight bill was for too small a sum, and presents a second bill for the difference. Of course the law requires that the full listed freight be paid, otherwise there would be discrimination among shippers—but it would appear as if the road, being at fault, should be compelled to sue against A, who had the money rather than against B, who was at fault, and who had no money in his hands to pay it from. Nevertheless, several courts have decided that B must pay, on the theory that the railroad was not obliged to deliver the goods to him or to any body, except upon his agreement to pay freight, which of course means the correct freight.

Naturally B can go after A to make him pay the second freight bill, but this is often very inconvenient.

The lesson here is that before consignee remits the proceeds of sale of consigned goods, he should insure himself by asking if the freight he has paid is the correct freight.

(Copyright, November, 1915, by Elton J. Buckley.)

Question: George Bair, Philadelphia, Pa.—Two weeks ago a customer got me to cash a check for \$12 which has since been returned by the bank with the statement that the account was closed before the check was given. The customer was a young man, and the check was that of his employer. What remedy have I?

Answer.—Giving a check on a bank where the maker knows there are no funds is a criminal offense. You can arrest the employer but not the employee who passed the check on you, for I assume you thought the check was good. You got the \$12, however, and you therefore make him pay back the money. If there is any reason to believe that the employee knew the check was bad, you can arrest him also.

Enclosed find check for \$3 one year's subscription. Am very much pleased to renew same and feel that I could not very well afford to be without it, as the advice alone is worth far more than the price of the magazine.—J. M. Sart, South Bethlehem, Pa.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

9.—By Henry B. Joy, President Packard Motor Car Co., Detroit, Mich.

When prices are cut by unfair competitive methods who pays the

absolutely the consumer is the one ultimately and continuously. One will fairly concede that a retailer must make a profit.

They make profits, of course, or they could not exist.

When a retail store sells an article below a proper profit or at cost, below cost, by reason of favoritism or desire to accommodate the customer in order to retain his trade, other lines, or to put a competing store out of business, or to run it as a leader for advertising purposes in order to attract customers for other goods at high prices, what does it mean?

It means simply that by sharp business that retailer to make his necessary average profit must and must, first, sell to the trusting customer, or inexperienced purchaser, in he can, that same article at less than its real worth; or, second, the retailer must and does sell other articles at more than their real worth. Naturally he probably does both.

There is no other answer; he must do so or fail.

So retailer or manufacturer desire to conduct his business along these lines.

Those who do are forced to do so by the unfair competition of other retailers or by manufacturers who do not protect their retail prices.

Business integrity and known prices have been inseparable companions.

Recent interpretations of the Sherman law now make it a criminal offense to conduct business on a one-price basis of equal treatment to all which representative business men have always been educated to believe was the highest

moral plane upon which business can be conducted.

The Sherman law as interpreted makes it a crime to establish the price at which goods shall be resold if sold through retailers. But the courts agreed that it is no crime, moral or otherwise, and no offense against any existing laws to establish the price if the goods are sold through agents.

The manufacturer can see to it that equal treatment to all his patrons is accorded by selling the goods directly himself through his own chain of retail stores, if he is strong enough financially to establish such facilities, but he can not use the great channels of commerce, the wholesalers and retailers, even when it is the cheapest and most efficient method.

In its moral aspect, this distinction between good business and criminal business is not discernible to the lay mind.

It is a distinction without a difference.

Is it wise for the Government to devise and enforce regulations that tend to make us a nation of haggling, deceitful bargainers, and force into the retail business subterfuges and misrepresentation, thus putting a premium on sharp and unscrupulous practices, to the absolute harm of those very consumers the law should seek to protect, namely, the average consumer, unable to detect the deceptions being practiced upon him?

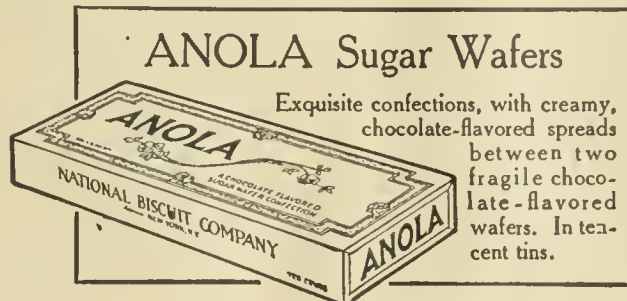
As the law now stands, corporations of the most sincere and earnest integrity are criticized for doing what has been believed to be the right thing in controlling and fixing retail prices. A published, printed retail price is a guide to the purchaser as to what he should pay, it is a guide to the retailer as to

The Road to Profitable Merchandising

Thousands of grocers know the advantage of selling advertised products the demand for which is firmly fixed. Good class of trade, steady sales, repeat orders, economy of selling, increased profits—these are the results.

National Biscuit Company advertising is backed up by the *quality* of the products. The consumer has *confidence* in them and knows them by *name*. Hence the grocer who handles them takes a short cut to profitable merchandising.

Stock an assortment of N. B. C. goods in the everywhere-known In-er-seal Trade Mark packages.



NATIONAL BISCUIT COMPANY

what he should ask, it is proof to the customer that the retailer is asking the fixed and fair price for the article. We see therefore that no book or publication or other branded article can properly be sold without the retail price marked on it, and yet the printing of the

retail price is criticized by the Bureau of Corporations.

Pennsylvania Organization Notes.

The banquet of the Merchants' Credit Bureau of Johnstown on November 15th



Only One Minute

If you'll take a minute to show Wheatena to a new customer and explain that it's the hearts of selected wheat and quite unlike any other cereal, you will probably never have to do anything with that customer again except fill her orders. That's Wheatena once it gets in. It's the most remarkable repeater in the market.

Also packed and guaranteed differently from any other cereal.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

was attended by about 400 leading merchants of the town. It was held at the new Hotel Fort Stanwick. James W. Leech, of Ebensburg, and John A. Scott, of Indiana, members of the Pennsylvania Workmen's Compensation Board, were honor guests and they fully explained this new and important law. H. M. Tarr, manager of the Johnstown Grocery Co., was also a speaker. H. G. Andrews acted as toastmaster. Paul N. Furman, Statistician of the Department of Labor, was also a guest and he fully explained the Child Labor Law. This event was a great credit to the association generally, and to Geo. McGarry, the efficient secretary, particularly.

Johnstown will hold a food show early in February.

Lock Haven Association is making great progress. At a recent meeting a merger with the local Board of Trade was effected. The association assumes all assets and liabilities and will be known as the Lock Haven Business Men's Association. Real estate to the amount of \$800 passes to the new organization. Under the new charter the work of the organization will be broadened and it will have a better opportunity to develop the commercial and civic welfare.

A Farm Bureau is about to be established, and plans have already been made to provide for the expense.

A new industry has just been secured that will give employment to about 100 persons. An extension of the boulevard lighting system is being agitated. Yes, Lock Haven is on the map. Very much so.

Mr. Smedley was the guest of the Hazelton grocers on November 15th. He received a royal reception and was greeted by a large attendance. Lunch was served at the conclusion of the meeting. Hazelton has a good association of grocers, made up of good men. There are many evils menacing this town that it is hoped this organization can cure.

Mr. Smedley visited Freeland merchants on November 15th in an effort to revive the association at this place.

A rousing meeting of the Bethlehem Association was held on November 16th. It was well attended and was inspiring. This association has been making a great gain in membership and is planning for big things. Mr. Smedley made an address and he was followed by President Parker, Secretary Best, Mr. Stauffer, of J. A. Eherts & Co.; Mr. Huff, Thomas Semmell, A. C. Young and others. Lunch was served. It was a good meeting and we believe will mark the beginning of big things for "Busy Bethlehem."

Mr. Smedley visited Pittston on November 17th and spoke at a meeting of merchants held in the Auditorium of the Y. M. C. A. Building. A feature of the meeting was the awarding of the prizes

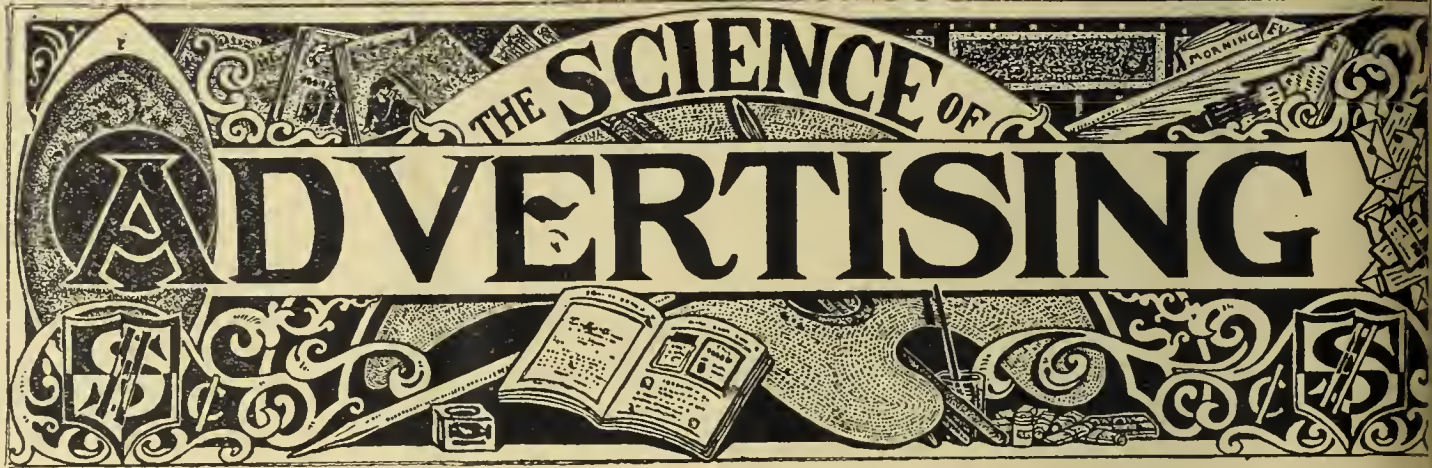
in a window dressing contest which had just closed. There were 30 participants and the prizes were four scholarships in the I.C. Schools of Scranton. Prizes were awarded as follows: Class A, dry goods, etc., the Fowler Dry Goods Co. Class B, jewelry, etc., Harry Yaseen. Class C, furniture, the Hazel Furniture Co.

Class D, groceries, Evans Brothers. Prior to the awards being announced, W. L. Raeder, of the Scranton Schools, gave a stereopticon lecture on the work of the schools.

These window dressing contests seem to be good things. They stir up a lot of interest, and judging from the in-

terest manifested, will be an incentive to better displays in the future—every day.

Mr. Smedley arranged for talks at Erie, Titusville, Belwood, Altoona, N. Y., Danville, Scranton, Butler N. Y., Brighton.



Darlington, S. C., Nov. 22, 1915.
Editor "Science of Advertising."

Dear Sir:—Am inclosing a copy of one of our ads. that we are running in our county paper weekly.

We advertise five articles every week and change the ad. every week.

Please let us know what you think of this style and kind of advertising.

Yours truly,
ROBT. A. ROGERS.

Mr. Rogers is doing most unique advertising. He takes a space two inches long and runs it clear across the page of his local paper. I am having it reproduced in smaller form. Even in spite of the fact that the page on which this advertising appears is badly cluttered up by a bad typographical arrangement, Mr. Rogers' little advertisements stand out and I have no doubt are seen. Here is the entire advertisement, much reduced, together with a little portion of the reading matter both above and below:—

to be a better plan than advertising a hundred and one things in a space that didn't leave sufficient room to say anything adequate about any of them. I would rather take my chances on getting people in the store with ten offerings, persuasively advertised, than with fifty jumbled together in lists. I do not believe, however, that Mr. Rogers' advertising is as persuasive as it might be. "Fruit Cake Ingredients" says merely what everybody knows—that Mr. Rogers keeps articles every grocer keeps. I don't think "Fresh Shipment Hams" says a great deal, either. I shouldn't consider that there was any advertising value whatever in the mere fact that a fresh shipment of a staple article had been received, the new shipment being just like the old. The only way you could get any advertising value out of it is on the theory that the old goods

phasized even if it is true. The same applies to "Evaporated Fruits"; as I see it there is nothing said which could create any desire whatever to buy evaporated fruit. "Sliced Meats" is a little better though even that could be phrased a little more enticingly. "Try Sliced of This Sliced Ham," might be a heading, with a little talk about particular ham you use for slicing. Less general. The "Mooreville Butter" paragraph is much more specific and pointed than the others. It advertises one thing by saying about it the special things that are to say about it. I should think that that kind of advertising, if persisted in, ought to create a demand for this butter.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied.

Gasoline Engines

and
Catalogue
CHARLESTON, S. C.

Lye Specialist
FLORENCE, S. C.
Will Be at the CAROLINA DRUG CO. on THURSDAY of Every Week
Special Attention Given to Fitting Eye Glasses.

Whenver You Need a General Tonic Take Groves'
The Old Standard Groves' Tasteless Chill Tonic is equally valuable as a General Tonic because it contains the well known tonic properties of QUININE and IRON. It acts on the Liver, Drives out Malaria, Purifies the Blood and Builds up the Whole System. 50 cents.

LADIES!
Ask your Druggist for CHICKEN-TESTER DIAMOND BRAND PILLS in a box and take one or two pills daily with each meal. They will cure all kinds of female ailments. Sold by all Druggists. **EVERYWHERE TESTED.**

THE QUALITY THAT DOES NOT ATTRACT THE EYE
Because of its taste and its purity, it is the only butter that can be used for all purposes. It is the only butter that is so good for the baby. **WE HAVE THEM AT SLIGHT.**

Fruit Cake Ingredients We now have a complete stock of the finest quality ingredients for making Fruit Cake—Raisins, Currants, Citron, Figs, Spices, etc. Remember us when making Fruit Cake. ROBT. A. ROGERS	Fresh Shipment Hams Just received fresh shipment of Orange Brand, Armour Star Brand and Country Style Hams. These are all extra quality Hams—and guaranteed to please. Prices reasonable. ROBT. A. ROGERS	Evaporated Fruits We now have in fresh stock of new Evaporated Fruits—Fancy Evap. Peaches, 2 lbs. for 25c; Evap. Apples, 2 lbs. for 25c. Apricots, 20c lb. May we have your order? ROBT. A. ROGERS	Sliced Meats We make a specialty of slicing only the finest meats obtainable on our slicing machine. Sliced Breakfast Bacon, 35c lb.; Lunch Roll, 35c lb. Meat Loaf 35c. Boiled Ham 45c. ROBT. A. ROGERS	Mooreville Butter This is Butter you will like. It is made by skilled dairymen in a sanitary manner. Order a pound a day and see how fresh and good Butter can really be. 40c. ROBT. A. ROGERS
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Roof Fire; Small Damage
An alarm from box 43 Tuesday morning at 10:30 called the Fire Department to the home of C. A. Ashley, residing across the street from the Darlington Manufacturing Co.

CLASSIFIED ADS
Advertisements inserted under this heading, 25 words or less, 25 cents for each insertion, over 25 words, 1 cent per word.

TO BE GIVEN AWAY
1000 SLICK—Cheap and on terms. Free from dwelling and combined, 1000 Slick at 1000 C. I. depot, lot 50 by 150 feet. Apply on premises.

I note Mr. Rogers' statement that he advertises but a few things per week. I have always believed that had become stale, and the new shipment were fresh. That of course isn't true and it oughtn't to be emphasized even if it is true. The same applies to "Evaporated Fruits"; as I see it there is nothing said which could create any desire whatever to buy evaporated fruit. "Sliced Meats" is a little better though even that could be phrased a little more enticingly. "Try Sliced of This Sliced Ham," might be a heading, with a little talk about particular ham you use for slicing. Less general. The "Mooreville Butter" paragraph is much more specific and pointed than the others. It advertises one thing by saying about it the special things that are to say about it. I should think that that kind of advertising, if persisted in, ought to create a demand for this butter.

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communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

New Grade ATMORE'S MINCE MEAT in Bulk

"MY customers are mighty glad to find I'm selling 'Extra Family' (Blue Label) brand in bulk as well as in glass jars.

"It satisfies the demand of quality trade for Mince Meat of the finest grade that money can buy."

*20-pound and 40-pound kits.
Also bbls., halves and quarters*

ATMORE & SON

Since 1842
Philadelphia



Cold Weather Specialties

*Fresh Sausage,
Scrapple,
Soupe,
Liver Pudding*

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Soupe

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES CO.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTOFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. HUBBS,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. MCCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50.

BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim, Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.
Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen.

I trust that I may be able to do through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, we will sell for \$20, with about worth of supplies thrown in at the price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us offer.

A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of a six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles. The things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, doz. silver spoons, 8 doz. tumblers, doz. 10-cent and 1 doz. 5-cent Sun cups, 1 doz. banana split dishes, cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder model Eagle Motorcycle, rated at 10 horse-power, but will develop thirty horse-power. Is equipped with headlights and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list price less 10 per cent., Yellow Label, 1-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., 1/8s, 1/2s and 1-pound tins. Chocolate, 1/4 and 1/2-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—One dozen or more strong second-hand tea caddies, not more than 10 inches high. Address T. C. Fluke 1309 Walnut St., Philadelphia. 26

WANTED.—We are in the market for electric coffee mill, Hobart preferred, play canisters, refrigerating counter, ice desk. Goods must be in first-class condition and reasonable. Address Hamm & Yerke, 145 Market St., Amsterdam, N. Y. 24

BUSINESS OPPORTUNITIES

SPECIAL.—Want to increase your sale? We have the best booster out. Sample free. Ask for it. It will apply to you. Address Colonial Printing Co., Mansfield, Ohio. 24

SITUATION WANTED

WANTED.—Salesman, well acquainted with the Savannah trade, desires accounts, such as meat, coffee, preserves, to sell on commission basis. He wishes to work Savannah and vicinity. Will furnish bank references. Address Salesman, P. O. Box 882, Savannah, Ga. 22

FOR SALE OR RENT

FOR SALE.—One store room, 25 x 50, 2nd-floor flat, one stable, 25 x 18 x 16, rear of store; corner lot, situated in Woodlawn, Pa., a manufacturing town.

of 10,000 inhabitants. Reason for selling is on account of health. Price \$4,500. Address R. W. Miller & Co., Woodlawn, Pa. 26

FIXTURES.

FOR SALE.—Fixtures of a first-class store going out of business; includes glass counters, counter cases, cigar cases, coffee grinder, scales, scoops, stoves, etc. Address J. E. Elliott, Bridgeville, Del. 2

MISCELLANEOUS.

FOR SALE.—One 80-gallon, extra heavy galvanized hot water boiler, manufactured by Fleck Bros. Co., Philadelphia, Pa.; five-year guarantee; price \$6, f. o. b. Wilkes-Barre, Pa.; been used three months. Address B. B. Crompton, Wilkes-Barre, Pa. 26

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

PERFECTLY SIMPLE

No complication. Sell an Indexed Coupon Book for cash (in advance) and treat as a cash sale. Sell on credit and there is but one charge for the book—no other bookkeeping. They hold your transient cash customer. If you do not use them generally you should have a few to control the grouchy customer—the one who over-runs his credit—the one who is slow pay—the one who always disputes the account and others you know of. We sell them in any quantities, all sizes and f. o. b. destination anywhere in the United States.



Let us send you literature and samples. No charge. No obligations

FORBES INDEXED COUPON BOOKS
WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, ^{Forbes} Building, Coshocton, Ohio

Send It To Six Houses

Why not send a sample of a Coffee you rather bank on, to six houses to match and quote—five that sell through salesmen, and ourselves, who do not?

If our price is the lowest of the six our point is made. You will doubtless know for yourself then whether it will pay you to save salesmen's salaries after that.

We specialize in fine coffees—by mail. Our cost includes no salesmen's salaries, and it therefore ought to be lower than other houses, oughtn't it?

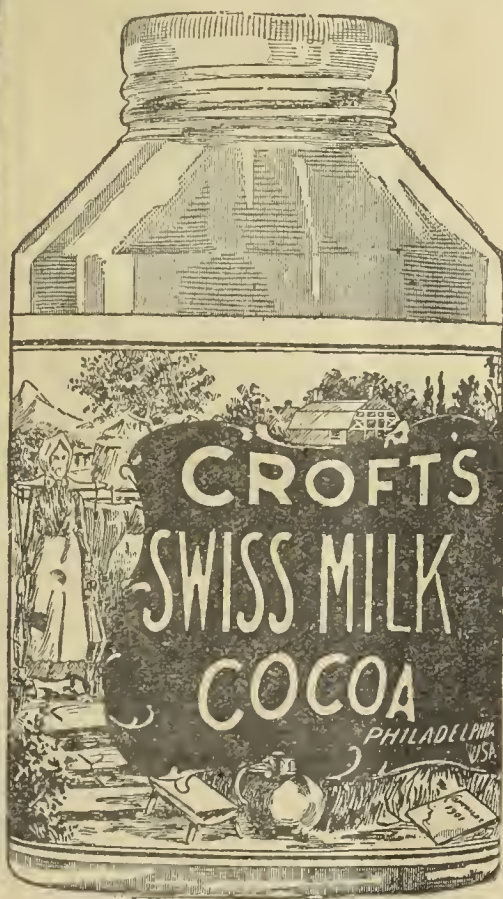
To-day is the day to save money.

URYEE & BARWISE

isters and Packers Teas and Coffees

3 Greenwich St., NEW YORK

ESTABLISHED 1897



Where the Glass Jar Comes In

The glass jar in which Croft's Swiss Milk Cocoa—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, Croft's Swiss Milk Cocoa will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market

Croft & Allen Co.
PHILADELPHIA, PA.

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

CORRECTED WEEKLY. NOVEMBER 29, 1915.

ADVANCES.

DECLINES.

SUGAR.

TEA.

BLACKING—Shoe.

FILE GREASE.

BAKING POWDER.

SHOE DRESSING.

GREEN COFFEE.

ROASTED COFFEE IN BULK.

PACKAGE COFFEE.

**COFFEE ESSENCE AND
CHICORY.**

BLUING—Dry.

BLUING—Liquid.

BUTTER.

CANDLES.

JARS AND JAR RUBBERS

Lightning, pure rubber, bulk.....
Reliable, white rubber, wide.....

CATSUP

KETCHUP.

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CANNED GOODS.

Red Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case 1.90
Under's, No. 2	1.40
Van Camp's, No. 2	1.40
Waukegan's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47 1/2
Peas—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
" small, No. 2	1.50
ing Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
ancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
3 Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
in—	
Standard, New York, No. 2	.90
ancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
ancy, Maine, No. 2	1.25
hoe Peg, No. 2	.85
Whole grain, No. 2	.75
Standard, New York, No. 2	1.25
Standard, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Standard, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Standard, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Standard, Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.25
" No. 3	1.10
otash—	
Standard, New York, No. 2	1.00
ancy, New York, No. 2	2.25
Standard, Maryland, No. 2	.95
ancy, Michigan, No. 2	1.20
argus—	
Small, No. 2 1/2	2.00
Medium, No. 2 1/2	2.20
Large, No. 2 1/2	2.50
ips, No. 2	2.25
pkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
ach—	
Standard, Maryland, No. 3	.95
Crout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

icots—	
Extra, No. 3	2.75
" No. 2 1/2	2.10
Extra Standard, No. 2 1/2	1.75
Standard, No. 2 1/2	2.50
lett Pears—	
Extra, No. 3	2.50
" No. 2 1/2	2.50
Extra Standard, No. 2 1/2	2.30
Standard, No. 2 1/2	2.15
le Cherries—	
Extra, No. 3	2.90
" No. 2 1/2	2.50
Extra Standard, No. 2 1/2	2.50
Standard, No. 2 1/2	2.25
hes, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2 1/2	2.00
Extra Standard, No. 2 1/2	1.75
Standard, No. 2 1/2	1.50
hes, Lemon Cling—	
Extra, No. 3	2.95
" No. 2 1/2	2.00
Extra Standard, No. 2 1/2	2.75
Standard, No. 2 1/2	1.45
hes, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2 1/2	2.00
Extra Standard, No. 2 1/2	2.70
Standard, No. 2 1/2	1.40

Eastern Canned Fruits.

es—	
New York State, No. 3	.90
" No. 10	2.90
berries—	
Syrup, No. 2	1.35
water, No. 2	1.00
ies—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
les—	
le, No. 3	1.35
onds, No. 3	1.15
" No. 3	.85
lett, Extra Standard, No. 2 1/2	2.00
fer, syrup, No. 3	1.00
" water, No. 3	1.00
avy syrup, No. 2 1/2	1.25
ht syrup, No. 2 1/2	1.00
erries—	
le, in water, No. 2	1.40
berries—	
ra preserved, No. 2	1.80
erved, No. 2	2.60
water, No. 2	2.20

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Pineapples—

Hawaiian, Extra, No. 2 1/2	2.00
" Standard, No. 2 1/2	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kipperd Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32 1/2
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. 1/2, flat, 4 doz.	2.65
Star, No. 1/2, flat, 4 doz.	1.50
" No. 1/2, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37 1/2
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42 1/2
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, 1/2s, oval, 100s.	18.00
" high oval, 100s.	19.00
" Fresh Mackerel, 100s.	23.00
dgl., Young Mackerel in Olive Oil, 1/2s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain
Normanna, Tomato Sauce, 100s.
" Boneless, 1/2s, oval, 100s.	14.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	24.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. 1/2, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, 1/2s, Olive Oil, 100s.	14.00
" 1/2s, Tomato Sauce, 100s	14.00
" 1/2s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, 1/2s, skinless and boneless, 100s.	26.00
Boneless and peeled, 1/2s	24.00
" D. & G., 1/2s	26.50
" Ispa, 1/2s	28.00
" Gondolier, 1/2s, 100	20.00
" Landell, 1/2s, 100	9.50
" Martell, 1/2s, 100	10.50
" 1/2s, 100	15.00
" Loyal, 1/2s, 100	9.50
Argonauts, 1/2s, 100	14.00
Orion, smoked, 1/2s, key, 100	8.00
Tomato sauce, 1/2s	15.00
Truffled, 1/2s, key, 100	12.50
Spiced, 1/2s, 100	10.00
Royanette, oval, 1/2s, 100	9.60
Angus Watson & Co.—	
Skipper, 1/2s, olive oil, 100	15.00
" 1/2s, tomato sauce, 100	15.00
" 1/2s, olive oil, 50	13.25
" 1/2s, tomato sauce, 50	13.25
Sea Queen, 1/2s, olive oil, 100	11.25
Sea Pearl, 1/2s, olive oil, 100	9.40
Tea Time, 1/2s, olive oil, 100	7.80
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60
Norwegian—	
King George, 1/2	14.00
Nansen brand, 1/2	10.50
Portugese—	
Marie Elizabeth, 1/2, plain	11.00
" 1/2, boneless	15.00
" 1/2, peeled and boneless	17.00
French—	
Jockey Club, fancy, 1/2	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, 1/2s	2.90
No. 2, 1/2s, 100	2.50
1/2s, key, 100	2.75
Irma, 1/2s, 100	4.00
Pickert's, Rival brand, carton, 1/2s, 100	3.90
" 1/2s, 100	6.00
Mustard—	
Irma, 1/2s, 100	4.00
1/2s, 100	2.25
3/4s, 48	3.60
Continental, 3/4s, key, 48	3.15
Irma, fancy, 3/4s, 50	3.80
Gold Label, 3/4s, 50	4.50
" 1/2s, 100	7.00
Underwood's, 3/4s, 50	4.50
Pickert's, Crown brand, 3/4s, 48	4.00
" Columbias, 3/4s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. 1/2, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, 1/2 or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 2 doz.	4.65

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Chipped Beef.

Armour's—	
Shield, No. 1/2, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. 1/2, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. 1/2, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. 3/4	1.40
Chicken, No. 3/4	2.25
Ham, No. 3/4	1.40
Veal, No. 3/4	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingman's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. 1/2, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1 1/2, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2 1/2, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2 1/2, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50

Armour's—	
No. 1/4, 4 doz.	.45
No. 1/2, 2 doz.	.90
Ham, No. 1/4, 2 doz.	1.40
Tongue, No. 1/4, 2 doz.	1.40
Libby's—	
No. 1/4, 4 doz.	.45
No. 1/2, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	

Curtice Brothers' Blue Label, Potted—	
No. 1/4 Tin. No. 1/2 Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. 1/4 packed 4 doz. No. 1/2 packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. 1/4, 2 doz.	1.95
Libby's—	
No. 1/4, 2 doz.	1.70
No. 1/2, 1 doz.	2.40
R. & R., No. 1/4, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. 1/4, 4 doz.	2.15
" No. 1/2, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. 1/4, 2 doz.
" No. 1, 1 or 2 doz.
Curtice Brothers' Blue Label, in tins—	
Chicken, No. 1/2	3.45
" No. 1	6.10
Turkey, No. 1/2	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1 1/2	10.00
" No. 2 1/2	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10 1/2 oz., 4 doz.	.90
Chicken	.95

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Soups—

Quarts. Plnts. 1/4-Pints.

Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle.	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 2, 4 oz.	.90
Campbell's, No. 15, 10 1/2 oz., 4 doz.	Per case 3.60

All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.25

SPECIAL ASSORTMENTS.

Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus—	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable—	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable—	case 3.60

Curtice Brothers' Blue Label—	
Green Turtle	Quarts. 6.50 Plnts. 3.50 1/4-Pints 2.00
" clear	7.25 3.75 2.25
Terrapin	7.25 3.75 2.25
All others	3.15 1.75 1.25
Ritter's, Tomato	.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
10c. tins, 6-lb. boxes	.35
1/2-lb. tins, 6-lb. boxes	.30
1/2-lb. tins, 6-lb. boxes	.29
1-lb. tins, 6-lb. boxes	.28
5-lb. canisters	.30

Wilbur's Premium Chocolate—	
1/2 lb., 6 and 12-lb. boxes	.32
1/2 lb., 6 and 12-lb. boxes	.31

Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50

Capitol, sweet,

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	.80
Milk Chocolate, 50 5c. pkgs. in box, per box.....	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.....	Per can. Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....	.18 1/2 2.20
1/2-lb. round cans.....	.29 3.48
1-lb. round cans.....	.57 6.84
60 lbs. in case.....	Per can. Perl
5-lb. round cans.....	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.....	Per .28
Sweet Vanilla, 4 cakes to lb.....	.28
" 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
" 12 cakes to lb.....	.50
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.56
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per lb. .34
Bensdorp's Cooking Chocolate—	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case.....	.50
1 lb. boxes, 30 boxes in case.....	.55
1/2 lb. boxes, 60 boxes in case.....	.55
1/4 lb. boxes, 90 boxes in case.....	.56
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	Per tin .65
" 12-lb. boxes, 1/2-lb. tins.....	.36
" 6-lb. boxes, 1/2-lb. tins.....	.18
Stollwerck's Gold Brand Cooking Chocolate—	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....	Per lb. .34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	
No. 1, 25 cent size, 6 tablets in box.....	Per box 1.10
No. 3, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, 25 cent size, 6 tablets in box.....	1.10
No. 53, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Cocoa—	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	Per lb. .39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39

PAPER.

Scott Paper Co.—	
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2x5, 50 rolls.....	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2x5, per carton of 3 rolls, 16 cartons.....	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2x5, 100 rolls.....	3.25
Continental Paper Bags—	
Net price per 1,000—500 in a bundle	
Golden Rod S. O. S. Republic (White) S.O.S.	
1/4 lb.....	1/4 lb. .23 1/2
1/2 ".....	1/2 " .28 1/2
1 ".....	1 " .38
2 ".....	2 " .49 1/2
3 ".....	3 " .59
4 ".....	4 " .73 1/2
5 ".....	5 " .85
6 ".....	6 " 1.04
8 ".....	8 " 1.20 1/2
10 ".....	10 " 1.37
12 ".....	12 " 1.60 1/2
14 ".....	14 " 2.03
16 ".....	16 " 2.17 1/2
20 ".....	20 " 2.43 1/2
25 ".....	25 " 2.69
Manilla—	
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream .48
15x20, 5 reams in bundle.....	.90
20x30, ".....	1.20
24x36, ".....	1.20
Butter, Parchment—	
8x11, 1000 sheets.....	Per pkg. .60
9x12, ".....	.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10
Toilet—	
Extra quality, 100 rolls.....	Per case 5.75
Good " 200 ".....	4.95
Butter, Wax—	
9x12, about 480 sheets.....	Per pkg. .14 1/2
Bags, price per M—	
Original Bundles Panther Ex. Heavy Wolf	
Contain Yellow Drab	
1/4 lb.....	15M .33 .25
1/2 ".....	10M .41 .29
1 ".....	8M .53 .39
2 ".....	6M .71 .52
3 ".....	5M .84 .61
4 ".....	4M 1.08 .78
5 ".....	3M 1.24 .90
6 ".....	3M 1.54 1.12
8 ".....	2M 1.73 1.26
10 ".....	2M 1.95 1.48
12 ".....	2M 2.30 1.73
14 ".....	1M 2.85 2.20
16 ".....	1M 3.15 2.35
20 ".....	1M 3.45 2.62
25 ".....	1M 3.95 2.71

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Flour Sacks, satchel bottom—	
Majestic.....	Plain per roc
Ex. Heavy.....	.42
12 1/2 lbs., 1/4 bbl.....	.70
24 1/2 lbs., 1/2 bbl.....	1.40
49 lbs., 1/4 bbl.....	Per lb. .02 3/4
No. 2, Manilla light weight—	
12 in. rolls.....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Paper Towels—	
25 rolls, 150 towels each, with holder and basket.....	3.75
25 roll lots.....	2.75

CONDENSED MILK.

Eagle, 4 doz.....	Per case 6.25
" 2 doz.....	3.15
Challenge, 4 doz.....	4.45
Magnolia.....	4.95
Dime.....	3.75
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.55
Star, 4 doz.....	4.95
Anchor, skimmed.....	3.35
Borden's, Peerless brand, tall.....	3.50
" " small, 6 doz.....	2.50
" family size.....	3.10
" hotel size.....	3.75
" confectioners' size.....	3.75
Silver Cow, small, 6 doz.....	2.50
St. Charles, small, 4 doz.....	1.75
" tall.....	3.50
" hotel size.....	3.75
" confectioners' size.....	3.75
Pearl, tall.....	3.50
" small, 6 doz.....	2.50

HIRES CONDENSED MILK



Silver.....	Per case \$4.95
Hires.....	4.65
Queen.....	4.65
Premium.....	4.25
Gold (Baby).....	2.50
Gold (Tall).....	3.50
St. Elmo.....	3.75

CAKES AND CRACKERS.

J. S. Ivins' Son—	
Assorted Jumbles.....	Boxes .10
Cocoanut Ripple.....	.11
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Honey Jumbles.....	.12
Lemon Bar.....	.09
Lunch Biscuit.....	.09
Marshmallow Mayblossoms.....	.12
Newtons.....	.11
Raisin Cookies.....	.10
Saltines.....	.13
Spiced Wafers.....	.09
Sugar Cookies.....	.10
Water Crackers.....	.08
7-lb. tin pails—	
Arrowroot Biscuit.....	.16
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.17
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.16
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundae.....	.20
Lady Creams.....	.16
Lemon Sundae.....	.15
Sweet Marie.....	Per doz. .45
Package goods—	
Animals.....	.90
Cracker Meal, large.....	.45
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.90
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltina Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	
Butter Crackers.....	Bbls. Boxes .09 .09 1/2
Oyster Crackers.....	.09 .09 1/2
Wine Scroll.....	.11 .11 1/2
Cracker Dust.....	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.

Wein Senf, Prepared Mustard.	
Dove Brand.	
Stone pots, small, 2 doz.....	Per doz. 1.40
" with horseradish.....	" 2.00
" large, 1 doz.....	" 2.00
" with horseradish.....	" 2.00
Wein Senf, bbls.....	Per gal. .85
1-gal. stone jars.....	Per jar .85
5-gal. kegs.....	Per keg 3.50
Prepared Mustard, bbls.....	Per gal. .85
15-gal. kegs.....	" .85
10-gal. kegs.....	" .85
5-gal. kegs.....	Per keg 1.75
2-gal. pails.....	Per pail .90
1-gal. pails.....	.50
Prepared Special, with spoon, 2 doz.....	Per doz. .95
" sitting top, 2 doz.....	.46
" with horseradish, 2 doz.....	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	Per case .20
" loaf.....	.20
Sap Sago, 3 to lb.....	Per lb. .20
" less than cask.....	" .20
Roquefort.....	12 in case, " .20
" less than case.....	" .20
Parmesan, about 30 lbs.....	Per loaf, " .20
" less than loaf.....	" .20
Edam, 12 in case.....	Per case .20
" single.....	" .20
" in tin.....	Per lb. .20
" 1-lb. tins.....	Per case .20
Camembert, domestic, wood boxes.....	Per doz. .20
" Autocrat brand, large.....	" .20
" medium.....	" .20
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75
Parmesan, grated, ready for use, small bottles, per doz.....	2.50
Olmutter Hand, 100 in box.....	.22
Edelweiss, Romatour and Bier-Kase.....	Per doz. .22
American Swiss, No. 1.....	Per loaf .23
" less than loaf.....	" .23
" square loaves, No. 1, about 25 lbs. each.....	Per lb. .20
Limburger, No. 1.....	Box and 1/2 box .17
" less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	Per doz. 2.60
Muenster.....	Per lb. 2.20
Brick, No. 1.....	18-20 .22 1/2
English Dairy.....	" .22 1/2
Pineapple, picnic size, 6 in box.....	Per box 3.00
" gem size, 6 in box.....	2.25
Royal Luncheon—	
Dinner size, 1 doz.....	Per doz. 4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....	" .95
" 4 doz.....	" .95
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	Per lb.
Weiner Wurstel, 16 in tin.....	Per doz.
" 8 in tin.....	"
Imported Cervelat Sausage, Rolf's.....	Per lb.
Imported Frankfurters.....	Per doz.
Goose Breast, imported, marked weight, per lb.....	3.00
Pate de fois Gras, small.....	Per doz. 3.00
American—	
50 and 100-lb. boxes.....	Less. .28
Cervelat (Circle S.).....	.27
" (Diamond S.).....	.26
" Peutonic.....	.24
" Gothaer.....	.32
Salami (Circle S.).....	.27
" (Diamond S.).....	.26
" (G. A. P.).....	" .27
Landjager, short.....	Per lb. .35
" long.....	" .35
Mortadella, dry.....	Per box 4.75
Knackwurst, 25 in box.....	Per doz. 2.40
".....	" .18
Tongue Sausage.....	Per lb. .18
Smoked Braunschweiger Liver Sausage.....	.18
Lachs Ham.....	.39
Petit Delicatess Frankfurters, plain.....	Per doz. 1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	Per doz. 1.00
Lebanon Beef Bologna.....	Per lb. 20-22
Paprika Speck.....	" .18
Mettwurst, half round.....	" .25
Liver Sausage (special), truffle, goose or sardellen.....	Per lb. .18
Smoked Thuringer Blutwurst.....	" .18
" Pfefferwurst.....	" .18

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz. 4.80
" quart glass jars.....	5.75
" 10-oz. jars.....	2.50
" tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....	Per pail 1.05
5-gal. kegs.....	Per keg 2.25
Russian Sardines.....	" .65
" 5-lb. pails.....	Per pail 1.25
" 10-lb. pails.....	1.00
Beef Salad, in glass.....	" 1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	Per keg
Milkers, Y. M.....	Per keg

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Mixed, standard, bbls.....	Per bbl.
" 1/2 bbls.....	"
Milkers, standard, bbls.....	1/2 bbls.....
Scotland—	
Mixed, large, fulls, bbls.....	Per bbl.
" 1/2 bbls.....	"
Milkers, " bbls.....	1/2 bbls.....
Marinette Herring, imported, about 40 in pail.....	Per pail
Roll Herring, imported, about 25 in pail.....	Per pail
Spiced Herring, imported, about 40 in pail.....	Per pail
Norway Stockfish, dry.....	Per lb. .15
Matjes Herring.....	Per piece

Bismarck Herring.

Round tins, with key, pint.....	Per doz. 2.60
" quart.....	Per tin .40
" 2 quarts.....	Per tin .70
" 4 quarts.....	1.20
Roll Mops, 4-quart tin.....	1.30
" 2-quart tin.....	.70
" quart tin.....	" .40
Kruger's Roll and Brat Herring, oval tins, doz.....	" .40

Russian Sardines.

Imported, Wallkoff brand.....	Per keg
" 5-lb. pails.....	Per pail
" 10-lb. pails.....	" 1.2
Cut Spiced, 10-lb. pails.....	" 2.7
5-gal. keg.....	Per keg 2.7
Russian, in glass jars.....	Per doz.

Norway Anchovies.

Fancy, keg.....	Per 1/2 bbl.
" 1/2 keg.....	Per doz. 2.8
" 1/4 keg.....	Per doz. 2.8
Original package.....	Per 1/2 bbl.
Repacked, 5-lb. pails.....	Per pail
" 10-lb. pails.....	Per keg
" 5-gal. kegs.....	Per doz.
" 1/2-lb. flat tins.....	Per doz.
" 1/4-lb. tall tins.....	" 2.1
" 1-lb. tall tins.....	" 2.1

Salt Sardellen.

Original packages, 1902.....	Per anker
Repacked, kegs, about 8 lbs.....	Per keg 3.4
" pint jars.....	Per doz. 5
" large tumblers.....	" 2
" small tumblers.....	" 2

Russian Caviar.

1-lb. tins.....	Per doz. 22
1/2-lb. tins.....	" 11
1/4-lb. tins.....	" 6
1/8-lb. tins.....	" 3

German Dill Pickles—Regular S.

60-gal. casks, about 2000.....	Per cask
50-gal. bbls., about 1200.....	Per bbl. 9
15-gal. kegs, about 500.....	Per 100 9
10-gal. kegs, about 300.....	" 9
5-gal. kegs, about 150.....	" 9
10-lb. pails, about 50.....	Per pail

Imported Sour Crout.

Magdeburger, 60-65 gal. cask.....	Per cask
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Domestic Sourcrout—Long Cut.

60-gal. casks.....	Per cask
48-gal. bbls.....	Per bbl. 6
10-gal. kegs.....	Per keg 1
5-gal. kegs.....	Per keg 1
10-lb. pails.....	Per pail

Imported Lebkuchen.

Dampfnusse (Pfeffernusse).....	Per lb.
Spitzkuegel.....	"

Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg., per bundle.....	"
Basler Lebkuchen, No. 1, 6 in pkg., ".....	"
" No. 2, 6 in pkg., ".....	"
" No. 3, 6 in pkg., ".....	"
Amandines, 9-lb. tins.....	Per tin
" small tins.....	"

Pickles and Onions in Vinegar

Mixed Pickles and Chow-chow, 5-gal. keg.....	2
" 10-gal. keg.....	4

Sundries.

German Egg Potatoes, bags 110 lbs.....	Per bag
Green Kern.....	Per lb.
Potato Flour.....	"
German Dried Peas.....	"
Dried Mushrooms.....	"
Juniper Berries.....	"
St. John's Bread.....	"
Bay Leaves.....	"

COTTOLONE.

Cases, small, medium or large cans.....	7
Tierces, about 350 lbs.....	"
1/2 bbls., about 180 lbs.....	"
Tubs, about 65 lbs.....	"

CHEESE.

New York, full cream, fancy, old, 40 lbs.....	
" choice, new, 35 lbs.....	
Picnics, full cream, fancy, new, 30 lbs.	
Swiss, domestic, about 70-lb. blocks.....	
" about 30-lb. loaves.....	
McLaren's, medium, 2 doz.....	per doz.
Club, 2 doz.....	
Red Edam.....	each
Philé Cream, 1 doz, roc. size.....	per doz.
Elkhorn Pimento, 1 doz.....	"

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EGGS.

	Per doz.
by, candled and selected, 30 doz.	.42
ern, selected	.41
en Farm	.42
ru, packed in cartons.	.40

FANCY GROCERIES.

ood Staple Paste, 5-lb. cans.....per lb.	.33
ovies, in oil, 6 ring bottle.....per doz.	5.00
3 ring bottle.....	3.25
rs, Nonpareil, 1/2-gal. kegs.....	1.25
" quart, glass.....per doz.	7.50
" bottled, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
on Ginger, large pots, 6 to case.....per case	4.25
" medium, 12 to case.....	4.50
" small, 24 to case.....	4.25
ries in Maraschino, glass, 1 doz.....	7.00
1 Chowder, Burnham, 4 doz. 1-lb. per doz.	.20
2 doz. 3-lb.....	.90
le Powder, pints.....	3.60
" 4 oz.....	2.40
" 2 oz.....	1.40
ch Peas, extra flos.....per case	21.00
" fns.....
" moycos.....
ann's Irish Oatmeal—	
lb. cans.....per doz.	3.00
lb. cans.....per tin	.65
ley & Palmer's Petit Beurre Biscuit.....lb.	.24
" Dinner Biscuit.....	.33
" Breakfast Biscuit.....	.33
Packed 7 and 5 lbs. in a can.	
Pepper, ring, pints.....per doz.	1.25
" 1/2 pints.....	.60
stone jars, 4 doz.....	1.75
dore Marquett Mushrooms—	
st choice.....per case
rice, 100 tins.....	25.00
tra, 100 tins.....	30.00
tel, 100 tins.....
les, 1/2.....per tin	.25
" 1/2.....	.40
" 1/2.....	.75
" 1/2.....	1.50
ips, pickled, small size.....	1.10
Dunbar's, 2 doz.....per doz.	2.50
n Cordial, Bishop's, 1 doz.....	6.50
alized Ginger, 1-lb. tins.....	3.75
" 1/2-lb. tins.....	2.25
Julce, Rose's.....	4.50
" Rose Water.....	2.25
" Peach Water.....	2.25
" Olives.....	5.25
ranco-American Food Co.—	Per doz
ths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOLLON CUBES AND LIQUIDS.

Bouillon Cubes—	
tin, 100 cubes.....	1.70
50 cubes.....	.90
doz, tins, 12 cubes each.....	2.75
o Clam Bouillon—	
2 bottles, 1 doz.....	2.00
2 bottles, 1 doz.....	3.75
's Oxo Cubes—	
1 doz, 100 cubes.....per doz.	.85
2 doz, 100 cubes.....	2.00
's Beef, Clam and Chicken Cubes—	
11 boxes, 12 cubes, 1 doz.....	2.50
10 boxes, 50 cubes.....per tin	.90
10 boxes, 100 cubes.....	1.70
's Concentrated Bouillon—	
size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, 1/2 doz.....	25.00
's Tomato Bouillon—	
les, size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 5.....per bottle	3.00
y jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

	Per doz.
's Solid Extract of Beef—	
size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, 1/2 doz.....	29.75
's Fluid Beef Extract—	
es, size 4, 1 doz.....	5.00
" 8, 1 doz.....	9.00
" 16, 1/2 doz.....	17.00

FLOUR.

	Per bbl.
Flour.....	6.40
Flour.....	7.00
Flour.....	6.25
Flour.....	6.40
Flour.....	6.80
Flour.....	6.40
Flour.....	5.80
Flour.....	5.50
Flour.....	5.50
Flour.....	6.00
Flour.....	5.65
Flour.....	6.70
Flour.....	6.00
Flour.....	6.15

Prepared Flours.

	Per case
Prepared Doughnut, Cake, Ginger-	
and Tea Biscuit Flour—	
14-oz.....	1.44
28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

Buckwheat, medium, 128.....	1.56
Flap Jack Flour, 188.....	1.50
rry Buckwheat, 36 25.....	2.75
Pancake, 36 25.....	2.60

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Presto, 18 pkgs.....	1.60
Aunt Jennima Buckwheat, 368.....	2.70
Pancake, 188.....	1.35

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags.....per lb.	.05
New York State Marrows, new, bags about	
2 1/2 bushel.....	5.20
Michigan Pen, new, bags about 2 1/2 bushel.....	4.05
Red Kidney, 60 lbs. to bushel.....
Peas—	
Green, domestic, bags about 2 1/2 bushel.....	3.10
Yellow, split, domestic, 1 bushel bags.....	3.85
Lentils—	
ooooooooo, 100-lb. bags.....	Per lb.
Less quantity.....

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	1.95
Lea's, yellow, granulated, 100 lbs.....	2.15
" fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.00
" table, 100 lbs.....	1.95
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 25.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 25 (2 pkgs. free	
with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.00
No. 3, 100-lb. bags.....	3.00
Oatmeal—	
B, bbls.....per bbl.	5.75
B, 100 lbs.....per keg	3.00
Rolled Oats—	
Avena, 180 lbs.....per bbl.	5.50
" 90 lbs.....per keg	2.90
" 90 lbs.....per sack	2.63
Tapioca—	
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 rs.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/2
Flake.....	.06 1/2
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 188, large.....	2.25
" 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapi-Wheat Flakes, 24 15c. size.....	2.70
" 36 10c. size.....	2.80
Mapi-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 188, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
" Bran Flakes, 1 doz. pkgs.....	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 368.....	2.90
" large, reg. asst., 208.....	4.55
" no china, 208.....	3.85
" tins, 368.....	4.05
Quaker Oatmeal, steel cut, 248.....	2.85
Old Fashion Scotch Brand Oatmeal, 248.....	2.85
Mother's Oats, regular, 368.....	2.90
" large, reg. asst., 208.....	4.55
" no china, 208.....	3.85
" aluminum asst., 208.....	4.65
Royal Seal, 368.....	4.05
Mother's Steel Cut Oat Meal, 248.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 25.....	1.80
" family, 108.....	1.80
Quaker F. S. Hominy, pearl or gran., 248.....	1.80
" 108.....	2.80
Mother's Hominy, pearl or gran., 248.....	1.80
" Cornmeal, large, yellow, square, 108.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 248.....	2.70
Pettijohn's Breakfast Food, 188.....	2.15
Quaker F. S. Farina, 248.....	1.45
Saxon Wheat Food, 248.....	2.70
Mother's Wheat Hearts, 188.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 368.....	1.90
Corn Puffs, 368.....	4.30
Puffed Rice, 368.....	4.30
" Wheat, 368.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—

Pettijohn's Bran Flour, 128.....	2.25
Quaker Breakfast Biscuit, 248.....	2.70
Apetizo, 248.....	2.90
Quaker Whole Wheat Flour, 108.....	2.15
Schumacker XXX Graham, 10 105-20 55.....	3.15
Scotch Brand Pearl Barley, 248.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Frehofer's Bread Crumbs, 1 b.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " small.....	.90
" " large, gross.....	17.25
" " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, nssorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.87 1/2
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Wine	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" 50 10-oz. pkgs.....	1.75
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L," 40 16-oz. pl gs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/4-.04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 rs.....	.12
Short, 25 rs.....	.12
Cubes or Elbows, 24 1.....
Spaghett, 25 rs.....
Vermicelli, 25 rs.....	.12
Alphabet, 25 rs.....

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghett a la Milanais, No. 1, 4 doz.....	.90
" No. 2, 2 doz.....	1.35
Freibofer's—	
Elbow Macaroni, 36 rs.....	.10
Straight Macaroni, 36 rs.....	.10
Pastels, 36 rs.....	.10
Spaghett, 36 rs.....	.10
Elbow Spaghett, 36 rs.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 248.....	.06
Fancy, long, 25 rs.....	.07 1/2
Cubes or Elbows, 24 rs.....	.07 1/2
Spaghett, 25 rs.....	.07 1/2
Vermicelli, 25 rs.....	.07 1/2

Choicest Grades.

Macaroni, long, 25 rs.....	.07
Elbows, 25 lbs.....	.07
Spaghett, 25 rs.....	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....170-190	40.00	20.60	10.50	2.25		
Ex. Norway, No. 2.....230-260	32.00	16.60	8.50	1.90		
Ex. Norway, No. 3.....320-360	28.00	14.60	7.50	1.65		
Ex. Norway, No. 4.....400-450	25.00	13.10	6.75	1.50		
Ex. Norway, No. 5.....550-650	20.00	10.60	5.50	1.25		
Shore Bloaters.....100-120	32.00	16.60	8.50	1.90		
Ex. Shore, No. 1.....170-190	28.00	14.60	7.50	1.65		
Med. Shore, No. 2.....220-220	26.00	13.60	7.00	1.55		
Ex. Shore, No. 2.....225-250	24.00	12.60	6.50	1.45		
Extra Irish, No. 2.....300-350		
Medium Irish, No. 2.....350-450		
Irish, No. 4.....400-450		
Large Cape Shore.....100-120	16.00	8.60	4.50	1.05		
Med. Cape Shore.....180-220	17.00	9.10	4.75	1.10		

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.					
Lab. Splits.....
Herring, large No. 2.					
Lab. Splits.....
Shore, round, large.....
" medium.....
Ocean Whiting Fish.....	5.50	3.3550	.45
Salmon Trout, pink.....	17.00	9.10	4.75
" white.....	15.00	8.10	4.25
Shad, Mess.....

Shredded Cod.

Beardsley—		Per doz.
Dime cartons, 2 doz.90
Tins, Jewel, 2 doz.90
Large cartons, 2 doz.	2.00
Large tins, 2 doz.	2.25
Dime tumblers, 2 doz.90
Bulk, 15 lbs per lb.	.18

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DRIED FRUITS.
Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.09 1/2
“ 25 lbs.	.09 3/4
“ 48 pkgs.	.10
Apricots—	
Knighthood, 10-lb. boxes	.17
Dos Palms, choice	.09 1/2
Cherries—	
Red and Black, extra fancy, pitted, 25 lbs.	.15
Eastern, pitted, 25 lbs.	.10 1/2
Peaches—	
Jumbo, Yellow, 25 lbs.	.08 1/2
Fancy Muirs, 50 lbs.	.07
Extra choice Muirs, 50 lbs.	.07 1/2
Extra fancy Muirs, 25 lbs.	.08
Pears—	
Fancy California Bartlett, 25 lbs., G. & S.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	

Foreign.

Citron, 10 lbs.	.16 1/2
Orange Peel, 10 lbs.	.13 1/2
Lemon Peel, 10 lbs.	.13
Currents—	
Knighthood, 40 pkgs.	.14
Valca, 24 lbs.	.13 1/2
Gold Medal, 25 lbs., loose	.12
Dates—	
Dromedary, 35 pkgs. per case	2.80
Valca, pitted, 30 pkgs.	.01 1/2
Unpitted, 30 rec. pkgs.	.09 3/4
Fard, 14 lbs.	.06 3/4
Hallowee, 70 lbs.	.06 3/4
Figs—	
Coronet, round boxes	.07 1/2
Poppy brand, California, 12 pkgs. per box	.85

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10
50-60	.08 3/4
60-70	.08 1/4
California, 25-lb. boxes—	
40-50	.10 1/2
50-60	.09 1/4
60-70	.08 3/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.80
Connoisseur, 20 pkgs.	3.20
California Seedless—	
Thompson, 50 lbs.	Per lb.
Sultana, fancy, 50 lbs.	.09 1/2
California, Loose—	
Muscadels, 4 crown, 50 lbs.	.08
“ 3 crown, 50 lbs.	.07 1/2
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	
Fancy Ondara Layers, 28 lbs.	.08 3/4
Seeded—	
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.09
Crystal, 40 pkgs.	.08 1/2
Sun-Maid, 36s.	.08 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.11 3/4
Valca, Thompson, 40 lbs.	.12

COCOANUT.

Dromedary—	Per case
48 1-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
48 1/2-lb. pkgs.	1.80
24 1/4-lb. pkgs.	1.75
12 1/2-lb. pkgs.	1.65
Dunham's—	Per lb.
1/4-lb. pkgs., 15 lbs.	.29
1/4 and 1/2-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSE RADISH.

Diamond cut glass, 2 doz.	Per doz.
Milleman's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.82 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32	per bottle
Continental, red, 1 doz.	.32 1/2
“ black, 3 doz.	.67 1/2
“ Writing Fluid	per qt.
Royal, black, 3 doz.	.25
Stafford, Commercial, 32	Per doz.
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
“ Green, Blue or Violet, 2 oz.	.40
“ Magic Black, 2 oz., 1 doz.	.40
“ Electro Chemical, 2 oz., 1 doz.	.40
Letterine, show card ink, 2 oz., all colors	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. 0.	No. 1.	No. 2.
Lamp Chimneys—				
Sun, Crimp, Lustre brand	3.00	3.60	4.50	
Electric, No. 2				Per doz.
“ No. 2, slim				.80
Rochester, No. 2				.80
“ No. 2, 12 inch				1.25
Success, No. 1, 10 inch				.90
“ No. 1, 12 inch				1.25
No. 0, Tubular Lantern Globes				5 doz. 3.25
Cold Blast				No. 1. No. 2.
Jumbo Chimneys, plain	per doz.	.75	.85	
“ dec., 207		.90	1.00	
Banner Burners		No. 0. No. 1. No. 2.		
No charge for packages.		.40	.50	.70
Oil Cans—				Per doz.
1 gal., glass				2.40
1 gal., galvanized, Pearl				2.00
5 gal., Lennox, spout				6.00
5 gal., “ spigot				6.75
5 gal., Columbia				8.00
5 gal., Banner				9.00
5 gal., Climax, pump				10.00
5 gal., Home Rule, pump				12.00
Lanterns—				
No. 0, Standard				4.00
No. 0, Dash				7.50
Cold Blast				7.50
Nu Stylee				8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
“ 2 doz.	1.80
Lewis' Lye, 4 doz.	3.25
Red Seal, silting top cans, 4 doz.	3.75

MATCHES.

	Per case
Non-poisonous. Strike anywhere safety matches.	
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.	

MINCE MEAT.

	Per case
None Such—	
1/2 gross	2.70
1/2 gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 3/4
Barrels and halves, 400 and 250 lbs.	.09 1/2
Wooden pails, 20, 40 and 68 lbs.	.10
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08 1/4
Wooden pails, 20, 40 and 68 lbs.	.10
Condensed, cartons	3 doz. to case 2.70
“ “ “ 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.	5.50
“ 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
“ 20 lbs.	.13 1/2
“ 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
“ 25 lbs.	.10 3/4
“ 50 lbs.	.10 1/2
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08 1/2
Packages not returnable.	

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LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.05 3/4
“ “ “ 3-box lots	.05
“ Banner, sifting, 25 lbs.	.06 1/2

OILS.

	Per gal.
Stove Gasoline	
Headlight, 150 test	

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.	1.40
“ No. 19, 1 doz.	4.25
“ No. 32, 1 doz.	6.50
“ No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
“ No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	
1-gal. pails, 2-gal. pails, 5-gal. kegs	
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/2-gal. tins, 5 gal.	16.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech-Nut—	Per doz.
Bottles, 24 oz.	10.50
“ 10 oz.	7.75
“ 4 oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
“ “ half gallon	2.75
“ “ quart	2.80
“ “ pint	2.90
“ “ half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 “ 2 tins	2.90
1/4 “ 4 tins	3.00
1/8 “ 8 tins	3.10
1/16 “ 16 tins	3.20
Re Umberto Oil—	per doz.
4-oz. bottles	2.25
16-oz. bottles	6.50
1 gallon	2.50

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
“ medium, 2 doz.	.77 1/2
Wesson's Cooking, 30 No. 2	per case 7.50
Fancy, 8 cans	per case 7.50
Louboin, large, 1 doz.	1.62 1/2
“ small, 2 doz.	.45
Goldenoye—	
4 doz. 7-oz. bottles	3.60
2 doz. 2 1/4-oz. cans	4.80
1 doz. 1/2-gal. cans	6.50

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large	2.00
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 3/4-oz. jars, 1 doz.	2.35
“ 10-oz. jars, 1 doz.	1.90
“ 6 3/4-oz. jars, 2 doz.	1.35
“ 4 1/2-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
“ No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

	Per doz.
Large, 1 doz.	2.30
Medium, 2 doz.	1.40
Small, 2 doz.	.90

NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	.20
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.17 1/2
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.17 1/2
Fileberts, b'as, about 220 lbs.	.13
Brazils, large, bags, about 180 lbs.	.14 1/4
Pecans, large, bags, about 160 lbs.	.14 1/2
“ medium	
Mixed Table Nuts, 25 lbs.	.15 3/4

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Peanuts, Green—	
Jumbo	.06 3/4
Fancy, hand picked	.05 3/4
Virginia, choice	.04 3/4
Peanuts, Roasted—	Per bush
Jumbo	1.70
Fancy, hand picked	1.40
Virginia, choice	1.65
B g Nickel	100 cartons 3.75

PICKLES.

Sweet—	
16-gal. keg, 2100s.	15.25
10-gal. keg, 1300s.	10.25
5-gal. pail, 650s.	5.25
16-gal. keg, 3600s.	12.25
10-gal. keg, 2200s.	12.25
5-gal. pail, 1100s.	6.25
16-gal. keg, 5000s.	20.50
10-gal. keg, 3000s.	13.75
5-gal. pail, 1500s.	7.00
16-gal. keg, 7500s.	22.75
10-gal. keg, 4500s.	15.25
5-gal. pail, 2250s.	7.75
Sweet M xed—	
16-gal. keg	12.00
10-gal. keg	8.50
5-gal. pail	4.35
Sour and Dill—	
45-gal. hbl., 1800s.	17.50
32-gal. hbl., 1200s.	12.00
16-gal. keg, 600s.	6.50
45-gal. hbl., 2400s.	19.00
32-gal. hbl., 1600s.	13.00
16-gal. keg, 800s.	7.00
5-gal. pail, 250s.	2.50
45-gal. hbl., 3600s.	20.50
32-gal. hbl., 2400s.	14.00
16-gal. keg, 1200s.	7.50
5-gal. pail, 350s.	3.00
Chow-Chow—	
16-gal. keg	10.00
10-gal. keg	6.75
5-gal. pail	3.50
Sweet Pickle Relish—	
16-gal. keg	11.50
10-gal. keg	8.25
5-gal. pail	4.25

VINEGAR.

	Per gal.
Pure Cider, 45 grain	.11
“ 40 grain	.10
Distilled, 45 grain	.09
“ 40 grain	.08
Fermented, 45 grain	.07
“ 40 grain	.06
Beech-Nut, quarts	per doz. 2.50
“ pints	“ “ 2.50
“ 1/2 pints	“ “ 2.50
Cruikshank, distilled, white	per gal. 4.25

PROVISIONS.

Premium Brand Hams, 8-10 lbs.1
“ “ 10-12 lbs.1
“ “ 14-16 lbs.1
“ Skinned Hams.1
“ Cooked Hams2
“ Bacon2
“ Dried Beef, insides2
“ Beef, knuckles1
Empire Brand Hams, 10-12 lbs.1
“ Skinned Hams, 18-20 lbs.1
“ Picnic Shoulders.1
Hams, skinback, 18-20 lbs.1
“ 14-16 lbs.1
“ 8-12 lbs.1
Picnics, 6-8 lbs.1
Dried Beef, sets, city smoked1
“ tenders and knucks1
“ air dried, sets1
“ “ tenders and knucks1
Brisket Pork	21 C.
Jersey Pork, butt. per hbl.	21.
“ family	24
Breakfast Bacon, rib in
“ boneless
S. P. Bellies, 14 lbs. average
Bologna, 25-lb. boxes
Boiled Boneless Ham
Beef Tongues, smoked, 5-6 lbs. per lb.	.
Cooked Compressed Ham, 25-lb. boxes
Covered Hams ¼ ct. extra.	Covered Shoulder	.
Picnics and Bacon, ½ ct. extra.		.
Vogt's Baked Meatkake, 2 doz. 3½-oz. cans.		1.

SAL SODA.

Barrels, 400 lbs	per 100	.70
Kegs, 150 lbs.....	per 100	.80
Granulated, 60-lb. boxes.....	per box	.60
“ Crystals Brand, 24 2½-lb. pkgs., per case		.80

SAUCES.

Lea & Perrins'—	Per doz
Worcestershire, medium.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA—BI=CARB.

Babbitt's, 1/4s, 25 lbs.....	Per lb.....
Arm and Hammer, 1-lb. pkgs., 36 lbs.....05 1/2
" 1 1/2-lb. pkgs., 36 lbs.....05
" 1/2-lb. pkgs., 36 lbs.....05 1/4
" 1-lb. pkgs., 36 lbs.....06
" 1 1/2 and 1/4-lb. pkgs., 36 lbs...05 1/2
" 1, 1/2 and 1/4-lb. pkgs., 36 lbs.05 1/4
Dwight's, 1-lb. pkgs., 36 lbs.....04 3/4
" 1 1/2-lb. pkgs., 36 lbs.....05 1/4
" 1/2 and 1-lb. pkgs., 36 lbs.....05 1/4
" 1, 1/2 and 1/4-lb. pkgs., 36 lbs.....05 1/4
112-lb. kegs.....02 1/2
Bi-Carb, bulk.....03

SOFT DRINKS.

	Per case
Clicquot Club Co.—	
Ginger Ale, Sarsaparilla, Birch Beer, Blood	
Orange, Lemon Soda, Root Beer. ...2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-	
beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
" Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4 oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
5 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual.....	.90
1 lb.....	3.00
2 lb.....	5.00
3 lb.....	7.25
Richardson & Robins'—	
Round conical, with key, No. 1, 1 doz.....	2.25
“ “ “ No. 2, 1 doz.....	4.25
Atmore's Philadelphia, seedless—	
Individual, 2 doz.....	1.90
Cans, No. 1, 1 doz.....	2.30
“ “ No. 2, 1 doz.....	4.10
“ “ No. 3, 1/2 doz.....	3.25
“ “ No. 4, 1/2 doz.....	4.35

FLOOR POLISH.

O-Cedar—	Per doz
4 oz., 1 doz.....	3 00
12 oz., 1 doz.....	6 00
Quarts, 1 doz.....	12 00
Half gallon, 1 doz.....	18 00
Gallon, ½ doz.....	30 00
Discount to dealer 33½ per cent.	

Rose, No. 2 size.....		1.25
" No. 4 size.....		2.75
Pistachio, No. 2 size.....		.90
" No. 4 size.....		2.25
Almond, Apple, Apricot, Peach, Pear, Pine-apple, Raspberry, Strawberry...No. 2 size		.90
No. 4 size		2.25
Lemon, No. 2 size.....		.90
" No. 4 size.....		2.00
Orange, No. 2 size.....		.90
" No. 4 size.....		2.00
Crescent Manufacturing Co., Seattle	Per do.	
Mapleine Flavoring, ½ oz.....		.90
" 1 OZ.....		1.75
" 2 OZ.....		3.00
Crescent Brand, bottles, 4 oz.....		5.25
" " 8 oz.....		9.00
" " pints.....		16.50
" " quarts ..		30.00
" " ½ gallons.....		5.00
" " gallons.....		9.50

Sauer's Flavoring Extracts—					
No. 2, Lemon90
No. 2, Vanilla90
No. 2, Rose					1.20
No. 2, assorted90
No. 3, Lemon					1.25
No. 3, Vanilla					1.50
No. 4, Vanilla					2.25
No. 4, Lemon					2.00
No. 2, assorted cases			per gross		10.80
Nos. 2 and 4, assorted cases			"		11.80
	Pts.	Qts.	½ Gal.	Gal.	
F. F. V. Vanilla	2.00	3.75	7.25	14.00	
XXX	1.75	3.25	6.25	12.00	
XX	1.50	2.75	5.25	10.00	
X	1.00	2.00	4.00	8.00	
Lemon	1.00	2.00	3.50	6.75	
Ginger, Clove, Pepper-					
mint, Cinnamon	1.00	1.60	3.00	6.00	
Almond, Orange, Nut-					
meg, Mace	1.25	2.25	4.00	7.50	
Violet, Rose	1.50	2.75	5.25	10.00	
Raspberry, Pineapple,					
Strawberry, Banana...	1.25	2.25	4.00	7.50	

Liquid Rennet and Tablets.

	5c. sz.	10c. sz.	25c. sz.
Caster Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....85	1.95
Spirits Painters' Commercial.....	.45	.85	1.95
Paregolic.....	.45	.85	1.95
Glycerin.....85	1.95
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.65
Syrup Ipecac.....	.45	.85	1.95
Turlington's Balsam.....75	1.95
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

Shinn & Kirk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1½ doz	1.50
	.80

CIDER.

Duffy's, bbls. about 45-50 gals.....per gal.	.18
" 1/2 bbls., 28 gals per 1/2 bbl.	5.60
" kegs, 14 galsper keg	3.10

CHEWING GUM.

Adams', counter jars, 100 sc. pkgs.....	2.75
" boxes, 20 pkgs.....	.55
Gee Whiz, 100 pkgs.....	.60
Fleer's Chiclets, 3 lbs. butk.....	1.23
Spearmint, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 sc. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut cases of 100 boxes.....	62.00

MINT TABLETS.

Certified Products Co.—			
Peppermint "Smiles,"	display cartons, 18		
"	5c. pkgs.....	.50	
"	half case, 6 cartons	2 85	
"	full case, 12 cartons	5.50	

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons..	.06
Hotel Astor, quick cooking, granulated, 1-lb. cartons06

SALT.

Worcester—	
Barrels, contain 280 lbs.	2.50
“ 60 5-lb. bags	4.00
“ 22 14-lb. bags	3.75
“ 30 10-lb. bags	3.75
“ 115 2½-lb. bags	4.00
Irish Linen, 250-lb. bags	2.50
“ 56-lb. bags	.65
“ 28-lb. bags	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list	3.00
Pretzel, 280-lb. bbls.	2.40
“ 180-lb. sacks	1.55
Packing, 70-lb. cotton bags	.40
“ 140-lb. cotton bags	.75
New Ivory, 24 large cartons to case	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. dis- count may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.....	Per case
" small, 2 doz. ½ pints.....	4.25
Schimmel's, small 2 doz.....	2.50
My Wife's, large, 1 doz.....	.90
" small, 2 doz.....	per doz.
	1.50
	.00

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....	per doz.	4.00
Bath Brick, 25 in box.....	per box	.60
Sealing Wax.....	"	.03
Silver Sand.....	per bbl.	1.20
Tar, pts.....	per doz.
" qts.....	"
" gals.....	each
" $\frac{1}{2}$ bbls.....	"
" bbls.....	"
McCormick & Co—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....	per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....		2.25
McCord's Magic Medicine, 25c. size.....		2.00
" 50c. size.....		4.00
McCormick's Tasteless Chill Tonic, 25c. size.....		2.00
" 50c. size.....		4.00
Reliable Brand Headache Powders, 10c. size.....		.80
Borax, 20-Mule Team—		
48 1-lb. cartons.....		4.80
72 10-oz. cartons.....		4.80
96 $\frac{1}{2}$ -lb. cartons.....		3.20

Extracts and Essences.

McCormick & Co. Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
“ No. 4 size.....	2.25

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20
Acme, Lautz.....	100 ...	3.75
Ark, Fairbank's, yellow laundry...	100 ...	2.00
Babbitt's White Floating	100 ...	3.85
" Naphtha.....	100 ...	3.90
" N. Y. C.....	60 ...	3.40
Best, B. T. Babbitt.....	100 75	3.90
Borax, Pearl, Young & Co.....	40 40	2.80
" Naphtha, Eavenson.....	100 br.l.	4.00
" Dreydoppel.....	40 40	2.85
" Novelty, Day & Frick.....	40 40	2.90
" Red Seal, Tom-on.....	100 ...	4.00
Big Master, Lautz.....	100 ...	3.90
Circus, Lautz.....	100 ...	3.75
Clairette, Fairbank's, yel. laundry	100 5ct.	3.00
Cream Borax, Lautz.....	100 ...	3.90
Coal Oil Johnny.....	100 ...	3.85
Dandy, Fairbank's, yel. laundry...	100 ...	2.00
Fairy, Fairbank's	100 5ct.	4.00
Fels-Naptha, Fels & Co.....	100 10ct.	6.75
Fels-Naptha, Fels & Co.....	100 75	4.00
5-case lots.....	100 ...	3.95
Gloss, Lautz.....	100 ...	3.75
Ivory, P. & G.....	100 10 oz.	7.00
"	100 6 oz.	4.00
"	100 ...	2.20
Jewel, Fairbank's, yel. laundry....	100 ...	3.90
Lautz Naphtha, 10 cartons.....	100 ...	3.75
" Master.....	100 ...	3.75
Lenox, P. & G.....	100 ...	3.05
Lotus, white, Lautz.....	100 ldry.	5.20
"	100 5ct.	3.90
"	100 ...	2.20
Mascot, Fairbank's, yel. laundry ..	100 ...	2.20
Marseilles, Lautz.....	100 5ct.	4.00
" laundry size.....	100 ...	6.00
Miller's, C. Miller & Co.....	100 ...	4.00
Miners', Lautz.....	100 ...	3.05
Mystic White Borax, Lautz.....	100 ...	4.00
Noxal, Penna. Soap Co.....	100 7 oz.	1.55
New Process, Lautz.....	25 ...	3.80
"	30 ...	3.80
Oak Leaf, Lautz.....	100 ...	3.05
Olefine, Oxide, P. & G.....	72 60	3.05
" Penna., Miller.....	60 50	1.95
" Phila., Lautz.....	60 ...	3.15
" Conway.....	60 60	3.10
" Kirk's.....	84 ...	2.75
" Monarch, Miller.....	60 ...	2.10
" C. & C., Globe Soap Co.....	60 5ct.	2.40
Polo, P. & G.....	120 ...	2.40
Pound Bleacher, Day & Frick.....	60 ...	2.65
P. & G. Naphtha.....	100 ...	3.90
Railroad, Lautz.....	120 ...	2.50
Queen Anne, Lautz.....	100 ...	3.20
Queen White, Lautz.....	100 ...	3.90
Santa Claus, Fairbank's, yel. ldy..	100 5ct.	3.00
Star, P. & G.....	80 ...	3.20
Sunny Monday, Fairbanks.....	100 ...	4.00
Velvet, P. & G.....	100 ...	3.90
White Flake, Kirk's.....	100 ...	3.75
White Fleece, Lautz, laundry size.	50 ...	2.50
" 5c. size.....	100 ...	3.25
Wool Soap Flakes, boraxated, 50 10c. size....	3.75	
" 20 25c. size.....	3.75	
Swift & Co.—		
Arrow Borax, 100 bars.....	3.85	
Classic White Laundry, 100 bars.....	3.85	
Naphtha, 100 bars.....	3.85	
Old Mill, 100 bars.....	2.50	
Pride, 100 bars.....	2.85	
Wool, 100 5c. bars.....	3.85	
" 100 10c. bars.....	6.50	
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.05
" 100 bars.....	3.90
Cygnat, floating, Young & Co., 6½ oz., 50 cakes.....	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Conti, white.....	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5½-oz. cakes, 1 doz. box.....	4.50
Fairy, Fairbank's, 100 cakes.....	4.00
" 100 10c.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Hand Sapolio, ¼ gross.....	9.50
Marseilles, white, Lautz, 100 pkgs.....	4.00
" 50 pkgs.....	2.10
Miller's.....	50 cakes
Pummo, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Pumiss, Jergens', 100 cakes.....	3.85
" Haskin's, 365.....	1.45
Witch Hazel, 3 cakes.....	3.50
White Fleece, Lautz, 200 cakes.....	2.50
Swift & Co.—	
Vulcan Puntice, 100s.....	3.50
" 50s.....	1.80
Raven Tar, 100s.....	3.50
" 50s.....	1.80
Queen Regent, 100s.....	3.50
" 50s.....	1.80
Witch Hazel, 100s.....	3.50
" 50s.....	1.80
Jergens' Violet Glycerine.....	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.....	3.60
Gold Dust, Fairbank's.....	4.30
" 100 5c.....	3.85
Oak Leaf, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 3, 100 12-oz.....	4.00
Pearline, 36 10c. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Red Star, Gowan's, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Snow Boy, Lautz, 60 5c. size.....	2.40
" 48 10c. size.....	3.75
" 100 5c. size.....	3.75
" 24 family size.....	3.75
" 20 laundry size, 6 teaspoons in each pkg.....	4.00
Queen Anne, Lautz, 60 5c. pkgs.....	2.40
" 24 pkgs.....	3.75

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Lautz Naphtha Soap Powder.....	60 pkgs. 2.40
"	100 pkgs. 3.75
Kirkoline, Kirk's, 24 4s.....	3.80
Grandma, 100s.....	3.65
Polly Prim, Scouring, Fairbank's, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerine, 100s.....	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" 100s, 5c. size.....	3.60
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" 100 16-oz. pkgs.....	3.75
" 24 4-lb. pkgs.....	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
10	2.20
25	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, ¼ gross.....	per gross 5.00
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MUSTARD—Prepared.

Stohrer's, 5c. tumblers, 4 doz.....	Per doz .45
Beer Mug, fancy, large size, 2 doz.....	.67½
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.35

SPICES.

B. Fischer's Finest Spices—		
Black, White and Red Pepper, Mustard,		
Allspice, Cinnamon, Cloves, Nutmeg,		
Ginger, Sage, Thyme, Poultry Dressing.		
10c. tins, 4 doz.....	.80	
McCormick & Co., Ground—	Per lb.	6, 10, 25 lb.
Allspice.....	.10½	.11
Cinnamon.....	.13½	.14
" Col. Cinnabar.....	.18½	.21
" Saigon.....	.71	.26
Cloves.....	.25	.40
Cream Tartar.....	.11½	.12
Ginger, African, Crystal.....	.14½	.15
" Cocbin.....	.80	.24
Mace.....	.17	.17
Nutmegs, ground.....	.17	.17
Pepper, Singapore.....	.19	.16
" Butchers'.....	.25	.10
" Red.....	.09½	.05
" White.....	.05	.11
Tumeric.....	.11	.30
Whole—		
Allspice (Pimento), original bags.....	.17½	.38
less quantity.....	.19½	.82½
Cinnamon, Canton, fancy.....	.15	
" Java, thin quill, about 5-lb. rolls.....	.75	
" Saigon.....	.20	
" Mandalay, stick, 48 5c. cartons.....	.21	
Cloves, choicest Zanzibar, bags.....	.14½	
less quantity.....	.16½	
Green Ginger Root.....		
Mace, choicest Penang.....		
Nutmegs, medium.....		
" large.....		
Pepper, black, original bags.....		
less quantity.....		
Pickling—		
Mixed, 6 or 10-lb. boxes.....	.14	
Mayflower, Islinglass front, 10c., 2 doz.....	.70	
" 5c., 4 doz.....	.38	
Colburn's Ketchup Spice, 10c. tins, 2 doz.....	.82½	

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	.07½
Best, 24 1-lb. pkgs.....	.03½
" 48 1s.....	.03½
Duryea's, 40 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	.07½
Niagara, 48 1-lb. pkgs.....	.05½
" 24 1-lb. pkgs.....	.05½
Cream, 48 1-lb. pkgs.....	per case 3.60
Argo, 24 5c. pkgs.....	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06½
" Silver Gloss, 40 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
Duryea's, Superior, 3-lb. cartons.....	.06½
" Satin Gloss, 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
" Superior B, bulk, 40 lbs.....	.03½
Best Gloss, bulk, 50 lbs.....	.03½
Niagara, Laundry, 50 lbs., bulk.....	.05½
" 48 1-lb. pkgs.....	.05½
" 16 3-lb. cartons.....	.05½
" 6-lb. boxes.....	.06½
Celluloid, 64 10c. pkgs.....	5.00
" 64 5c. pkgs.....	2.50
Elastic, 64 10c. pkgs.....	4.80
" 64 5c. pkgs.....	2.40
Ivory, 72 10c. pkgs.....	5.00
" 36 10c. pkgs.....	2.50
" 72 5c. pkgs.....	2.50

STOVE POLISH.

Enameline Paste, small, ¼ gross.....	Per gross 4.50
" large, ¼ gross.....	7.20
Liquid, large, ¼ gross.....	7.50

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Mason's Challenge Paste, boxes, ¼ gross.....	5.00
Electric Paste, ½-gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" 10c. size.....	7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	9.00
Packed ½ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—		
Rosenstein, 24 lbs.....	per lb. .07½	
Weikel's, 24 pkgs.....	per doz. .90	
Bird Gravel—		
Red, 36 pkgs.....	per doz. 1.05	
Silver, 36 pkgs.....	1.05	
Bath Brick, 25 bricks.....	per box .77½	
Toothpicks, Eureka, 100 boxes.....	per case 1.80	
" Saginaw, 3 doz.....	per doz. .37½	
David's Liquid Glue.....	" .90	
" Mucilage.....	" .75	
" Cone General Mucilage, 2 oz.,	" .30	
1 doz.....	" .80	
Le Page's Glue, bottle.....	" .80	
" tube.....	" .80	
Royal Glue, 3 doz.....	Per doz. .80	
Steel Carpet Tacks—		
8 oz., 100 count.....	Per doz. .08½	
10 oz., ".....	.10	
12 oz., ".....	.12	
Wooden keg, ½-gross case, assorted, 6, 8,		
10s.....	per case .92½	
Matting Tacks—		
No. 11, blued.....	Per doz. .12	
No. 12, ".....	.17	
Fly Paper—		
Sticky.....	10 cartons 2.35	
Tanglefoot.....	10 cartons .40	
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .20	
Poison.....	1 doz. sheets .60	
I-X-L Poison.....	50 envelopes .60	
Wire Fly Swatters, leather bound.....	per gross 3.60	
Wax, white and yellow.....	per lb. .25	

ROPE, TIE YARN, ETC.

Clothes Lines—		
Cotton, 50 feet.....	Per doz. .90	
" 60 feet.....	1.10	
" 75 feet.....	1.35	
" 90 feet.....	1.50	
" 100 feet.....	1.70	
Coils or spools, ¼ inch.....	per lb. .11½	
Jute—		
Reels.....	Per lb. .08	
Tie Yarn—		
5-lb. balls.....	Per lb. .21	
Colored assortment.....	.26	
Cones.....	.20	

SYRUP AND MOLASSES.

All Molasses in ¼ bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.28
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Corra.....	.33
River Front.....	.30
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26

Glucose.

Best, for confectionery.....	per cwt. 2.65
------------------------------	---------------

HONEY.

Selzer's, small bottles, 2 doz.....	Per doz. .95
" medium bottles, 2 doz.....	1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" medium bottles, 2 doz.....	1.40
" small bottles, 2 doz.....	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—		
4 doz. in bbl.....	Per doz. .95	
1 doz. in case.....	.95	
Lyle's, imported, No. 2, cans, 2 doz.....	2.40	
Banner, in jars, compound.....	.90	
Family Corn and Cane—		
No. 2, 2 doz.....	Per case 1.78	
No. 2½, 2 doz.....	2.32	
Karo, cane flavor, 24 2 lb.....	Per case 1.90	
" 24 ½ lb.....	2.30	
" 12 5 lb.....	2.25	
" 6 10 lb.....	2.15	
" crystal white, 48 1½ lb.....	3.50	
" 24 1½ lb.....	1.80	
" 24 2 lb.....	2.15	
" 24 ½ lb.....	2.55	
" 12 5 lb.....	2.50	
" 6 10 lb.....	2.40	
Lassies, 24 2 lb.....	2.00	
Duff's—		
No. 2½, screw cap, 2 doz.....	Per doz. 1.90	
10c. size, 4 doz.....	.94	
Nuorlyn—		
No. 2, 2 doz.....	Per doz. 1.10	
No. 2½, 2 doz.....	1.62	
Perfection—		
No. 2, 2 doz.....	Per doz. .90	
No. 2½, 2 doz.....	1.25	
Stromeyer's—		
Penn Mar Table Syrup, 1s.....	Per doz. 1.15	
" 2s.....	1.90	
" cups.....	1.25	
Turkey, No. 2, 2 doz.....	per doz. .85	

—28—

MAPLE SYRUP.

Old Colony, large, 1 doz.....	2.35
" medium, 2 doz.....	1.45
Golden Tree, large, 1 doz.....	2.40
" medium, 2 doz.....	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per do
6, R. P., fancy.....	2.90
7, ".....	3.15
6, Household.....	2.85
7, ".....	3.15
6, Monogram.....	3.35
7, ".....	3.60
Daisy.....	2.50

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second class Matter.

LX.

PHILADELPHIA, December 6, 1915.

No. 23.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

7 Arch Street, Philadelphia.

TELEPHONES:

Port 3286
Port 3287
Exchange.
Keystone, Race 746

Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chandise in all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

States and Mexico..... \$3.00
..... 3.50
Britain and Continent of Europe
..... 4.50
..... 10

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Awards in Window Dressing Contest on Lipton's Tea

Photographs of the Five Winners, with Descriptions of Several.

On this page and the next appear the prize winners in the window dressing contest which closed November 1st. It is unfortunate that the cramping and indistinctness due to reducing the photographs

from my window light to a transformer, thence to the third rail system, with an electric headlight, which showed the window up at night.

In the rear I had a lady and gentlemen seated at a table supping tea. I cut a hole in the carton and inserted a quarter-pound box in

the display. Lipton's tea is a nationally advertised tea, I presume, and with all of the national advertising they have done, it never induced me to take Lipton's tea in my store until I saw the advertisement and window contest display in your valuable paper, so I made up my mind to try for the sport of it, if not for anything else.

To make the display I had to order the goods. I sent an order for Lipton's tea for fifteen pounds halves, ten pounds quarters and half gross

worked well all day. I had a friendly meeting with all my clerks and asked them to help me make this big success, to try and push Lipton's tea in every good home, to get after the peddlers. They made evening canvass among their friends and met with great success. The work was splendid along with our work in the store, and we have built up a nice Lipton's tea business here. Up to this writing I have duplicated another Lipton order and is moving very nicely.



First Prize—D. W. Raub, Harrisburg, Pa.

will destroy much of the effectiveness of the pictures. There was not a poor display among the contesting photographs. Many were content to simply display the goods in the window in symmetrical piles, but a large number displayed much care and originality.

The three judges are all agreed that the prizes should be awarded as follows:—

First Prize of \$75 to D. W. Raub, Harrisburg, Pa.

Second Prize of \$50 to W. Bartikosky, with Johnson Bros., Cloquet, Minn.

Third Prize of \$25 to Solomon Mann, Plainfield, N. J.

Fourth Prize of \$15 to Stout & Curran, Frankford, Phila.

Fifth Prize of \$10 to Walther & Son, Washington, D. C.

Several of the winning contestants sent descriptions of their displays. These follow:—

By D. W. Raub, Harrisburg, Pa., Winner of First Prize.

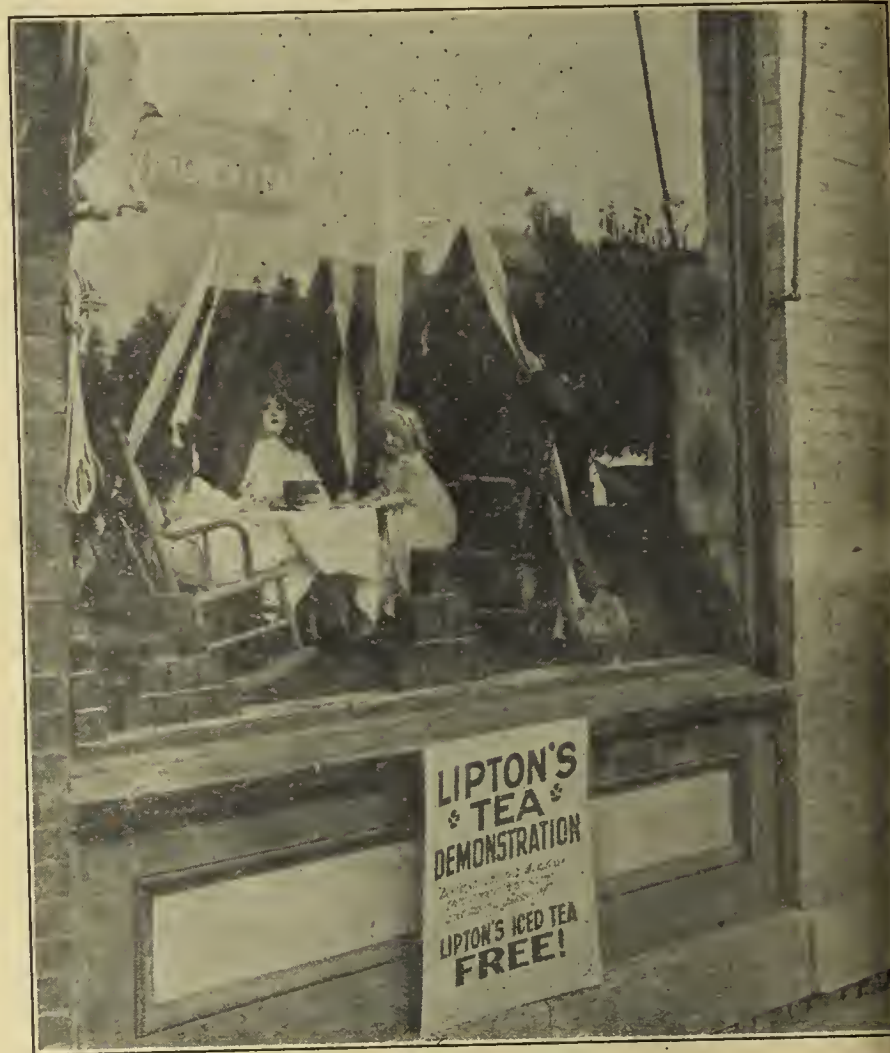
I will try to illustrate my window, which drew scores of people who pass to and fro, to stop and gaze upon it. And I have also noticed an increase in the sale of Lipton tea.

The window is as follows: I had an electric train, with a Lipton box car, the tracks were laid in tea for the ballast. I had the electricity

the lady's hand—she is taking tea out to insert in the pot. The bottom on each side is composed of pyramids of tea, consisting of half-pound, quarter-pound and eighth-pound cans, with the different varieties.

By Solomon Mann, Plainfield, N. J., Winner of Third Prize.

Under separate cover, via American Express, prepaid, I have forwarded to you a photo of Lipton's tea window display, also a copy of the "Courier-News," in which you will note the advertisement I had in it the week of the display, also circular which was distributed from house to house during the week of



Third Prize—Solomon Mann, Plainfield, N. J.

of the 10-cent size, and upon receiving the goods the display was made in the window and a booth was built in the center of the store and one of my best help was assigned to it for the week to celebrate with all my customers. Lipton's tea was served hot on cold days and iced on warm days, and every glass of tea made a friend, and another ring at my cash register. Saturday was the busiest day, it looked like a New York free lunch counter, but the register

The advertisement in the Plainfield "Courier-News" did good, that week especially. My circulars did me and Lipton's a world of good. They say goods well displayed are half sold, goods well displayed and backed by a demonstration like it was here by me are all sold. I made some new tea friends.

I may state at this writing the dolls, table cloth, cups and saucers, spoons and chairs that necessary to dress the window



Second Prize—W. Bartikosky, with Johnson Brothers, Cloquet, Minn.

ned to me from the children and my neighborhood, everyone attributed something and all the children were talking in the house their folks and friends about Lipton's tea dolls in Mann's window, and that was a double advertisement for me and the window. I can write a book almost detailing you more details, but I don't think it is necessary. They

eight small Japanese lanterns, lit up by small electric lights (such as are used on Christmas trees), strung around each of them.

Fourth.—Five pounds of Domino sugar.

Fifth.—Two imported Japanese tea sets, set up on a table. The top of which is plate glass, 18 x 18, and this rests on eight cans of Lipton's tea, two at each corner.



Fourth Prize—Stout & Curran, Frankford, Philadelphia

the proof of the pudding is in eating of it, and the proof of success on Lipton's tea window is sales.

Walther & Son, Washington, D. C., Winner of Fifth Prize.

The display is very novel and the attractive I ever had, and I had some good ones, two prize winners amongst them.

The window is dressed as to give out a Japanese effect, which thought was very good for a tea window. It's the talk of this part

Sixth.—Eight pots of chrysanthemums, which I used for the background; also two pieces of lattice work, three feet high and five feet long, and four small Japanese umbrellas, to fill in on the top.

Here is the way I built it: The first thing I built was a platform, one foot wide, 12 feet long; this is about eight inches off the floor and eight inches away from the glass.

On the front part of this platform, which is covered with Lipton's tea taken out of the cans, are setting the two tables mentioned before. On each one of these ta-



Fifth Prize—Walther & Son, Washington, D. C.

city and people make it their business to see it and show it to their friends. It has helped the sale of the tea wonderfully. Here is a list of articles I used to dress my window.

First.—One case of half-pound Lipton's tea.

Second.—Three large Japanese umbrellas. They cost \$1 each and are very handsome. They show up very well at night when lit up by electric lights.

Third.—Two large Japanese umbrellas, opened up, and a string of

bles are two cans of Lipton's tea, a Japanese teapot, cup and saucer. Everything looks just ready to sit down and have tea.

On the background of this platform are pyramids of tea, with a background of chrysanthemums and lattice work.

From this platform to the bottom of the window is a twelve-inch board, twelve feet long, covered with tea taken out of the cans. (I used eight pounds to do this.) Then I took some Domino sugar and formed the words "Lipton's



By W. Bartikosky, with Johnson Brothers, Cloquet, Minn.

Tea" on the loose tea. This shows up very good against the black tea.

This Lipton tea window was put in last Friday and it will be taken out Saturday or Sunday.

We should have preferred having descriptions of the other winning displays, but they really explain themselves to a degree.

Court Decides Interesting Point Under Pennsylvania Cold Storage Food Act

In Case Brought by Food Department Against Brelsford Co. Court Decides That Holder of Cold Storage Food Can Hold It in Cold Room for Twenty-nine Days More Before Offering It for Sale.

An interesting case was brought by the Pennsylvania Dairy and Food Department under the cold storage food act recently and decided against the contentions of the department. The case was tried in Harrisburg. It appeared that the Brelsford Storage and Packing Co. of Harrisburg had bought 28 cases of storage eggs from Swift & Co. of Chicago. Swift & Co., when they withdrew the eggs from storage, correctly marked them with the date. They went into storage September 6, 1913, and came out January 3, 1914. They then were shipped into Pennsylvania. The Brelsford Co., prior to selling them, put them into a cold room, which while actually a cold storage room, was not licensed as a cold storage plant. The department brought prosecution on the ground that the Brelsford Co. had violated the following provision of the cold storage food act:—

After food has been withdrawn from a cold storage warehouse for the purpose of placing it on the

market for sale, it shall be unlawful for any person, firm or corporation to return such food, or any portion thereof, to such warehouse or any other similar warehouse.

The Brelsford Co.'s defense was that putting the eggs in a cold room they were not returning cold storage food to a "warehouse or any other similar warehouse," and this contention the court sustained. An extract from the opinion was as follows:—

We are of the opinion that the phrase "or any other similar warehouse," used in Section 17, means any other cold storage warehouse; that is, a cold storage warehouse as defined by the act. By this construction the purpose of the law to protect the public from the sale of unwholesome food is accomplished, and the right of the owner to keep cold storage food on the market for sale, from deterioration and waste is preserved.

The jury has found: "In room No. 13 (the cold room where the eggs were put) the temperature is kept by artificial refrigeration at 40 degrees and under, but no food is kept in said room for a longer period than 29 days, and said room is not licensed as a cold storage warehouse. The eggs heretofore mentioned were placed in said room No. 13 by direction of defendant, and held therein by his direction for

the purpose of keeping the same until the same should be sold in the usual course of business." It thus appears that room No. 13 does not fall within the statutory definition of a cold storage warehouse, and that the eggs were not placed therein for cold storage, but for the pur-

pose of keeping them until disposed of by sale, there being no intention, in any event, to keep them there for a longer period than 29 days.

Wherefore, in accordance with the terms of the special findings, we direct a verdict of not guilty to be entered in the case.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 10.—By John A. Lake, Retail Grocer, and First Vice-President of the Michigan State Retail Grocers' and General Merchants' Associations.

NOTE.

Mr. Lake testified before the Committee on Interstate and Foreign Commerce of the House of Representatives in favor of the Stevens bill. His testimony became really an argument between himself and the various members of the committee as to whether the retail prices of food products should ever be fixed by the manufacturer. The argument was so intensely interesting and so closely touches the business of the readers hereof that we have obtained a stenographic report and here present it. It is not only intensely interesting, but gives a vivid glimpse of the feeling of the members of the Congressional Committee on the subject of price regulation.—Ed.

Mr. Lake. I am in the retail grocery and meat business. I am also first vice-president and representative of the State Retail Grocers' and General Merchants' Association of Michigan.

I wish to speak before you on the Stevens bill—of the favorable things that we, as retail merchants, see in that bill.

First I want to draw a comparison between the merchants. I believe that the merchant engaged in any line of business is directly influenced by the environment of our laws that govern his business, coupled with his environment—that is, the people with whom he deals. In classifying our business men as to business ability I believe that the highest standard might be found in the banker; possibly next in the retail hardware merchant and dry goods merchant of the average town; and the retail groceryman, as an average, possibly will not measure up with them; and the meat men, I believe, would come still below them.

The Chairman. Under what qualifications do you classify these men; under intelligence or integrity?

Mr. Lake. I do not know that I could classify them under integrity without having intelligence coupled with it. Both qualities seem to me to go together.

The Chairman. Do you think intelligence and integrity always go together?

Mr. Lake. I think you are apt to find them both in the same man, at least.

Now, the laws that will raise the standard of our business and still keep it in the hands of the retailer, without allowing trusts, monopolies, or combinations, would be favorable to our business and to the general public, and I believe the Stevens law is such a law as would accomplish this result. By raising the standard of the business man the cheaper, cleaner and more sanitary will he get his goods from the producer to the consumer. I maintain that a good merchant is able to handle those things cheaper, better and more satisfactorily than a poor one, and for that reason I am in favor of this law. He can do this because there is more integrity behind the man. He is ready to stand back of the class of goods he handles, and there is less waste and less overhead charges in the management and carrying on of his business.

Mr. Talcott. Can not an intelligent retail man of integrity do business along these lines now?

Mr. Lake. Yes; he can; but he is handicapped from time to time by some unscrupulous dealer, and I believe I shall be able to explain how that done before my remarks are closed.

We do not ask for a law that will raise any prices. I think that the average man who regards his business is honest in handling the goods as cheaply as possible between the producer and the consumer. He is anxious to do this for the simple reason that the life of his business depends upon his ability to do this; and the present proposed Stevens law, it seems to me, is such a law as will aid him in the accomplishment of this result. The Stevens law does not favor combinations or trusts. I hold those to be wrong. There is no man who has the welfare of his community or his people at heart that would care to enter a combination if he thought that it would develop far enough to be one of those kinds that would destroy competition; and we do not want a law that forbids competition. We do want free competition. There is, however, a question as to what that competition should be on. For myself, I would prefer to see the competition not made on the lowest selling price, but on a reasonable selling price—giving the best value and the best goods for that selling price. I think that would produce the best results.

We do ask for a law that will protect a good article. The Stevens law cer-

tainly does this. You want a law that fosters good merchants, because the standing, morally and influentially, of any community is to a large extent reflected through its retail stores, with whom every person comes in contact. We do want business on a sound basis. That does not mean a basis that will pay great big exorbitant dividends, but it means business that would pay a fair dividend on the capital invested and pay for services rendered. And we do want justice in having our business recognized as a legitimate business, first, because I believe the retail merchant will always exist, as he always has existed. Second, it is the cheapest known means of handling produce between the producer and the consumer. There is no system that can get goods from one part of the country to the other as cheaply and with as little waste as the retail merchant.

The Chairman. In what line of business are you?

Mr. Lake. I am in the retail grocery and meat business.

The Chairman. You merely advocate that patentees shall fix these prices; you do not make it compulsory on them always to fix them?

Mr. Lake. No, sir; I do not. I would not make it compulsory under any condition; but if a man can produce through economical advertising processes a superior article and can build up a trade on that article, I believe he is entitled to the benefit of his efforts.

The Chairman. In other words, if the Government gives him a reward by protecting him in his invention, and gives him the sole right to control and manufacture and the sole right of original sale, you think he ought to be given the further advantage to control the price on that through all subsequent transactions, no matter how it hampers trade?

Mr. Lake. I do, if it does not hamper trade; and I believe that control should be under the most rigid conditions of some governmental department whereby that man would give value received to the consumer and that value would be approved by some governmental department. I believe that such a thing would be a good thing.

I will furnish an illustration of my reason for saying this. I believe that every manufacturer is honest in the goods he manufactures, and that he is interested in the man who consumes those goods, and that he is anxious to get that article to the consumer at as low a possible price as he can. Now, he gets those goods introduced to the retail merchant through heavy expenses. The retail merchant handles them because they pay him what we would call a legitimate profit for services and on capital invested. We, through our own advertising, build up a business on that article. Somebody comes in beside us and cuts the price out of it. Possibly he has not the business qualities to succeed, and he adopts that method. We have then got to throw that article out and introduce a new article in order to continue in business ourselves at a margin.

My reason for stating that the manufacturer is interested in the consumer and in the article until it is in the consumer's hands is this: This interest and protection warrants him in keeping a good article on the market, and let me say here that those articles, the standard articles and the copyrighted articles, will average to the retail dealer less profit than the unknown article, but they can be sold cheaper. They can be guaranteed and they can be placed before the public with more satisfaction and honor to the retail merchant than the unknown article, and for that reason we stand in favor of them.

The comparison that I want to draw from this is here: If I owned a lot beside my own I am interested in my home and its value. I want to sell that lot to one of you gentlemen under re-

strictions that you will keep it in your men's hands and build a house on it; you build at all, that will be in line with the other houses of the neighborhood. Our Government would recognize a law as that, I believe. I am interested in that property I sold. I continue to exercise my interest, my interest in it, because it is beside me. I believe that the manufacturer has the same interest in his article, if he is producing a good article, until it is in the consumer's hands, as I had in that lot.

The Chairman. I do not know anything in the law that will prevent doing that now if he wants to and other fellow is willing. If you want anything you want to control the price of the only thing you have to do is retain title to it as long as you want or until the conditions are come with.

Mr. Lake. That is all we are asking for here and what the Stevens law I understand it, gives the manufacturer the right to do. We ask for a continuation of that right under the Stevens law.

(To be continued.)

The Reputation and Standing Walter Baker & Co. Cocoa and Chocolate Preparations

Have been built up by years of dealing, of honest manufacturing, unwavering policy maintaining the high quality of the goods and by extensive persistent advertising.



Registered,
U. S. Pat. Off.

This means for a grocer a steady increasing demand from satisfied customers with no risks himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on package, and are made only by

WALTER BAKER & CO. L.
Established 1780 Dorchester, Mass.

SUN-MAID RAISINS

The Nationally Advertised Brand
California Associated Raisin
Membership 6,000 Growers
Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson, New York

A Sales Repeat FLEISCHMANN'S YEAST

is purchased, say, two or three times every week by the housewife who bakes. And every time she comes in for a "cake of yeast" you have a fine chance to talk up and sell her other things too.

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes—is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

Philadelphia Electric Co.
Tenth and Chestnut Streets

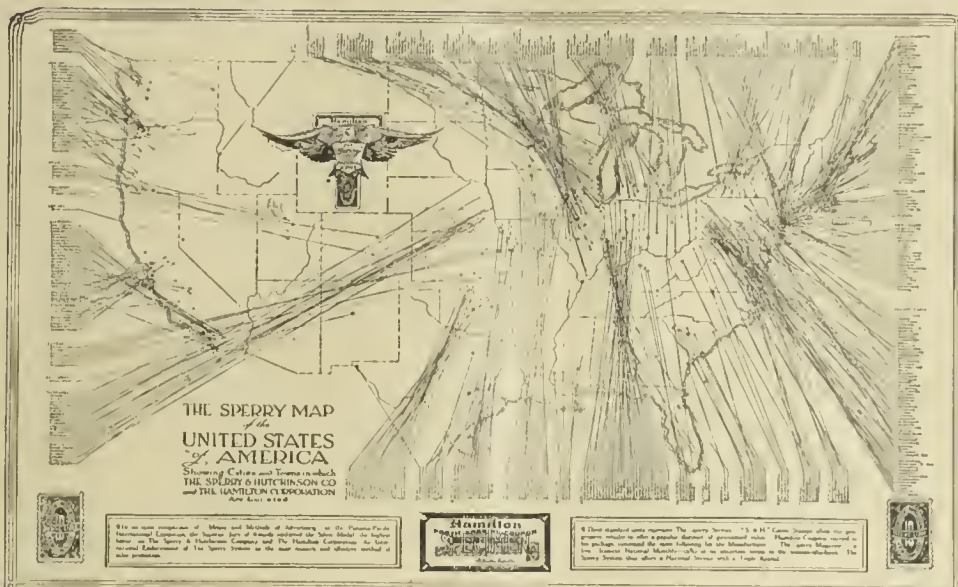
We Would Earn the \$25

Suppose we offered, for \$25, to give you a way of buying Teas and Coffees cheaper than you are buying them now (if you are buying them through salesmen), and when you paid the \$25, wrote you to "buy them by mail from Duryee & Barwise," and you did that and found you were buying cheaper, would you begrudge the \$25?

You would not—but we give you the information for nothing. Send on a sample to-day for us to match up and quote, and we'll show you how it works out.

DURYEE & BARWISE
Wholesale and Packers Teas and Coffees
33 Greenwich St., NEW YORK
ESTABLISHED 1897

"Here's the Service With a National Punch!"



THE "Sperry" MAP

WE have repeatedly called attention, in these columns, to the fact that we are prepared to place behind our subscribers the strongest inducement known to modern sales promotion. The "Sperry" Map, printed in colors, which we will gladly send you, will allow you to make your own analysis.

No matter where your store is located, if you are giving *D.M.* Green Stamps over your counter, you are appealing strongly to the larger percentage of everyday, discriminating buyers who pass your door.

If you carry in stock the popular brands with which the manufacturer is packing a **Hamilton Coupon**, you are again attracting this same tremendous following.

The "Sperry" Service gives your customers a particular, personal and the strongest of all reasons for patronizing your store. Our service behind your business puts money into their pockets as well as yours.

Clip and mail us the Coupon

The Sperry & Hutchinson Co.

D.M. Green Stamps

The Hamilton Corporation

Hamilton Coupons

GEO. B. CALDWELL - President

2 West 45th Street
New York City

BRANCHES
EVERYWHERE
IN THE
UNITED STATES

**MAIL
THIS!**

Please send me a copy of
"The Business Builder" and
"The Sperry Map." This re-
quest incurs no obligation.

Name.....

Address.....

Address Dept. "H" Service

This Tells the Tale



¶ A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. "Knight's Cooking Extracts" is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

**KNIGHT
Cooking Extract Co.**

No. 211 Arch Street

PHILADELPHIA, PA.

WITH THE EDITOR

I was amused by something which appeared in the "Bargain Counter News" last week, in reference to the Stevens bill. It shows how little is really understood about this bill which would allow manufacturers to fix retail prices, by some of the trade papers who cry so loudly for it. First came this:

WORK FOR THE BILL.

When Congress convenes next January there will be a battle royal between the representatives of big department stores and catalogue houses on the one side and the best retailers and manufacturers who supply them on the other. The "scrap" will be waged over the passage of the Stevens bill with representatives of the department stores and catalogue houses seeking every possible means to defeat the measure, while retailers and friends, the manufacturers, will strive just as hard to secure its passage. There are good and valid reasons why the department stores and catalogue houses fear the passage of the Stevens bill, and why the dealers and their good friends desire it to become a law.

If the Stevens bill becomes law, it will enable manufacturers of patented or trade-marked articles to name a resale price, below which no retailer can sell the goods. This will benefit the retailers in more ways than one. Its chief benefit will be to prevent the cutting of prices and will eliminate much of the ruinous competition which comes from every mail order concern or department store. It will also prevent retailers from naming lower prices in competition with their fellow dealers on the same articles. It will not, however, prevent manufacturers from making cheaper grades of goods to enter into competition with their brother manufacturer, whose claims are built largely on quality.

It is to be hoped that retailers will take off their coats and work for the passage of the Stevens bill as they never worked in the interest of any other measure. If all the retailers throughout this country will only write one letter each to their Congressmen and Senators, demanding that they vote for the Stevens bill, its passage will be assured. The bill will only be defeated if the retailers and their friends are negligent of the necessity of hard and timely work in favor of the bill.

This would have been perfectly all right, had it not been followed on the same page by this:—

MOVE THE STICKERS.

Within the short space of a few weeks many of the retailers will be taking their annual inventory. It might be well to begin now thinking about the inventory and selecting those goods which have not been fast sellers and move them out at a price before the inventory is taken. The fall season is always

the best season for closing out lines that have failed to move satisfactorily. The lower the inventory the cleaner the stock and the smaller the next investment. The annual inventory will and must reveal the results of the current year and whatever of the assets are represented in old, shop-worn, or out-of-date stock must discount appreciably in not reckoning at inventory time that is actually and honestly pushing the stickers over the counter and out of the display rooms as fast as people will buy them. Sacrifice a little money, if necessary, and start the next year with a clean stock and seasonable goods. The stickers must be disposed of and should be, for the good of the business.

For the information of the esteemed "B. C. N.," I will say that if its first suggestion is carried out, and the Stevens bill, in its present form, passes, its second suggestion cannot possibly be carried out. Under the Stevens bill it will be impossible to "move the stickers" among branded goods, at a "sacrifice of a little money," unless the manufacturer consents, which he will never do.

Something else occurs to me to say about the Stevens bill, which

aims to give manufacturers the right to fix retail prices. The argument of the manufacturers who want this bill is this: they say that it will protect the small merchant who wishes to do business quietly and without using sensational cut prices as baits, from the unfair competition of the large stores and the chain stores, who cut well known brands in order to get people in. Under the Stevens bill, these

stores will not be able to cut well known brands, and therefore will not be able to compete in that way. With all merchants selling at the same price, the competition on well known brands will really center on service, and one man will have the same chance as another.

But will he? I doubt it very much. It seems to me inevitable that the minute a large store finds it impossible to make capital out of cut prices, it will invent some other way to get people in which the small merchant cannot match. Already these stores use organ recitals, cooking lectures, wild animal exhibitions and many other things, in addition to the cut prices which they can now use. Denied the cut prices, they are going to use other and superhuman efforts to attract people to their stores, for their very lives depend upon it. As I see it, the small merchant would be more outdistanced under the new regime than he is under the old. Under the old regime, he can to a certain extent fight fire with fire. Being under far less expense than the big central store, or even the chain store, he can occasionally cut a price himself if he feels he can turn a trick by it. Under the Stevens bill he couldn't cut any brand prices and he couldn't possibly meet the greater resources of his larger competitors as to other trade devices. So where would he be?

I will tell where I think he would be. He would be exactly where the small dealer in talking machines is—on the edge. Victor talking machines are rigidly limited in price.

All over the United States, by large dealers and by small, they sell uniform prices. How does the large dealer get around that? Various easy installment schemes which having ample capital, he can operate where the small dealer cannot. Therefore the latter gets merely the leavings of the business.

The manufacturers of patent medicines, who are organized in the Proprietary Association of America, are attempting among themselves a plan to create a large fund to be spent winning back the confidence of the public in proprietary medicines. A million dollars is talked of and it could probably be very easily raised. These and prosperous manufacturers of patent nostrums have in the past made perfectly stupendous profits.

I suggest that the million dollars would better be spent making patent medicines worthy of confidence. They never have been. Some of them were pure fakes—there was nothing in them to cure anything. Others had a few drugs in, nothing calculated to cure what they were said to cure. And all of them were pernicious, because they fostered the idea that a man—it was usually a woman—could treat his own ailments. They made drug-getting easy; it should be made hard. I can never speak calmly of the patent medicines that intentionally preyed upon their victims by dosing them with alcohol or dope. A manufacturer who produces a "medicine" like that, knowing that all his victim will get from it will be false stimulation which when it has faded itself upon him will be a worse disease than the one he started with, deserves to boil for a million years in a cauldron of his own mixture. He is a wretch beneath all human contempt.

People never had any real "confidence" in patent medicines. They were under a delusion about them which since so many of them have been shown up, has become so much weakened. We hope and believe that people will never be under that delusion again.

Worth Reading and Remembering

No. 4.

Clean floors, show cases and counters attract trade. The surest way to promote cleanliness is to have good light. The cheapest things in this world are light, air and water.

Proper ventilation is very important. People are often unconscious of good ventilation, but bad ventilation is undesirable and unhealthy.

Keep your store well lighted. A well-lighted store is always attractive, and goods can be displayed to better advantage.

Remember that unusual things advertise your business. You can do unusual things without doing ridiculous things.

Possible Cases Under New Pennsylvania Workmen's Compensation Act

comes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law, which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

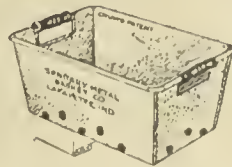
Possible Case No. 11.

Brown & Smith are retail grocers to her house for several weeks, and ng business in York, Pa. They when finally allowed to go out, is ploy a cashier, a young girl 17 so nearly blind as to be almost in- rs of age, at \$16 per week. One capable of work. the cashier is short of change Before the Workmen's Compensa- l hurries across the street, while tion Act, no responsibility what- customer waits, to get change ever would attach to Brown & in a bank. Being in a hurry, she Smith, but if they accept the pro- mbles and falls in the path of an visions of the act they or their in- omobile which, however, does surance company will have to pay injure her beyond breaking her the cashier one-half of her wages sses. The broken pieces are for 500 weeks, or as long as total ced into one eye, completely disability continues. In an accident de- of this sort it would be better for ying the sight. The other eye Brown & Smith if they had not ot entirely destroyed, but is con- accepted the provisions of the act, siderably injured. She is confined

for the cashier could not recover anything, even if she went to court. You cannot accept the act as to some accidents, however, and reject it as to others—you must accept in toto or reject in toto.

AMONG THE TRADE.

The Frank A. Smith Co., representing the Postum Cereal Co., the Minute Tapioca Co., the National Oats Co., Penick & Ford and the California Associated Raisin Co., have removed from 105 South Front street to Room 311 Bourse.



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are economical because they save space; durable, will outlast three of the old kind; modern, brings delivery system up to date; cleanly, no place for dirt to stay.

Price, \$4 to \$6 per dozen on baskets holding from one to four pecks. Order to-day Sanitary Metal Basket Co., Lafayette, Ind.

The Fidelity and Casualty Company

OF NEW YORK

Assets, \$11,764,957.75 ————— Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.

"We Told You So"

Read this letter, received last week from a New York coffee dealer:—

"I have found in the last few months that my coffee trade has increased with your coffee. Uniform taste and grade seems to make them popular. I have found when customers tastes are educated to a certain coffee, that to them is the best coffee in the city, so that it pays to have a uniform grade."

This really refers to Harisco Standardized Green Coffee.

A few years ago it was thought to be impossible to standardize grades of green, run them uniform, and get the dealer interested in coffees of this description. We knew different and we have taught grocers all over the United States different. The way to get trade from peddlers to-day is first to get

coffees that you can guarantee to your customers will remain the same. You can never do this in the world as long as you buy on a price basis. The only basis for a growing coffee business is Kup Kwality.

We can figure with you, no matter where you are, on either Green or Roasted Coffee.

HARISCO STANDARDIZED COFFEES

Royal Special	Royal Crest	Royal Cup
Royal Stag	Royal Lance	Red Seal
Royal Signet	Royal Mail	Jamestown
Royal Pennant	Royal Seal	Sirrah
Royal Currier	Royal Scepter	Astor House
Royal Gauntlet	Old Hermitage	Waldorf
Royal Helmet	Harisco Special	Royal Stag Java
Royal Standard	Blend	and Mocha

"KUP KWALITY FIRST KONSIDERATION"

WILLIAM B. HARRIS, Pres.

CHAUNCEY H. MARSH, Treas.

William B. Harris Company

Old Dutch Mills

COFFEE ROASTERS

COFFEES, TEAS, SPICES AND COCOA

65 Front Street

NEW YORK

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St.

New York

DECEMBER, 1915

OUR NEW DEPARTURE IN ADVERTISING*A YEAR'S END LETTER—To Progressive, Experienced, Well-Principled Grocers***OUR GOOD FRIENDS:—**

Greetings to you once more, our Thirty Thousand Merchant Allies!

By now, if we should see any of you face to face for the first time, should we not meet like old Comrades?

Our Monthly Letters began in a desperate "Try" for some fresh grip and new flavor to our long time Advertising Habit. But these Letters have grown into Neighborly Chats and Friendly Calls, because so many of you Merchants talk back to us charmingly.

This Number completes our Letter Series and "Ye Editor" will lay down his pen with a sense of regret, as if a Monthly Pleasure were to be left out of the programme for 1916. The Best of Everything to you, now and always!

We wonder what 1915 is leaving with you worth while, our Merchant Friends?—Real increase in Store and Stock? In Cash and Character? In Friends and Favor? In High Ideals and Usefulness? If one goes on the principle "Business is Business" and "When I am in Rome I may do as Romans do" we in the thick of the fray may not realize how some things in Business Life seem to the Public. Notice our Artist's startling suggestion in his Bulletin Board Sketch?

"I SEEM TO HAVE 'EM ALL RIGHT. HA!HA!"

Have we caught any of this infection also?

How do the Ads. of the Postum People strike you? Is it necessary to "damn Coffee" in order to sell Postum? And is that a Manly, Fair Fight for Trade? OR CONTEMPTIBLE?

Mr. R. E. Tomlinson, Counsel for The National Biscuit Company, has presented "Ye Editor" the fifth edition (1915) of their book, "National Biscuit Company Trade Mark Litigation." As you know, this great Corporation has seventy-five Plants scattered through the Country, to serve best the distribution of its Products and to take advantage of nearness to the sources of supply. It has Trade Marked nearly 100 of its various Products and Devices for marking its Packages. During the last ten years it has been beset by a race of Conscienceless Imitators and the volume is the story of these Commercial Piracies.

During these ten years there have been 882 separate Infringements by different Competitors in the Cracker Bakery Line.

Forty-nine cases prosecuted to the end before the United States Courts against these Infringers have been successfully won, and the remainder, more than 800, have been abandoned by the Imitators, rather than stand Suit. What a sickening story of the lack of business honor. If a man in a little shop, beset by narrow limitations on all sides, is tempted to cut corners to eke out his scanty living, one hopes the Merciful Judge will take his environment and well-nigh hopeless fight into account, but the Record above Concerns Wholesalers, Controlling Capital; Men of great Enterprise, who have brains or who can pay for them.

As we turn the pages we note such words as these from the lips of the United States Judges on the Bench—their own Declarations or Quotations which they approve—"we declare is calculated to deceive or mislead." "The Case is too plain to waste any words on it."

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

"You are combining and confederating with others to injure the Plaintiff."

"Your actions and doings are contrary to Equity and Good Conscience."

"To restrain Fraudulent Imitating."

"The Fraud is apparent."

"We are satisfied that the Trade Mark, as applied, is not only calculated to deceive the ordinary purchaser, but that it was designed, adopted and used for that purpose—It was planned in advance."

What a bitter arraignment and exposé of the lack of honorable principles in Leading Business Men! Shut your eyes and can you not hear His Satanic Majesty chuckle again, "I seem to have 'em all right. Ha! Ha!"

**Our Guardian Angels Sowing Premium Seeds from the Gardens
of THE KING for Fruitage in a Noble Life.**

Is It Only An Artist's Fancy?



(A Kansas Paper reports One Hundred Million Bushels of Corn gathered of inferior and immature Grain. This may be worth 25 to 40 cents on the Farm, but already the Farmers are buying High Grade Seed Corn for their next Planting, at \$3.50 per bushel. QUALITY tells in Manliness as well as in Corn!)

There is an influence in the closing of an Old Year, with it's unchangeable history, and the opening of a New Year, with all it's possibilities, that appeals to every one of us. Under such sober thinking do I not say to myself, "I must be more of a Man in 1916!"

We haven't space to advertise our own Wares to-day. This is a message of Good Will and Good Wishes. The Latchstring is out for you all the time at Mott Street.

Very sincerely your friends,

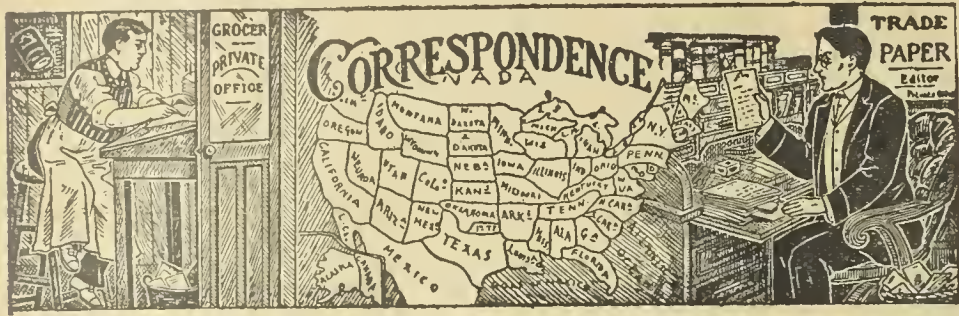
Alexander's Company.

Nos. 262-264-266-268-270-272 Mott Street,
New York City.

(Signed and Sealed as the Law directs.)

DECEMBER,
1915.





We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

More on the Stevens Bill From Mr. Corey.

Argos, Ind., Nov. 23, 1915.

To the Editor.

Dear Sir:—I must confess I am unable to see the danger or detriment of price maintenance.

The Stevens bill could not possibly apply to only a small portion of any stock.

Your main objection seems to be that it will "destroy mercantile initiative."

Does this mean a sacred privilege to cut and slash, undermine and tear down, demoralize, misrepresent, a ruthless disregard of truth, honesty or maker's reputation? We have all this under present conditions.

Mercantile initiative under the Stevens bill would mean honest, fair, sane and intelligent competi-

tion. Salesmanship, courtesy, advertising publicity, display demonstration, store policy, location and improved methods would be the key to prosperity. Business would reach a higher plane and co-operation possible. Quality would rate at its true worth, and the the real interest of the consumer protected.

I cannot endorse your argument in your October 25th issue. For identical goods the cost of selling varies little whether in big or little store, cash or credit. The trouble is that the big and shrewd buyer is too much favored by price concessions. This has grown to be an abuse of enormous proportions.

It is usury pure and simple, and the time is fast coming when the small retailers will rebel in a most forceful manner.

The Stevens bill should regulate price to wholesaler, retailer and

consumer. And, believe me, no honest dealer will complain that the profit margins are too large.

I was slow to accept this doctrine but the more I investigate it the sounder it appears.

Of course we won't get the Stevens bill or any other good business law if we are divided and continually splitting straws. You are a good lawyer. You claim to be a friend of the country merchant. Suggest something better and more practical and with brighter chance of success. If you can't do it, then join us in pushing the Stevens bill. It looks good to me.

Yours truly, M. L. COREY,
Secretary National Retail Hardware Association.

From the Atlantic Stamping Co.

Rochester, N. Y., Dec. 1, 1915.

To the Editor.

Dear Sir:—Your article regarding the Atlantic Stamping Co., Rochester, N. Y., was forwarded to us by one of our customers.

The really dominant feature of the article, which you head: "Who Knows the Atlantic Stamping Company?" and wherein you refer to our rating, is the only thing that interests us. To this we enter an emphatic protest. The Atlantic Stamping Co. is an old established company doing a business in high-grade metal ware of approximately half a million dollars a year.

Leading commercial agencies, through regular and special report, rate the company in six figures, with good credit.

In a spirit of fairness, we ask that this letter be given as prominent a space as that given to article referred to.

Yours very truly,
ATLANTIC STAMPING CO.,
By Frank S. Pierson

Another Scheme.

Tyler, Texas, Nov. 26, 1915.

To the Editor.

Dear Sir:—I will thank you to let me know if the National Credit Exchange Agency, located in the First National Bank Building, Chicago, Ill., is a reliable concern and whether or not you would advise using their system. I am enclosing herewith two blanks left me by the representative of the association above mentioned, and from these you can tell something of the nature of the system they use in making collections. Yours truly,

SAM V. GOODMAN.

We have not been able to learn anything of the National Credit Exchange Agency, First National Bank Building, Chicago. Its contract is as follows:—

In consideration of.....
.....Dollars (\$.....)
to be paid direct to the National Credit Exchange Agency on deliv-



In Three Homes

When a grandmother, maintaining her own home, and her daughter, maintaining another home, and the daughter's daughter, maintaining a third home, all use **Wheatena** as a regular part of their daily food, what does it mean? Just what we have repeatedly said, that **Wheatena** is peculiarly the food of succeeding generations and when it once gets in it is apt to run through all the branches of the family.

The hearts of selected wheat.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n



Women Will Thank You

Chase-O is quite unlike any other washing help made, and can't be compared with any other. With boiling water and a little soap, it will actually do whole washes—gets rid of all the hard work. Women will thank you for introducing them to it—your own wife would. Sells for a nickel, and sells again and again. Look into it.

CHASE-O MFG. CO.

Hancock and Columbia Ave., Philadelphia, Pa.

An Opportunity

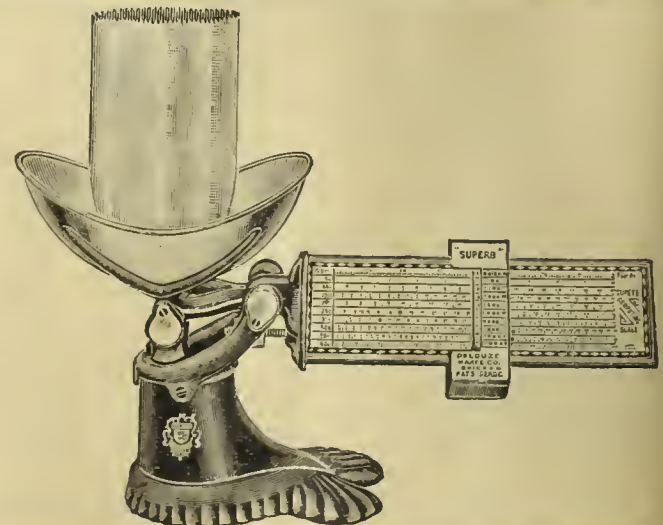
A NEW COMPUTING SCALE

for candy, spices, tea, etc. Capacity 2 lbs. by 1/2 oz. Computes from 5 cents to 60 cents per lb. Frame gold bronze, scoop and mountings nickel plated. Size, 14 inches long, 8 inches high. See cut.

SPECIAL PRICE \$6.00, DELIVERED

FULLY GUARANTEED

THE HOWE SCALE CO., 508 Market Street, Phila., Pa.



ery, the Agency hereby agrees to furnish to the undersigned subscriber.....Inquiry Forms, together with the necessary envelopes for same and to promptly re-mail all replies and all letters sent to us for remailing, and to furnish special detailed commercial reports on corporations, firms or individuals at the rate of \$1 each.

All remittances are made by the delinquent direct to Creditor, and this Agency will not charge any commission or fees for same.

The subscriber agrees that the services of this agency shall not be used by him for the benefit of another.

This contract expires one year from date. All unused supplies are the property of the National Credit Exchange Agency, which the subscriber hereby agrees to return unless subscriptions be renewed.

The rates are \$10 for 50 inquiry forms; \$25 for 200, \$50 for 500 and \$75 for 1,000.

The contract is not entirely clear. If the subscriber is to pay for these forms in advance, we suggest that this might be risky. The agency would then have collected for its work in advance, and it might not be so energetic as the man who is to make his money out of his work. Really, all that the agency agrees is to sell you so many forms for so much money. It agrees to furnish commercial reports on people, but they will cost \$1 each—that is evidently extra. Outside of this, the contract is exceedingly vague, where it speaks of what the agency is to do, though perfectly clear where it speaks of the money to be paid. We don't exactly know what these "inquiry forms" are, but we do know that we wouldn't sign this contract under any circumstances.

Who Knows This?

Allentown, Pa., Nov. 27, 1915.
To the Editor.

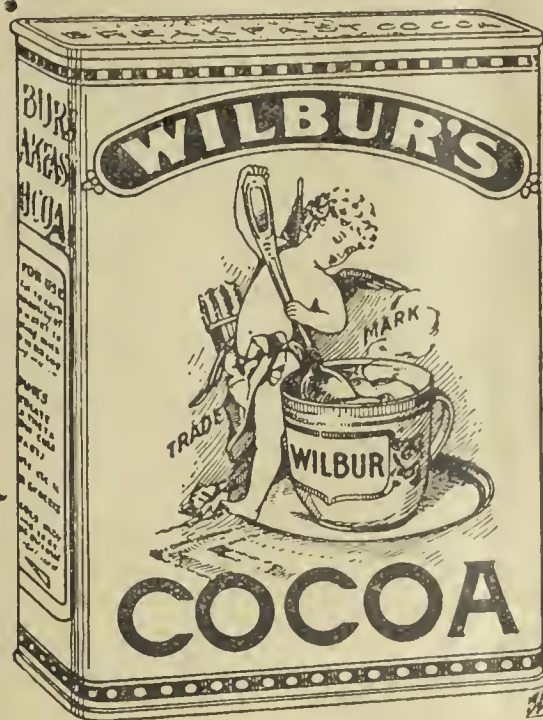
Dear Sir:—If it would be no trouble to you, I would appreciate very much if you would send me facts and particulars concerning the Federal Merchants' Protective Association, as I am about to become a member of it. Yours truly,
JACOB SCHIFF.

We have never heard of the Federal Merchants' Protective Association. Where is it? Let us know and we will be glad to look it up. It sounds like a collection agency or something like that, in which event we suggest paying no money and signing no agreement until we have examined the papers.

Oleo Bulletin and Oleo Manufacturers.

Manheim, Pa., Nov. 30, 1915.
To the Editor.

Dear Sir:—Some time ago I noticed by the "Modern Merchant



Speak to customers about WILBUR'S COCOA

You'll find **Wilbur's Cocoa** so well known and well liked that customers are practically waiting to buy it, and all you need to do is remind them of it. **Wilbur's Cocoa** has been extensively advertised for many years, and once tried its superior flavor has always given satisfaction.

Our booklet "Cook's Tours Through Wilburland" shows consumers 60 ways to use **Wilbur's Cocoa**—as a food as well as a drink. **Wilbur's Cocoa** can be made into delicious cakes without the use of butter, which is only one of our recipes; it makes the most delicious Iced Cocoa, and our recipe for that is the only successful way of making it.

To make a long story short—once you start a customer buying **Wilbur's Cocoa** it means steady repeat sales at a good profit to you and satisfaction to her. That is the kind of articles you want to sell, because they build up permanent trade.

It will pay you to keep **Wilbur's Cocoa** displayed on your counters and in your windows at all times.

H. O. WILBUR & SONS, Inc.

Philadelphia



WHAT TO TELL CUSTOMERS

"We always recommend WILBUR'S COCOA because of its delicious flavor, purity and food value. Try it according to the recipes in this booklet and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



A Clean, Quick Moving Stock

of the finest selected India and Ceylon tea, full flavored, skillfully blended and packed in attractive air-tight tins—**easy to handle, easy to sell.** That is why up-to-date, progressive merchants display and push

TETLEY'S TEA

Its distinctive flavor and unvarying high quality attracts trade and holds it. Every sale means a permanent, profitable customer. It pays to recommend TETLEY'S—it

Will Make Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street, New York

TELL YOUR CUSTOMERS

"TETLEY'S is the cleanest and most economical tea to use, because the air-tight tin keeps in all the fresh, full flavor and fragrance, and keeps out the dust and dirt."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



and Grocery World" that the New York Board of Health had issued a bulletin on butterine, whereby thinking you would be able to furnish me with names of various butterine manufacturers, excluding Swift & Co. and William J. Moxley, Inc. Would greatly appreciate a bulletin providing they could be had.

Yours truly,

PAUL W. KELLER.

This correspondent has been advised to write the New York Department of Agriculture, Albany, N. Y., for a copy of the bulletin referred to. Names of butterine manufacturers are: John F. Jelke Co., Morris & Co., Armour & Co., Cudahy Packing Co. and James T. Downey Co., all of Chicago.

Chicago's First Help-Yourself Grocery Store Opens.

Chicago's first "Grocerteria" opened a few days ago. The idea of a grocery store in which the customer helps himself, paying for his purchases at the door, as he leaves and carrying home his own purchases, originated on the Pacific coast from whence also came the cafeteria idea now so universally popular. The "Grocerteria Corporation," which is sponsor for the experiment in Chicago, was incorporated last month under the laws of Illinois, with a capital of \$2,500. The incorporators are Geo. L. Veatch, who is connected with the wholesale house of Marshall Field & Co.; A. L. W. Veatch and Philip E. Veatch. The store will follow very closely the lines of the California grocerteria, which is quite successful, in that it will carry a stock of plainly priced goods, employ no clerks, make no deliveries, sell all brands and feature cut prices. There are no shelves. Everything is on tables, so that articles can be easily reached. One cashier will check and collect for all purchases, as the customer is about to leave the store. By cutting the cost of handling and carrying stocks, the store expects to get prices so low that the housewife cannot overlook the resulting advantages to her pocketbook.



AT HOLIDAY TIME there's a greater demand than ever for

MAPLEINE

the "mapley" flavor for making syrup and flavoring desserts and dainties.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

THE RACK WITH THE HOOK



Is SHIPPED ON APPROVAL. They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space. Installed and extolled by successful merchants in all the States. Facts free. Act to-day.

I. F. D. COMPANY, La Crosse, Wis.

The New York Letter

War Affecting Several Imported Food Products. Spreckles Predicts Higher Sugar for Next Year. Local Flour Situation. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, December 3, 1915.

News received here during the week from France is that the French Government had placed an embargo on the further exportation of nuts, which was expected to last for a considerable period. French nuts on spot, in this country, particularly in the New York market, are in very small supply. It looks like a shortage during the holiday season. Several other foreign food products are also beginning to feel the pinch of the war. Several of the most important French mushroom canning establishments have been closed and the exporters have notified their American representatives that there would be no more French mushrooms until after the war was over.

Cables from Spain report a strong advance in the price of pimentos, which are Spanish red peppers. This will not be felt at once, as we have some stocks on spot.

Italy continues to prohibit the exportation of tomato sauce, beans, peas, cheese and many other food products. Sweden prohibits the exportation of fish; Norway of cheese. Nothing whatever is coming from Germany or Russia. Greece has prohibited the exportation of olives.

Claus Spreckles, who is the leading factor in the Federal Sugar Refining Company, gave out an interesting statement during the week in which he prophesies that sugar will be higher next year than it has been this year. Mr. Spreckles says that the fundamental reason for the high prices of sugar recently was the destruction of the European beet fields during the war. Wholesalers, however, were slow to realize the exact situation, and when they finally did realize it and rushed into the market to buy, they caught many refiners short of raw sugar. The refiners rushed out to buy sugar and put the market up on themselves. Mr. Spreckles emphasizes that usually at this period of the year sugar declines because of the opening of the new season in Cuba and also on account of the receipts of domestic beet sugar. This year the beet granulated people are taking advantage of the situation and are already selling their product at extremely high prices, and are not pushing for sale. The reason for this is their hope of an extension of the sugar tariff, which was scheduled to be removed May 1, 1916. It is generally expected that the tariff will be continued on account of the need of revenue at this time. Mr. Spreckles says that the beet granulated people are making a perfect harvest out



Made from Corn

ARGO
Starch

KINGSFORD'S
Corn Starch

KARO
Syrup

And Now **MAZOLA** The Superior Salad Oil

Pressed from Indian corn and refined. Another pure corn product which is a money saver for every housewife and therefore

A MONEY MAKER FOR YOU

Mazola not only makes delicious, appetizing salads and sauces but it is more wholesome and economical than Butter, Lard or any substitute for shortening and deep fat frying. It meets every household requirement.

Why not make the most out of your oil trade? You'll sell more Mazola than you have ever sold of any other oil because everybody likes the taste and can afford to buy and use it.

Trial size, glass bottles, 5½ ounces net weight, also packed in 2-lb. and 8-lb. tins.

Corn Products Refining Company
NEW YORK



SAY TO CUSTOMERS

"MAZOLA is better than butter or fat for frying because it can be heated to a high temperature without burning."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Profit in the WRIGLEY Package

¶ Nothing pays you a profit until you sell it. Wrigley's is already sold before you buy it—sold by one of the heaviest consumer advertising campaigns in the world.

¶ Into the WRIGLEY package we put the best gum that can be made—behind each package we put a silent, consumer ad. salesman. The sales are sure, the profits certain—and that is our idea of real co-operation with our distributors—the Retail Merchants.



THE PENNSYLVANIA PLAN

is a new idea in co-operation—Pennsylvania merchants enthusiastic distributors. We are working to make a bigger demand for WRIGLEY'S in Pennsylvania than ever before. If the merchants will link their efforts more closely to our advertising—display



where every one will see it—their increased interest added to our increased efforts should double the sale of WRIGLEY'S—and that means more than double profit to our distributors.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley & Co.
CHICAGO

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is double strength—double wrapped and sealed to preserve its freshness and flavor—and every package contains a coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



of their granulated sugar. Last year they were glad to get 4.90 cents and this year, with the largest crop on record, they are getting 5.75 to 5.80 cents. Mr. Spreckles thinks that 1915 is going to see higher priced sugar than 1915, because the United States will have to supply practically all of Europe with refined sugar, besides supplying its own needs. Already the American refiners are shipping sugar to England, France, Switzerland, Uruguay, Mexico, Bermuda, British West Indies, French West Indies, Newfoundland, Panama and Malta.

The Federal Sugar Refining Co. has been very active in its effort to work up a sentiment in favor of discontinuing the sugar tariff, and has issued considerable literature on the subject. It is in favor of the removal of the tariff and some of its literature emphasizes the fact that sugar should sell with the tariff off at 1 cent per pound cheaper than the present price. It is regarded in the trade here as certain that the sugar tariff will not be interfered with.

The local supply of flour has become exceedingly low and the situation is serious. All of the bakers in the city are seriously handicapped by the lack of spot supplies, and some of them have several times been almost forced to close down for lack of flour. The local scarcity is enabling many handlers to ask and obtain bonuses on the price of immediate delivery. The mills report that the condition is improving with them, although they are not yet caught up with their orders.

Although the National Canners' Association has not yet given out its figures it was announced here late in the week that the 1915 tomato pack would be expected to be 8,469,000 cases. This about accords with the predictions which the paper has made from time to time to the pack. It is about 55 per cent of the 1914 pack and about 65 per cent of the 1913 pack. It would appear as if the current supply was hardly sufficient for the probable demand this year.

SUMMARIZED MARKET CONDITIONS

Tea quiet and unchanged throughout the entire line.—Coffee heavy and dull. Santos 4s comparatively weak. Rio fairly steady.—Sugar nervous and unsettled. Raws very scarce. Sales made as high as 5.12 cents. Granulated 6.15 cents. Beet granulated 5.75 cents. Sugar being cut in second hands.—Tomatoes firm and unchanged. Corn at ruling quotations. Peas fairly steady and quiet.—Canned fish of all sorts changed and quiet.—New prunes denormalized on spot on low prices made for second hands. Coast market quiet and unchanged. California raisins slightly weaker. Other dried fruits unchanged.—Nuts firm on account of light supply.—Wheat strong and active, largely because Canadian wheat has been commandeered by the English Government.—Flour a shade higher and firm. Demand fair.



One Moment!

¶ You sell some kind of cooking or salad oil because you have found there is a constant demand for it. For cooking it is not so expensive as olive oil or butter, while it does just as good work. Much better work than lard or lard substitutes. And many people prefer it to olive oil on salads.

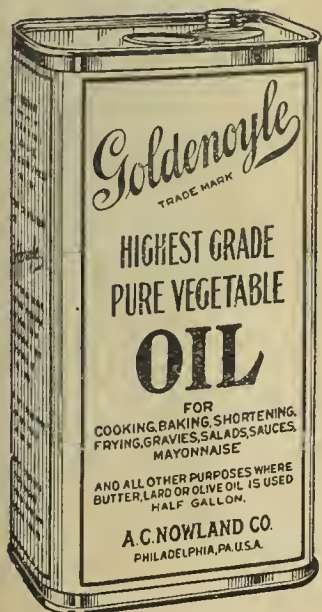
¶ What salad-cooking oil are you handling? Is it just an ordinary cotton seed oil? Do you really know what it is?

¶ We have been oil refiners for nearly a quarter of a century, and we say to you that there has never been a salad or cooking oil on the market as high grade as **Goldenoyle**. Look at the packing— isn't that fine?

¶ Prof. Allyn, the celebrated Westfield, N. J., Health Board chemist, analyzed **Goldenoyle** and gave us a recommendation for it that warmed our heart.

¶ Put **Goldenoyle** in your store while it is new. You know as well as we do the advantages of that.

Packed 4 doz., 7-oz. bottles; 2 doz. small cans, 21 $\frac{3}{4}$ oz. each; and 1 doz. $\frac{1}{2}$ -gal. cans. On 3-case order we prepay the freight. Beautiful recipe book for retailers' customers.



A. C. Nowland Company
 257-259 North Front Street
 Philadelphia

The Grocery Markets

Tea.

The tea market is unchanged for the week. Business is reported good and the market is in a healthy and steady condition and will probably continue to be for several weeks. Prices show no change whatever for the week.

Coffee.

The coffee market is dull and weak. The trade are buying every day, but only for actual wants, as nobody seems to have very much confidence in the situation. Rio 7s are still relatively firmer than Santos 4s, because they are scarcer. The former grade is about unchanged for the week, while the latter is a shade off. There is plenty of coffee about, and this is one factor in the weakness. Milds are unchanged and dull. Java and Mocha unchanged.

Sugar.

The sugar market has had several ups and downs during the week. Raws, on account of scarcity, have advanced again and sales have been made as high as 5.20 cents. There has seemed to be little or no sugar available for spot demand. Some new sugar from Cuba will be available shortly, but if it is shipped to England to fill orders from there, it

will not relieve our scarcity. The Cuban crop is late. Late in the week some sales were made at slightly easier prices on account of freer offerings from Cuba. The refined market has ruled from 6 to 6.15 cents for granulated during the week, but as the week closes some of the refiners are dropping to 5.95 cents. The consumptive demand for sugar is very poor.

Syrup and Molasses.

Glucose remains unchanged for the week. Compound syrup is fairly active at ruling quotations. Sugar syrup shows no change for the week; is in demand in a very small way. Molasses steady, with a very firm and high outlook.

Fish.

The mackerel situation is not improved. New Norway mackerel, both on spot and abroad, are very firm and high, particularly when the quality of the new catch is considered. The demand is very light, as a great many people have found it easier than they expected to get along without any mackerel whatever. Shore mackerel are satisfying a good part of the demand, although prices have not changed. Cod, hake and haddock are in fair season-

able demand at unchanged prices. Imported sardines show no relief, stocks being still very small and prices very high. Domestic sardines are unchanged, except that sardine packers are trying to get 10 cents more a case. Salmon unchanged as to all grades and quiet.

Canned Goods.

Tomatoes are a shade firmer than last week. Some Maryland 3s can still be bought in a large way, f. o. b. factory at 90 cents per dozen, but many holders are standing out for 92½ cents, and some sales have actually been made at that price. Advance figures on the 1915 pack are slightly over 8,500,000 cases. The situation and the outlook are very strong and prophecies are general that the market will go to \$1.25 next spring. Corn and peas are unchanged and quiet, corn being relatively firmer than peas. Apples in very moderate demand at unchanged prices. California canned goods are moving in a very small way, meaning particularly from first hands, and show unchanged prices. Small Eastern staple canned goods unchanged at ruling quotations.

Dried Fruits.

The prune market is considerably upset and unsettled, due to the arrival of new-crop prunes bought at a much lower price than now prevails. Second hands holders have offered them rather freely at substantial concessions below the ruling price. Some sales have been made on this basis. With the excess the market is quiet. Peaches and apricots are both firm and unchanged in

price, with a fair demand. Apricots are the duller of the two, as they depend principally upon export demand. Raisins unchanged and quiet. Currants still scarce and high. As stated in recent report, there are practically no Turkish figs in the market. California figs are being offered freely and pushed, but are not meeting with very ready sale.

Beans and Peas.

The pea bean situation is very strong and high, on account of the slowness with which the crop is being picked and the unusually large percentage of poor beans. The market ranges from \$3.87 to \$4.05 per bushel; demand fair. Marrows are unchanged on a basis of \$ per bushel in a large way. California limas show an advance of about ¼ cent largely in sympathy with the high price of Eastern beans. Green and Scott peas are firmer and unchanged in price.

Butter.

There is an active consumptive demand for all grades of butter and the market is firm at an advance of 1 cent per pound for the week. The make is very light and does not bid fair to increase very soon. The outlook is for a good, firm market, with further advances if there are any changes.

Eggs.

New-laid eggs are steady at a decline of 4 cents per dozen for the week, due to increased supplies. The demand for cleaning up all of the receipts on a rival, and the market is healthy at the revised prices, and depends as to the immediate future on the weather. Un-

GOLD DUST

sells the year 'round

The big thing about Gold Dust, from your viewpoint, is that it sells every day in the year. The housewife has many uses for it Summer and Winter—and even more uses in the Spring and Fall.

Gold Dust is a steady profit-maker for the merchant. Our extensive advertising of practically every kind and nature, is constantly creating new buyers—and once used, Gold Dust is never replaced.

Satisfied customers are the life of your business. Gold Dust makes them.

THE N. K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"



Why Emperor Will Outsell

There may be other head-rice about as fancy as **Imperator**, but it's apt to be coated with talc and glucose, while **Imperator** is uncoated. Take this as almost a guarantee:—that you will sell more **Imperator** rice than you will sell of any other brand, first because it's natural, second because it's exceedingly high grade.

Imperator and its idea make fine window display material.

D. S. & H. CRAIG, Inc. :: Philadelphia, Pa.



Autumn Bargains

- \$85 for a National Check Throwing Cash Register
- \$40 for a Refrigerator, 5 x 3 x 7 feet high
- \$22 for a No. 218 Enterprise Coffee Mill, equal to new
- \$20 for a Toledo Computing Scale
- \$16 for a large size Star Counter Coffee Mill
- \$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

ades of eggs are rather dull and
avy.

Cheese.

The market for full cream cheese is
ry firm, with quotations unchanged
d a normal consumptive demand.
ere is also a fairly good export de-
nd. Most of the factories have
sed for the season and the situation
s settled into a groove that will prob-
ly last for some time.

Provisions.

The market for everything in smoked
ats is steady and unchanged in price,
h a normal consumptive demand,
ich at this season is light. Pure lard
steady and unchanged in price. Com-
and is firm at an advance of $\frac{1}{4}$ cent.
ied beef, barreled pork and canned
ats are all unchanged and in mod-
te demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our agents in Holland report that
ctically the entire Dutch fishing fleet
returned to port and that very few
sels remain out. Our expectations
seeing lower prices for Holland her-
gs have not been realized, as prices
e advanced by leaps and bounds,
ug to the fact that the countries now
war are taking practically all her-
gs that are offered, irrespective of
e. The very few Holland herrings
ch have been imported this season
ffered to the trade at prices which
very much below to-day's quotations
Holland, and, nevertheless, sales are
and far between, as prices are ab-
nally high.

otch herrings have discontinued to
so readily, and the American mar-
will soon be apparently clear of
a.

re are in hopes of a good, big fish-
in Norway, but no matter how good
fishing may be, we shall have to
on with very high prices if any of
e herrings will be obtained for the
erican market.

Norway the mackerel catch was
about one-fifth of the quantity
ht last season. The quality on the
le is not so good as it was in pre-
s seasons, but a few very good lots
Norway mackerel have arrived and
now offered for sale. We are in-
ed by our Norwegian agents that
ts in Norway are practically cleared,
good part of the catch taken this
on has been sold to the countries
at war, and these people hereto-
have hardly ever taken any of
e Norway mackerel. Practically all
catch used to come to America.
le imported sardine situation re-
s entirely unchanged from our last
rt—they are just as scarce and just
igh in price, and if the demand
h is quite good at present, contin-
the market will soon be entirely
of imported sardines.

STROHMEYER & ARPE Co.
w York.

Standard Canned Goods.

the primary sources the tomato
et is much stronger than it is in
jobbing centers, and the develop-
s between now and New Years
prove to be quite interesting. We
mentioned that the stocks in the
s of the smaller canners have been
cleared out, which removes, to a
extent, the element of uncertainty
o the course of the market during
winter months, and makes the out-
clearer. The steady, continuous
ug of the goods in lots ranging
say, one to three or four car-
s has placed in line for prompt

Pennsylvania Merchants

through the most active and effective organization of its kind in the
country, are working unitedly for promotion, progress and betterment—
for better homes, better communities, better business methods and con-
sequently better business for all.

☐ Directly in line with this aim of the merchants, the DIAMOND
MATCH COMPANY have perfected the



Inspected and Labeled by the Underwriters' Laboratories, Inc.

☐ The linking of the Safe Home Match with the Pennsylvania Plan
is of special importance to every dealer and housewife in Pennsylvania
because it means *safer* homes, freer use of matches and conse-
quently bigger sales and greater profits to every merchant. SAFE
HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are
better, safer and more satisfactory in every way to the consumer. You
will *want* to sell more of them than any other kind because you safe-
guard your community by selling the best match made and at the
same time make good profits for yourself.

*Safe Home Matches burn evenly and are non-poisonous.
The heads don't fly off, they never light till you want
them to and they are packed in big, safe boxes to*

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY : : NEW YORK



SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that
does not spark, sputter or break and you can strike it ANY-
WHERE."

This is one of the firms the sale of whose products
helps organize the Pennsylvania Retail Merchants

consumption a larger quantity than anyone would suppose and without causing special comment. The shipments since September have been distributed to all sections of the country, and the natural supposition is that this section will continue to be the principal source of supply when the quotations in other markets conform to the prices here.

In the line of canned vegetables baked beans and kidney beans were the strongest items because of the higher cost of the raw material for canning purposes. These articles have been lying dormant for a long time, but they are awakening now. The higher grades of string beans and wax beans have been fairly active this month, while the ordinary grades have been neglected. There were more orders during the week for corn and sweet potatoes in straight carloads, but for the other vegetables there were only the small daily orders, mainly for

mixed carload shipments, with little or no changes in the prices.

There was a better demand for pears during the week, from the lowest priced fruit in water up to the highest grade in heavy syrup, but the market was dull for the other fruits. As a rule, all this fall the orders for canned fruits have been much lighter in size than is usually the case, and also smaller in point of numbers. It is noted that the higher class of berries, white cherries and pineapples in syrup were bought more often than the water fruits, with the exception of pie grated pineapples, which have been nearly sold out.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Tea.

Conditions are all favorable, labor is employed as never before and at high wages, which enables the retailer to sell more merchandise, make more profit and carry a larger stock himself. Crops are the largest in our history and there is more money in circulation than ever before, so all are sure of a good business and on a profitable basis.

Tea is in particularly good shape, stocks are light and buyers must replenish right along.

Congress meets December 6th and the Cabinet, up to this time, is unable to show how to raise the additional revenue; there have been many suggestions. The Secretary of the Treasury suggests retaining the duty on sugar, increase in income tax and a tax on gasoline and oils. A Washington despatch dated November 23d stated that Congressman Rainey, of Illinois, called on the President and stated that he was behind in the preparedness legislation planned and that he had in mind ways and means of raising \$350,000,000 by taxation, included in which was a larger tax on beer and a duty on coffee. Should his suggestions be carried out, it would certainly carry a duty on tea as well.

Of course, these are only suggestions and must not be considered as a definite programme, but they do show what some legislators are thinging about and there will undoubtedly be a variety of opinions when Congress meets.

We are still convinced that it will pay any merchant who has a regular outlet for tea to protect himself for the next three to six months. Should there be a duty imposed he is a big winner; if nothing is done he has the cream of this

year's importations on the lowest basis of the season.

IRWIN-HARRISONS & CROSFIELD, INC.
Philadelphia, Pa.

Pennsylvania News Items.

Because of ill health, A. M. Howes, manager of the Commercial Club of Erie, and secretary of the Pennsylvania Retail Merchants' Association, has tendered his resignation to become effective December 1st. Recently Mr. Howes resigned from the presidency of the Twenty-three Club of the First Ward. At the present time Mr. Howes is manager of the Commercial Club, secretary of the Pennsylvania Mutual Fire Insurance Co., secretary of the Pennsylvania Retail Merchants' Association, managing editor of the "Pennsylvania Merchant," and secretary of the Erie Motor Club. It is understood that Mr. Howes will not resign as secretary of the Pennsylvania Retail Merchants' Association.

A Novel Suggestion—Give Clerks Samples of Goods You Expect Them to Push.

"I would like to venture a suggestion that, if followed out more often, would make a \$5 appropriation look like \$5,000," said George Stadlander, head of a chain of retail grocery stores known as the Progressive Stores, in New York City. Mr. Stadlander was talking in the noon-day meeting of the New York Advertising Club, Friday, November 19th, on the subject, "Selling Groceries to the Consumer."

"Manufacturers ought to see to it that every grocery clerk gets a full-sized

sample of their products—samples that it would be worth the clerk's while to take home. Then, if the clerk and his family think well of these products, the selling battle would be more than half won."

In Coffee It Pays to Have Uniform Grades.

Read what an up-to-date dealer wrote us about Standardized Coffee, you will find it in this issue under the heading of "We Told You So." For some time we have been trying to educate dealers to the use of uniform coffees. This dealer's experience shows our point clearly. He says, "When customers' tastes are educated to a certain coffee, that to them is the best coffee in the city, so that it pays to have a uniform grade. Kup Kwaliti has been our standard for years—we willingly pay above market prices in order to get the best—frequently our line of coffees cannot be duplicated by any firm in the country. If you want to control the coffee business of your territory, let us figure with you. Wm. B. Harris Co., 65 Front street, New York City.—Advt.

We Recommend This.

For several weeks the "Modern Merchant and Grocery World" has been presenting to its readers a new article which it regards as rather unusually superior to the common run—*Goldenoye*, a new cooking and salad oil, refined and packed by one of the best oil refiners in the East. Every grocer knows of the large demand which has sprung up for pure vegetable oils of this character. As this week's advertisement says, they cost less than olive oil and butter, though they do just as good work. There is no question about *Goldenoye* at all. It is oil of superlative quality and is packed in a way fitting to its quality. Any grocer who wants something which he can offer in high-grade trade with the remark, "Mrs. Smith, here's a cooking oil that I'm sure you will say is the best thing you've ever had in your kitchen"—can find it in *Goldenoye*. It is not ordinary cotton-seed oil, but a high-grade vegetable food product, of absolute purity which Prof. Allyn, the Westfield chemist, has analyzed and highly commended.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone. Race 746

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

SALESMEN WANTED

We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 59% of the Grocers of the country.

An Excellent Opportunity for men with proven selling abilities.

For particulars, apply

STAR EGG CARRIER & TRAY MFG. CO.
Rochester, N. Y.



Christmas Trees

It is only a few weeks to the great Christmas festival, and then Christmas decorations, including the evergreen and the holly will be in order. In the meantime holiday "eats" will be in demand. Nuts, Figs, Dates, Raisins, Mince Meat, etc. We can serve you



SYRUPS.—It is said there is more syrup consumed through the three winter months than any other five months of the year. Our brands of syrups are as popular as ever, the trade order them and reorder them—always give satisfaction—**Challenge Table Syrup, Royal Table Syrup, Very Best Fancy Cloudy, Starlight, Gilt Edge, Ex. Amber, White Clover, Crescent, Ex. Maple.** We also have our own Royal Table Syrup in cans. Buy your syrups of us and watch your trade increase.

NEW CROP N. O. MOLASSES.—Our first purchase due this week, and we are able to book a few more orders at the opening prices, provided we receive them at once. Next lot will be from 2 to 4 cents a gallon higher. Fancy bright New Crop "Ingleside Plantation" Moll; barrel, per gallon, at 38 cents; half barrel, per gallon, at 41 cents.

RAISINS.—We never remember a season when there was such a demand for raisins. If you haven't covered your holiday wants we advise you to buy at once, as some grades are becoming very scarce. Ideal Not-a-Seed, 36 is, at 11 cents; Thompson's Fancy Seedless Bonner Brand,

36 is, at 10 3/4 cents; New Victor Seedless, 40 is, at 10 1/2 cents; California Cleaned Seedless, bulk, 50 lbs., at 8 3/4 cents; Fancy Seeded Owl, 36 is, at 8 3/4 cents; Plum Pudding Ex. Seeded, 36 is, at 8 1/2 cents; California Fancy Ondara Layers, 28 lbs. at 8 1/2 cents; Three Crown Muscatels, at 7 1/2 cents; Four Crown Muscatels, at 8 cents; Fancy Cluster Table Raisins, 20 packages, per box, \$2.25.

CANDY SPECIALTIES.—Clear Hand-made Toys, 40-lb. tins, at 9 1/4 cents; Champion Chocolate Drops, 30-lb., at 8 3/4 cents; Challenge Assorted Chocolates, 30-lb., at 9 1/2 cents; May Bells, 20-lb., at 10 cents; Smooth Candy Peanuts, 30-lb., at 7 1/2 cents; Walnut Sugar Blocks, 30-lb., at 13 1/2 cents; Boyd Dinner Mints, 30-lb. tins, at 8 3/4 cents; Peanut Brittle, 25-lb., at 7 cents.

CRANBERRIES.—For prompt shipment, Extra Fancy Howe Berries, Bright and sound, 100 quarts to barrel, at \$8.75; and Fancy New Jersey Bright Red, in crates, at \$2.25.

KIRK, FOSTER & CO.

WHOLESALE
GROCERS

209

**NORTH WATER STREET
PHILADELPHIA - PENNSYLVANIA**

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

New Grade ATMORE'S MINCE MEAT in Bulk

**"YES, indeed, we have
'Extra Family' (Blue
Label) in bulk.**

**"The same delicious Mince
Meat that you formerly got in
glass jars—the top-notch brand
put out by the makers of the
purest, richest Mince Meat sold."**

*20-pound and 40-pound kits.
Also bbls., halves and quarters*

ATMORE & SON

Since 1842
Philadelphia



Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder



None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

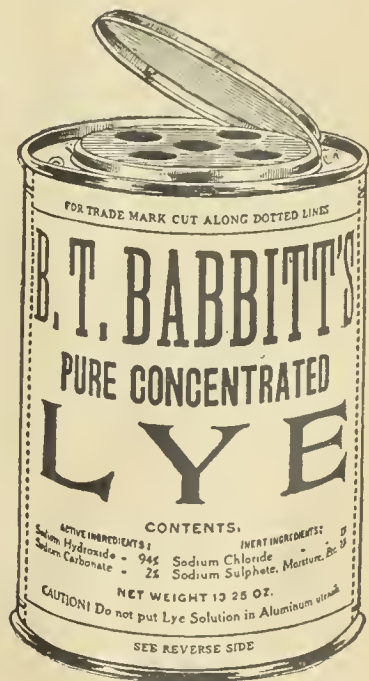
Rumford pays you a greater profit than any other high-grade baking powder—it will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

BABBITT'S PURE CONCENTRATED LYE

**"Keeps its strength to
the greatest length"**

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.



B. T. BABBITT, Inc.
NEW YORK CITY



The End of Bob Gaines.

Well, sir, I saw a sight last week I ain't a-going to forget. It was the sight of old Bob Gaines in the poor house. I never did think Bob would get anywhere, but I never calculated he'd land in the poor house. The only good thing about it is that Bob himself don't seem to be worrying much.

Bob Gaines was one of the first customers I had when I started out on the road. Let's see, that was blame near twenty years ago. He didn't have much of a store, but he made a living out of it. Didn't seem to have anybody belonging to him. Told me once he had a brother in California or somewhere out there, but he never heard from him. He never got married—didn't have enough money, I guess—and he lived all by himself in a little room over the store.

Anybody could do most anything with Bob. He didn't have any roots, if you know what I mean. I'll bet I could have sold him ten times as much any time as he ought to have, but I knew if I did it wouldn't ever be paid for, so I never did it. I wouldn't have done it anyway, for it's a crime to put it over on a chap like that. Bob was a good-natured cuss—everybody liked him.

I lost sight of him for about five years, because I stopped making his town. First time I've been there since 1910 was last week. When I got in there I asked for Bob—his store wasn't there any more—and they told me he was in the poor house! What d'ye know about that? You could have knocked me down with a crowbar.

"Poor house!" I said. "For the love of Mike! How did he ever get in a place like that?"

Well, just as I'd always expected—Bob went all to pieces. Some new stores opened near him and he couldn't stand up against 'em. Anybody could get away with poor

old Bob. His little business dropped away, and pretty soon he couldn't pay his rent. People took care of him for a while, but by and by they got sort of tired, and some of 'em had a meeting, and there didn't seem to be anything else to do with him. So they carted the poor old cuss over the hills to the poor house.

"But couldn't he get a job?" I said. "Good Lord, he could have made enough to pay his board somewhere, couldn't he?"

"No, he got all crippled up with rheumatism," said the man I was talking to. "He wasn't any good—nobody would have wanted him around."

"Where is this poor house?" I asked.

They told me it was about five miles out of town, so I went out that afternoon. On the way, I thought about the old fellow a lot. Funny thing about it—Bob always thought he knew it all. You never could argue with him—he was always right. That was the only thing I didn't like about him. He would talk by the hour about the department stores and the chain stores—they were just starting to push out into the country then. He could spot their mistakes and tell 'em where they wasn't running their business right. No matter what a big success somebody had made in business, Bob would sit there in his footy little store, maybe with goods waiting to be delivered, long after the time, and tell where the other fellow'd been wrong and how he could have done it better.

I didn't look forward much to seeing the old fellow—out there in the poor house. I didn't know whether they put 'em in uniforms or not. I'd never been in a poor house before, though I suppose I ought to have gone often so as to get used to it. So when the little Ford car I went out in drew up and I got out, I found I had cold feet.

I asked for Bob Gaines and they took me back in a big room where they all sit when they want to, and there the old cuss was over by a window reading. He looked pretty

old, although I don't believe he's much over sixty. And both of his hands were all twisted up with rheumatiz.

He didn't see me till I got plumb up to 'him. I was pretty well worked up and if he'd have let out I would have too. Think he did it. Not so's you could see it. He got up like he was out of the porch of his country place.

"Hel-lo, my old friend!" he said. "I'm glad to see you! Where did you come from anyway? Sit down."

Gee I was glad he took it that way, for when I get worked up and let out, I make a regular disturbance.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Mince Pies.—The mince pie incident represents the stupid answer: "I don't know."

This grocer runs a bakery, makes good stuff, and makes particularly good pies. The woman, it seems, bought a 25-cent one for Thanksgiving. It tasted so good to her and was praised so much by her guests that the day after she went there again to make another purchase.

None were ready just then and so she could not wait. She inquired from the clerk the kind of mince meat used; his reply was: "I don't know."

Would you blame a man for wanting to hold that fellow's head under a pump?

The identical mince meat used in these pies was sold over the counter at 12 cents and so advertised. Not only was the pie sale lost, but a good customer for the mince meat itself which might possibly have made twenty other good mince meat customers.

You see what these three thoughtless words meant on just one item. Can you realize the lost sales and the lost sense of satisfaction that such an answer would represent in a year if allowed to go on uninterrupted?

Never say "I don't know" on a question that concerns your own work and that common sense tells you to answer correctly. Edify yourself, at least, by finding out. Surely it must be a pleasure as well as a privilege for every manager to answer questions, little or big.

Personally, the more they fire at me the better I like it.

"People want to know the difference in these two syrups," said one fellow. They're about the same size, one is 15 cents and the other is 22 cents.

"Well, sir, read your labels, and you will find one is 60 per cent. sugar and 40 per cent. corn, the other is all corn syrup." It didn't occur to him to take advantage of the best food clause enacted.

Compare the mince meat answer with one that happened a couple hours before this was written. The old lady wanted canned mushrooms for chopping. She hadn't bought any in some time. The clerk at once showed her a can of mushrooms. But my! 30 cents! she said, "That's our price and I can't change it." Oh, no; that at that stage would have meant no sale, but here's what he said in substance: "You know, madam, a year and a half ago we sold this same grade of mushrooms for 25 cents, and our profit then was larger than it is to-day at 30 cents. The reason is it is solely a war condition—the goods being packed in France, and I am quite sure no other store will sell them for less money."

He is an asker, if such a term is permissible. He wants to know why he should pay more and so is so and so, then he goes to work and tells it.

This good old lady apparently had her heart set on mushrooms, and it was the way he handled her that prevented her going over to a competitor and buying some.

Great to be an asker!

Ve had some talk about what I'd
n doing since I saw him last.
I've just been reading an article
ere about them trading stamps,"
aid. Then I saw he'd been read-
a trade paper, and he told me he
three—people sent 'em out to
Then he went on to talk about
ing stamps and what he thought
ut 'em. Just like he used to—
change at all that I could see.
rom that he went on and talked
at business. Told me about the
that had the store in the new
ding where his store used to be,
how he hadn't understood the
ighborhood and all—what he
nt to do to build up his busi-
Same old Bob.

stayed for a couple of hours.
d a bully dish of talk with the
man. You'd like to hear him
And do you know, not once
at whole two hours did he say
house once, or tell how he
e to get in there, or anything!
as if he'd invited me out to his
sion in the country. When I
up to go he went out to the door
me and asked me to come
n!

ee whiz, but when I get in the
house I hope I'll be able to get
with it like that! Why a fel-
like that never has any misfor-
s!

THE STROLLER.

Would Be a Good Law for Us.

ler a curious Canadian law, crim-
proceedings have been insti-
against a Toronto merchant be-
he failed to keep books of ac-
as provided for in the criminal
which reads as follows:—

everyone is guilty of an indicta-
offense and liable to a fine of
and one year's imprisonment
being a trader and indebted to
amount exceeding \$1,000, is un-
to pay his creditors in full and
not, for five years next before
liability, kept such books of
ount as, according to the usual
se of any trade or business in
ch he may have been engaged,
necessary to exhibit or explain
sactions, unless he may be able
account for his losses to the sat-
isfaction of the court or judge and
show that the absence of such
is was not intended to defraud
creditors.

this case the defendant began
ss only in 1914, but since then
a chain of three stores, and it
ly when he assigned that it was
ered that he kept no books of
t. The law does not demand that
er shall keep books of account,
es demand that he shall be able
duce them in case of insolvency,
the only safe thing to do in the
ee of Ontario is to keep books if
o keep out of the clutches of the

THE MILK THAT SELLS



ADVERTISING AND QUALITY MAKE

Borden's Eagle Brand Condensed Milk

Borden's Peerless Brand Evaporated Milk

THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk**, making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857

NEW YORK



WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S MILKS** because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



No. 340.—Tying Yourself Up Not to Re-engage in a Certain Business.

The following, an extract from a letter written by a Massachusetts reader, will I am sure interest everybody:—

I am about to sell my business, a business which I have built up in the last ten years and which is valuable and making a good, regular profit. My health has broken down, and it is my intention to rest for about a year and then re-engage in the same business in the same city. My buyer has asked me to sign an agreement not to go back in the same line of business, but I have put him off until I could obtain your advice. Have I not heard that such agreements are illegal? I do not wish to tie myself up so that I can't go into business again, and as this is the business I have always followed, I should be out if I agreed not to go into that. Please advise me how far a man ought to go in making an agreement not to re-engage in business.

This kind of an agreement which this correspondent speaks of, viz., an agreement by the seller of a business not to go back into that business, is considered by the law an agreement in restraint of trade, and must be framed within certain limits, or it will not be enforced. The courts do not believe in restraint of trade, but they will enforce an agreement which protects the buyer of a business from the former owner's competition, if it doesn't go too far. Under the old English law, which is the foundation of our law, you could not tie up a man to stay out of business. That rule, however, has been relaxed, and you can do it to-day, anywhere in the United States, within certain limitations.

Those limitations are that the seller must not agree without limit as to time to remain out of his former business forever, nor must he agree without limit as to territory, to remain out of his former business *everywhere*, even for only a limited time. For instance, if a hardware dealer sells his store and agrees never to go into the hardware business anywhere, the agreement is void. If he agrees not to go into the hardware business anywhere

for a year, the agreement is void. But if he agrees never to go in again in the town where his former business was located, the agreement will usually be held to be good. The courts, however, look with most favor upon agreements that keep a man out of business in a given territory for a limited time, thus prescribing a limit both as to time and territory. The purpose of course is to give the buyer time to establish a personal connection between the customers of the house and himself.

In most States to-day there is no iron-clad rule about it. When one of these agreements gets into court, the courts listen to all the facts and then ask themselves this question: "Here is a man who has bought a business, relying upon the seller's promise that he would not immediately start in to compete with him. What sort of protection will be adequate for him?" And then they will supply that protection if they can; in other words, if the agreement the parties have entered into is not unreasonable, it will be upheld. Particularly because it is a low thing for the seller of a business to sell on an express promise not to at once compete with his buyer, and then, with the latter's money in his hand, plead that his agreement was invalid.

I can best give point to this explanation by citing a few of the restrictive agreements which have been upheld by the courts: an agreement on the sale of a magazine not to publish a similar one; an agreement on the sale of a law practice extending throughout England, not to practice law in England for twenty years; an agreement not to engage for ten years in business as a soap manufacturer within forty miles of Lockport, N. Y.; an agreement not to engage in business as a banker in a certain place for

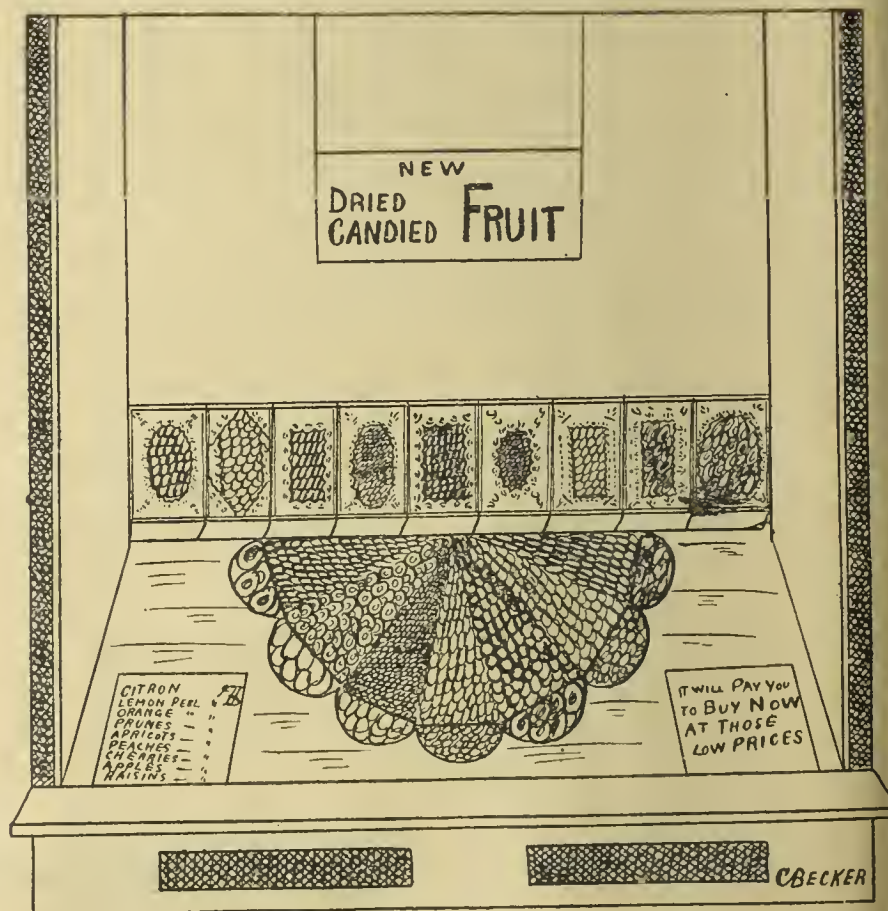
ten years; an agreement not to carry on the tobacco business in Albany or Schenectady (N. Y.) and surrounding towns; an agreement not to run wagons over a butcher route which had been sold; an agreement by the seller of a bakery never to solicit trade from the old customers; an agreement by the clerk for a firm of custom house brokers not to take a similar posi-

tion within fifty miles of the same city for twelve months after he gave the position up.

In all these cases and in many more, the courts held that the agreement only afforded reasonable protection to the person involved.

Here are some agreements which the courts have held invalid because they involved unreasonable and unnecessary protection: a agreement not to practice dentistry in any part of a district two hundred miles in diameter; an agreement not to carry on a perfume business within six hundred miles of London; not to become a coal dealer *anywhere* for nine months; not to make yeast powder anywhere for eight years; not to re-engage in a certain manufacturing business anywhere within a thousand miles of the seller's former town; an agreement by an employee not to engage in similar business, after leaving his employer, within the

Weekly Window Display Suggestions



Candied and Dried Fruits.

A window display concentrating attention on dried and candied fruits will sell these articles to people who would never notice them in printed advertising. Be sure to use only clean, sanitary looking fruit, or the display will prove the opposite of a temptation to passersby. Cover the floor of the window with yellow paper. Each portion of the semi-circle is outlined with half of a peach basket lid and thin strips of wood or pasteboard. Fill each space with a different fruit, using citron, lemon and orange peel, cherries, raisins, currants, prunes, peaches and apricots. Place freshly opened boxes of the fruits in a row at the rear of the window, using a fake filling of paper if you haven't enough fruit.

ars in any of sixteen States; an agreement by an oil dealer not to back in that business anywhere Indiana. the city of Indianapolis cepted.

Here the standard was the same does the agreement go beyond the e of needed protection? If it es, as it did in all of the above ses, it is set aside, and the seller the business is as free as if he ver made it.

I fear I cannot give this corre- ndent anything like exact advice, I have no knowledge of the facts his case. Naturally, one should ver tie himself up any longer n he can help. I think that the reement in this Massachusetts e should be to remain out of the rticular business in the given en for one year. There is no bt that such an agreement would valid and binding.

(Copyright, December, 1915, by Elton J. Buckley.)

NOTE.—Requests for information in department should tersely set out ull all the facts bearing on the case, all questions should be carefully ned to avoid misconception. Write one side of the sheet only. Letters uld be received at this office not r than Tuesday of each week, to en- e an answer in the Monday's issue owing. The signature and address he writer must accompany all in- ies, and will be published un- there is a request not to do so. All iries received will be answered out charge. Address all communi- ons to Legal Editor "Modern Mer- at and Grocery World."

How Hams and Bacon Shrink.

ouching the shrinkage in hams and n, which the packers give as the f reason why they cannot put the weight upon the package, a test was ntly made on a ham which when vered out of the smoke house and y for market, weighed 16 pounds ounces. The following table shows under normal weather conditions st weight from day to day:—

	lbs.	ozs.
st day	16	6½
3d day	16	4½
th day	16	3½
th day	16	3
th day	16	1½
th day	16	½
th day	15	13½
th day	15	9

will be noted that at the end of weeks the loss in weight was nine es. An unwrapped ham weigh- 15 pounds and one ounce tested at same time showed a loss in weight e end of two weeks of 16½ ounces. packers assert that with such kage going on all the time it is ossible for them to make the weight ither ham or bacon without imme- ly getting into trouble with the nerainer act, for within a few days a the time of shipment an inspector l check them up, and find the mark- to be incorrect.

Sunshine

Biscuits



appeal to every taste. They are put up in neat and dainty packages which appeal to the eye as well, and which make an attractive display in any store. But to show them to special advantage; to link our tremendous consumer advertising and sampling more closely to the grocer's store; to make it easier for customers to pick out just what they want, we furnish to live, progressive dealers

THE RACK THAT SELLS SUNSHINE BISCUITS

This sanitary fixture of highly polished steel is an ornament to the store, keeps the entire "Sunshine" line always in sight, keeps dust and moisture from

reaching either the packages or the biscuits and makes it possible for the dealer to serve his customers every day with biscuits as fresh, crisp and appetizing as when they first came from the ovens.

This rack is fast becoming

A PERMANENT FIXTURE

in all up-to-date stores, because biscuit buyers know that the Sunshine Rack means **quality** products wherever they see it—and biscuit sellers know that it means **quantity** sales and profits. Ask our salesman about it or write us direct.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C.

NEW YORK

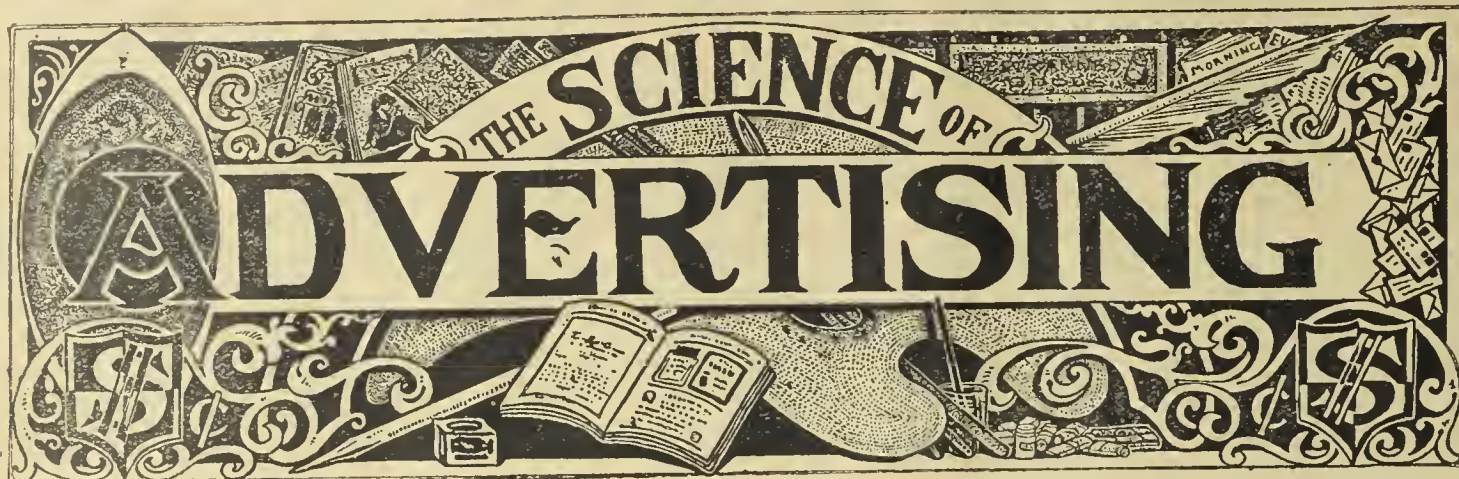
N. Y.



SAY TO CUSTOMERS

"Try SUNSHINE Biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Several weeks ago I discussed a somewhat unique sampling scheme used by Charles Pomerantz, West Philadelphia delicatessen dealer. To any consumer who would mail him back a postal card which he sent out, he would send a box containing several samples of such things as potato chips, pretzels, potato salad, etc. I asked Mr. Pomerantz to let me know how the scheme pulled, and I have from him now a letter giving this information. He sent out the samples with this card on the top:—

POMERANTZ'S

MADAM:

IT'S A PLEASURE TO SEND YOU THIS BOX OF "GOOD EATS."

I WANT TO THANK YOU FOR THE INTEREST YOU HAVE SHOWN IN MAILING BACK TO ME THE POSTAL CARD I SENT YOU.

ACCEPT THIS BOX OF "GOOD EATS" WITH MY COMPLIMENTS. EAT THEM AND KNOW THAT THEY ARE THE PRODUCT OF THE POMERANTZ'S.

THIS, I ASSURE YOU, IS A PLEASURE.

POMERANTZ'S DELICATESSEN

CORNER 52D AND WALNUT STREETS
46TH AND SANSON STREETS

TELEPHONE AND AUTOMOBILE SERVICE

And here is Mr. Pomerantz's own story of how it worked:—

Inclosed you will find a card that was put on the top of the box of samples we sent out in reply to the postal cards as per your article on advertising. I would have answered you sooner, but have just returned from an eight weeks' trip through California. I put out 500 of these postal cards and we received about 120 answers; the box of samples cost me 24 cents. My outside man called twice a week to see the people who received the samples. We found it a very poor investment, but trying to be a live one, I try almost any thing that's new.

One of the main faults with trying to get business out of our neighborhood in the grocery business is that the average woman will not go more than two or three blocks to buy groceries. Any other line she'll go miles, but not groceries.

You live in Philadelphia; when out in my neighborhood come in to see me. I'd like to talk to you for awhile on advertising. I make my money on selling "Good Eats," but often times I think (and only

think) that I know a little about advertising.

I admire the ideas of the "Modern Grocer" and Chicago "Tribune" in Chicago in their work with the retail grocer in Chicago. There is a great field for your paper here in Philadelphia, I think.

C. POMERANTZ,

Fifty-second and Walnut Streets.

This sampling scheme seemed pretty expensive to me, although even at a cost of 120 times 24 cents, the money could easily have been gotten back had only one new customer been obtained. However, the trouble with all these sampling schemes is that they bring out a lot

name wasn't on it, but probably there was some good reason. One question is, does Laurelvale cider stand up under this description? If its superiority is simply the dream of an imaginative advertising man,

LAURELVALE SWEET CIDER

Laurelvale Sweet Cider is simply apple juice.

And apple juice is what you get, or what you should get when you buy Cider.

The difference between Laurelvale Cider and ordinary Cider is just the difference in the fruit itself and the way it is handled.

Our man looks his apples over one by one.

He washes the good ones, and these big, bright, wholesome "good ones" are put into the LAURELVALE press.

He has been doing this for us for a number of years and we pay him his price because we get a good thing.

You pay us OUR price and you in return get a good thing.

We believe this is good business.

We can buy Cider for less money and so can you.

But it wouldn't have the natural sweetness or the natural flavor or the natural goodness and purity of LAURELVALE Cider.

Delivered to you in clear-glass gallon jars. Per gallon, 25c.



of cheap grafters who are simply out for what they can pick up for nothing. They have no idea of buying anything. Probably out of the 120 who sent in Mr. Pomerantz's postal, 95 per cent. were of this type.

I want to reproduce here a good cider advertisement. It was used by the Lehman store, Dover, N. J., and was written by W. E. Sweeney, the live wire who writes our "Selling Talks With Clerks." The advertisement reaches me in the shape of a good quality circular 5½ x 9 inches, with this reading matter on it.

Without doubt this ought to sell cider. I wish Mr. Sweeney would tell us whether it did or not. I don't know just why the firm's

this is going to be bad advertising. It should sell the cider once, but if people say "I don't see any difference between this and any other cider," the advertising has not met the final and only true test.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor

of Science of Advertising. They will be taken up in strict rotation.

Pennsylvania Organization Notes.

About 100 retail merchants of Pittsburgh met at the Hotel Schenley on November 19th and formed the Merchant Bureau of the Chamber of Commerce. It was a representative gathering of Pittsburgh's best retailers and the meeting was addressed by Louis C. M. Reardon, secretary of the National Chamber of Commerce. Herbert L. May was chosen president pro tem, and he appointed a Committee on Permanent Organization, which will report in the near future.

The Lakemont Civic and Commerce League held a big meeting on November 22d. Geo. H. Mosser, manager

the Altoona Chamber of Commerce made the principal address.

Mr. Smedley was the principal speaker at a meeting of the Bellwood Chamber of Commerce meeting on November 22d. There was a large attendance of the members and about 100 members of the Women's Civic League, forming in all a splendid audience. After the speeches an elaborate lunch was served.

The Bellwood Chamber of Commerce is a member of the State Association and is doing good work. President Moore and Secretaries Janison

Farland are live-wire hustlers. The object is to boost and build Bellwood, working for good roads, trade expansion and anything that will make it brighter and better.

The Women's Civic League is a splendid body of women, working hard to help wherever and whenever help is needed for town development.

Merchants of Reading are making an earnest effort to have the license fee of transient merchants raised from \$50, the present fee, to \$200.

The Hollidaysburg Chamber of Commerce celebrated its first anniversary with a banquet at the Y. M. C. A. Hall on November 23d. It was a splendid event, with good music and splendid, inspiring addresses. George W. Williams is president and John N. Drass, secretary.

Mr. Smedley was the speaker at an anniversary banquet of the Inland Grocery Co., a body of retail grocers of Altoona, held at the Hotel Leroy on November 23d. Covers were laid for 100 guests and every seat was occupied. Resident Nash, acting as toastmaster, introduced the speaker. There was good music and an elaborate dinner.

The event was a most pleasant one. The Inland Grocers are a splendid body of business men and are working together in harmony for the betterment of trade conditions. F. H. Nugent is managing secretary.

Mr. Smedley has some open dates for January. He is glad to serve any association needing his services.

The Wilkesburg Business Men's Association is doing good work and Manager G. H. Hahn is busy developing new ideas for the benefit of the members.

Secretary McGarry, of the Johnstown Association reports that from present indications the space in the food show will be disposed of in short order, and the profits from the show will be used for the development of the Johnstown organization and for the benefit of the merchants. No outside parties are interested and the event will be managed solely by the association.

Dry Goods Business Still Ahead.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods has exceeded the record of the corresponding period of a year ago by a considerable margin. Road sales for immediate and future delivery have been greater than for any year since 1909.

Customers have been in the market in about equal numbers.

Collections are above normal. Prices are firm.



Your Customers Know Franklin Carton Sugar As Soon As They See It

FRANKLIN CARTON SUGAR is a neat, clean, attractive package that looks well on your shelf, and once seen by customers is sure to be remembered. They remember the cleanliness, the sparkling purity of the sugar, and insist on having the CARTON that *keeps* it clean and pure.

Sugar is probably the most sensitive article sold in a grocery store and should be protected from dust and dirt. Scientists tell us that it breeds germs with dangerous rapidity, when once exposed. Women may not examine sugar to see if it has germs in it and they may be content to use sugar which needs no examination to show that it is dusty; BUT, as soon as they see FRANKLIN CARTON SUGAR they KNOW it is better, purer, finer, cleaner sugar than they have ever had before. If you are the proprietor of a *pure food store* you can tell your customers about FRANKLIN CARTON SUGAR in a way that will increase their respect for your desire to serve them with the purest and cleanest foods which can be obtained. (See foot note at the bottom of this advertisement, "What to tell customers.")

You can buy FRANKLIN CARTON SUGARS in the original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar



WHAT TO TELL CUSTOMERS

"This is a PURE FOOD store. We believe in selling only the best, purest, CLEANEST goods, because the best is none too good for our customers. We sell FRANKLIN CARTON SUGAR because it is the *cleanest* and *purest* sugar obtainable."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

**Dayton
Moneyweight Scales**
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, \$3.50; agents get \$5. Will take for the lot \$1.66 each, or will sell any part of the lot for \$1.75 each; or will exchange for anything we can handle. What have you to offer?

ATCO STORES Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at \$3.50; 64-5, at \$1.75, f. o. b. New York.

P. B. STEININGER, Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

PETER C. HOUSMAN,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for \$5; cost \$15.

JOHN H. PITTROFF,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. BENNETT,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for \$2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

CHAS. SCHUPP, Plymouth, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in

use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me \$202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for \$135. Ovens burn coal. Cash with order.

E. H. McCLELLAN,
226 Lexington Ave., Dayton, Ohio.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost \$19, will sell for \$12, f. o. b. Dallastown, Pa.

V. M. SIMON, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, \$15, less than one-half the cost when new from factory; cost \$45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 4-horse power, friction drive; cost \$400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery where roads are not too hilly; in good condition. Will sell for \$50. BENJAMIN GEBHARD,
111 W. Duval St., Germantown, Phila.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

THE COSTON CO.,
Hornell, N. Y.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to \$10; in good order; I paid \$225 for same and will sell for \$50.

JAMES OPENSHAW,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost \$45; as I have gone out of the cream business, will sell for \$20, f. o. b.

D. W. JORDAN,
222 Scott St., Wilkes-Barre, Pa.

Offer No. 85.

Argo car for sale. I have one of the Argo cars like Snellenburg, of Philadelphia, Pa., sold so many of, and would like to sell it so I can get a five-passenger. Just the thing for an insurance agent, a young sporting man or a merchant to get orders and deliver with. Run less than 1,000 miles. Will sell very cheap to cash buyer.

Lock Box No. 7,
Bridgeville, Del.

Offer No. 88.

We beg to advise that we have a Deer Roaster in perfect condition, used less than a year, fitted with electric motor and cost originally \$350. Will take \$150 cash for the outfit.

J. W. DUKE,
Pennsylvania and Highland Aves.,
East End, Pittsburgh, Pa.

Offer No. 89.

I have a National Cash Register for sale, in use only nine weeks. Cost \$250, will sell for \$110, f. o. b. Pottsville, Pa.

FRANK KAISER,
Pottsville, Pa.

Offer No. 91.

1 power Lard Cooler, water jacketed, cost \$35, will sell for \$10.

1 Sausage Stuffer, cost \$20, will sell for \$10.

1 Lard Skinner, cost \$1.25, will sell for 50 cents.

1 Lard Stirrer, cost \$1.10, will sell for 50 cents.

1 30-gal. Cauldron Kettle, cost \$6.75, will sell for \$3.

A. GLOCK,
Schenectady, N. Y.

Offer No. 92.

I have for sale:—
6-foot Oval Front Glass, Nickel Trim. Counter Show Case, perfect in every way; cost \$15, will sell for \$8.

1 Revolving Post Card Rack, holding 200 different views, 75 cents.

1 Pole for carriage or buggy, with neck yoke and straps, used very few times; made to order; cost \$28, will sell for \$10.

About 3 dozen assorted Dr. Shoop's Lax-ets, Preventics, Catarrh Cure, Pink Pain Tablets and Salve; all 25-cent articles; will sell at 75 cents per dozen. Also about 2 dozen 10-cent Lax-ets, at 35 cents per dozen. All in good shape and clean. All shipping charges collect.

I. M. ROTHENBERGER,
Pennington, N. J.

Offer No. 93.

Hallwood Cash Register, five clerks' keys, with tape; cost \$225, will sell for \$50.

Delivery Wagon, six springs, \$25.
Perfection Dried Beef Cutter, \$10.

WM. SHILLIDAY,
6135 Vine St., Philadelphia.

Offer No. 95.

I have 100 cases half-pound Invinible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, that we will sell for \$20, with about \$2 worth of supplies thrown in at the \$2 price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell cheap, as we have discontinued delivery, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS,
Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of one six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles labeled, and two extra syrup bottles. The things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, doz. silver spoons, 8 doz. tumblers, doz. 10-cent and 1 doz. 5-cent Sund cups, 1 doz. banana split dishes, 1 cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used but three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 1915 model Eagle Motorcycle, rated at 10 horse-power, but will develop thirty horse-power. Is equipped with head light and horn. This machine is in good condition and will be sold at bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list price less 10 per cent., Yellow Label, Pink Label, Olive Label, 1-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less per cent., 1/8s, 1/2s and 1-pound tin Chocolate, 1/4 and 1/2-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

Offer No. 105.

Muriate of Potash for sale, 1,000 pounds 48 per cent. muriate of potash in scaled bags, for immediate delivery for which we seek a bid.

THE MEDFORD GROCERY CO.,
Medford, Mo.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

WANTED.—A good second-hand, medium size counter coffee mill, Entenise preferred; state lowest price f. o. b. Address Geo. P. Everhart, Lewisburg, Pa. 25

WANTED.—One dozen or more strong second-hand tea caddies, not more than 12 inches high. Address T. C. Fluke, 1309 Walnut St., Philadelphia. 26

WANTED.—We are in the market for electric coffee mill, Hobart preferred, play canisters, refrigerating counter, ice desk. Goods must be in first-class condition and reasonable. Address Hamm & Yerke, 145 Market St., Amsterdam, N. Y. 24

FOR SALE OR RENT

FOR SALE.—One store room, 25 x 50, ten-room flat, one stable, 25 x 18 x 16 rear of store; corner lot, situated in Goddawn, Pa., a manufacturing town of 10,000 inhabitants. Reason for selling is on account of health. Price \$500. Address R. W. Miller & Co., Goddawn, Pa. 26

FIXTURES.

FOR SALE.—Fixtures of a first-class store going out of business; includes glass counters, counter cases, cigar cases, coffee grinder, scales, scoops, etc. Address J. E. Elliott, Edgeville, Del. 2

MISCELLANEOUS.

FOR SALE.—One 80-gallon, extra heavy galvanized hot water boiler, manufactured by Fleck Bros. Co., Philadelphia, Pa.; five-year guarantee; price \$6, f. o. b. Wilkes-Barre, Pa.; been used three months. Address B. B. Crompton, Wilkes-Barre, Pa. 26

AUTOMOBILES

FOR SALE.—Twenty horse-power, 1912 model Hupmobile roadster, \$250, or trade for car for jitney. Address H. F. Wentz, York St., Gettysburg, Pa. 23

BUSINESS OPPORTUNITIES

SPECIAL.—Want to increase your trade? We have the best booster out. Sample free. Ask for it. It will appeal to you. Address Colonial Printing Co., Mansfield, Ohio. 24

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

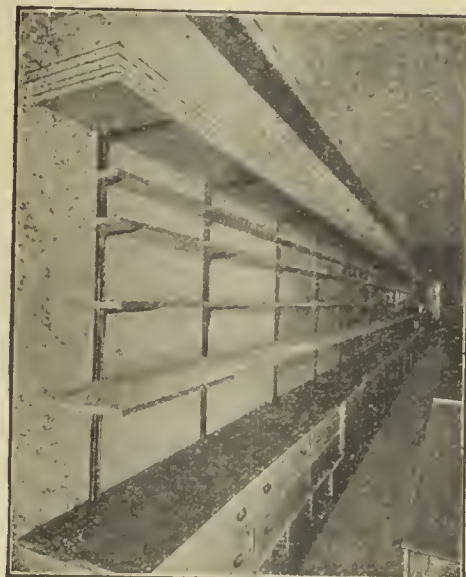
Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



Stores That Look Like Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by Baines' Brackets, but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

Baines' Brackets hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

PIQUA BRACKET CO. = = Piqua, Ohio

Here Is Your Question Answered

Why put in Croft's Swiss Milk Cocoa when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

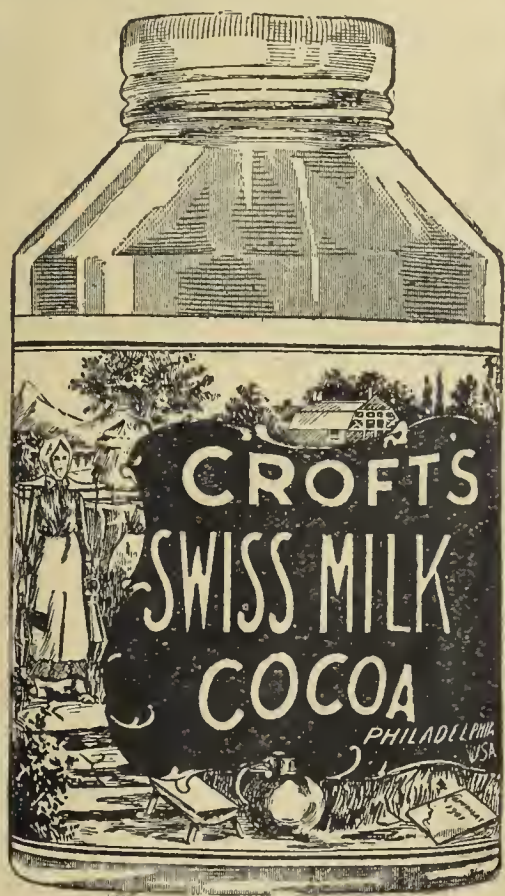
Another thing, Croft's Swiss Milk Cocoa is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. Philadelphia PENNSYLVANIA

A GENEROUSLY PROFITABLE AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

MAKES NO DIFFERENCE

where you live in the United States we will reach you promptly with our books f. o. b. destination. They are being used, and have been for years, in every part of the country. Try some and get relief from bookkeeping, forgotten charges, disputes. Control your credit customers with them and get all the business of your transient cash trade. Inexpensive, accurate and made in all sizes. If you do not use them generally you need some for the grouchy and other troublesome people.

Try some and you will always use them. Samples free. No obligation



FORBES INDEXED COUPON BOOKS

WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, Forbes Building, Coshocton, Ohio

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. DECEMBER 6, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma-	21	Table and Cooking Oil.....	21
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	21
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	21
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug.....	21
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Pure Olive Oil.....	19	Toilet Soaps.....	21
Blacking—Shoe.....	2	Drugs.....	22	Live Poultry.....	21	Raisins.....	17	Vinegar.....	21
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Refined Molasses and Syrups.....	27	Wood and Willow Ware.....	21
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Rice.....	23	Yeast Cakes.....	21
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Mapleine.....	23	Roasted Coffee in Bulk.....	3		
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	28	Rope, Tie Yarn, etc.....	27		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Matches.....	18				
Butter.....	4	Farinaceous Goods.....	14	Mince Meat.....	18	Salad Dressing.....	23		
Candles.....	4	Floor Polish.....	24	Mint Tablets.....	23	Sal Soda.....	24		
Canned Goods.....	5	Flour.....	13	Mops.....	28	Salt.....	23		
Canned Meats.....	6	Fresh Fish.....	16	Mustard—Prepared.....	26	Saratoga Chips.....	16		
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Nuts.....	20	Sardines.....	6		
Cereal Specialties.....	12	Green Coffee.....	3	Oatmeal.....	14	Sauces.....	24		
Cheese.....	12	Hominy.....	14	Oils.....	19	Scouring Soaps.....	24		
Chewing Gum.....	23	Honey.....	27	Olives.....	19	Scrapple.....	20		
Chocolate and Cocoa.....	8	Horseradish.....	17	Oysters.....	16	Seeds.....	16		
Cider.....	23	Ink.....	17	Package Coffee.....	3	Shoe Dressing.....	2		
Clams.....	16	Jars and Jar Rubbers.....	4	Paper.....	9	Smoked Fish, Codfish and Mackerel.....	15		
Cleansers and Polishing Compounds.....	24	Ketchup.....	4	Peas.....	14	Smoking Tobacco.....	28		
Cocanut.....	17	Lamp Goods.....	18	Peanut Butter.....	19	Soap Powder.....	25		
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickled Meats and Fish.....	11	Soda—Bi-Carb.....	24		
Cornmeal.....	14			Pickles.....	20	Soft Drinks.....	24		
Cornstarch.....	26			Plum Pudding.....	24	Soups.....	7		
Condensed Milk.....	10			Popping Corn.....	15	Spices.....	26		
Cottolene.....	12					Stove Polish.....	26		
Crackers and Cakes.....	10					Sugar.....	1		
Cut Plug Tobacco.....	28					Sundries.....	27		
						Syrup and Molasses.....	27		

ADVANCES.

Butter.....
Cheese.....

DECLINES.

Eggs.....
Provisions.....
Lard and Compound.....

SUGAR.

	Barrels.
Cut Loaf.....	7.05
Eagle Tablets.....	7.55
Crystal Dominoes, 24 5-lb. pkgs.....	8.65
“ “ 60 2-lb. pkgs.....	9.15
Patent Cubes.....	6.40
Confectioners' Lozenge.....	6.30
Powdered.....	6.25
Fruit Powdered.....	6.15
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.45
Granulated, fine or standard, McCahan.....	6.15
“ “ Franklin.....	6.20
“ extra fine, bbls.....	6.15
“ 2-lb. bags.....	6.45
“ 5-lb. bags.....	6.35
“ 10-lb. bags.....	6.30
“ 25-lb. bags.....	6.30
“ 100-lb. bags.....	6.15
“ coarse.....	6.25
Confectioners' Crystal A.....	6.15
A Confectioners'.....	6.05
A No. 1.....	5.90
A No. 2.....	5.85
Franklin B.....	5.70
Extra C.....	5.45
C.....	5.30

TEA.

	Per lb.
Formosa—	
Extra choicest, ½ and ¼ chests.....	.40 - .45
Choice, ½ and ¼ chests.....	.35 - .38
Finest, ½ and ¼ chests.....	.27 - .30
Fine, ½ and ¼ chests.....	.23 - .25
Oolong, black—	
Extra choice, ½ and ¼ chests.....	.30 - .35
Choice, ½ and ¼ chests.....	.27 - .29
Finest, ½ and ¼ chests.....	.25 - .27
Superior, ½ and ¼ chests.....	.22 - .24
English Breakfast, black—	
First picking, ½ and ¼ chests.....	.30 - .35
Choicest, ½ and ¼ chests.....	.26 - .28
Good to superior, ½ chests.....	.22
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, ¼ chests.....	.35 - .40
Firsts, ¼ chests.....	.28 - .30
Extra seconds, ¼ chests.....	.25 - .27
Seconds, new, ¼ chests.....	.24
Imperial, green—	
Firsts, ¼ chests.....	.38
Seconds, ¼ chests.....	.25 - .30
Japan, green—	
May pickings, ½ chests.....	.38 - .40
First crop, ½ and ¼ chests.....	.30 - .35
Second crop, ½ chests.....	.28 - .30
Basket fire, uncolored, needle leaf, ¼ chests.....	.32
Young Hyson, green—	
Firsts, ¼ chests.....	.35 - .40
Hyson, green—	
Extra firsts, ½ chests.....	.35 - .40
Firsts, ½ chests.....	.28 - .32
Seconds, ½ chests.....	.25 - .27
Assam, black—	
Choice, ½ chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.23
Tetley's India and Ceylon, 25-lb. cases—	
Gold Label, I. and C.....	.71 - .72 - .73
Buff Label, I. and C.....	.56 - .57 - .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 - .51 - .52
Orange Pekoe.....	.55 - .56 - .57
Red Label, I. and C. or Mixed.....	.44 - .47 - .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 - .60 - .60
Red Label, I. and C., 10c, 2½-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c, 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

AMMONIA.

	Per doz.
Lipton's Tea, 50-lb. cases—	
1 lb. ½ lb. ¼ lb.	
Per lb. Per lb. Per lb.	
Dollar Tea.....	.71 - .72 - .73
Ceylon and India, Yellow.....	.51 - .52 - .53
“ “ Red.....	.45 - .46 - .47
“ “ Pink.....	.40 - .41 - .43
Black and Green, mixed, Olive.....	.51 - .52 - .53
“ “ Gray.....	.45 - .46 - .47
English Breakfast, Green.....	.51 - .52 - .53
“ “ Blue.....	.45 - .46 - .47
Formosa Oolong, Salmon.....	.51 - .52 - .53
“ “ Cream.....	.45 - .46 - .47
Ceylon Green, Purple.....	.51 - .52 - .53
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	.90
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
“ 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, ¼ gross.....	per gross 8 50

BAKING POWDER.

	Per case
Rumford Yeast Powder—	
Glass, 4 oz., 2 doz.....	1.66
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
½-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
½ lb., 4 doz.....	.45
½ lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., ½ doz.....	7 20
Leslie's—	
½-lb. cans, 4 doz., 4 cans free.....	.45
½-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, ½ doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
½ lb., 4 doz.....	1 30
½ lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross.....	2.70
“ No. 2, ¼ gross.....	3.00
“ No. 3, ¼ gross.....	3.30
“ No. 4, ¼ gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

GREEN COFFEE.

	Per lb.
Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

ROASTED COFFEE IN BULK.

	Per lb.
Java, extra fancy, genuine.....	.27½
Java, fancy, 50-lb. lots.....	.27½
Mocha, finest.....	.30½
Mocha Seed Santos, extra fancy.....	.16½
Caracas, extra fancy, washed.....	.19½
Maracaibo, extra fancy.....	.17½
Santos, Peaberry, extra fancy.....	.14½
Santos, extra fancy.....	.14½
Rio, Golden, extra fancy.....	.14½
Rio, prime.....	.11½

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12.35

COFFEE ESSENCE AND CHICORY.

	Per box
Pfeiffer & Diller's "Kosyr," 50 tins.....	4.15
Tomson-Hummels, tin, ½ gross.....	2.60
“ imp., ½ gross.....	2.15
Floto's, improved, ½ gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7½ oz., ¼ gross.....	4 25
French Laundry, large, ½ gross bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9 50

BUTTER.

	Per
Tub Butter—	
Creamery specials.....	
“ extra, 60-lb. tubs.....	
“ first, “.....	
“ second, “.....	
“ third, “.....	
“ dairy, extra, bakers' use, 30-60 lbs.....	.25-
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.33-
Print Butter—	
Prize.....	
Gurnsey, lbs. and ½ lbs.....	
Awltru.....	
Milhen Farm, lbs. and ½ lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	32-
White Rock.....	

CANDLES.

	Per
P. & G., 8s, 30 lbs.....	
“ 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

	Per
Mason's—	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes.....	
“ medium, 1 doz. cartons, 5 gross boxes.....	
Lightning, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
“ medium.....	
Black rubber, medium.....	
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	
½-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

	Per
Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, ½ pint, 2 doz.....	
Tobasco, ½ pint, 2 doz.....	
Beech-Nut—	
Pints.....	
½ pints.....	

KETCHUP.

	Per
Curtice's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

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CANNED GOODS.

aked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case 1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
ima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
tring Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
orn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
cas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
cts—	
Standard, New York, No. 2	.75
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
icottzsh—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.20
garagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
mpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
lnach—	
Standard, Maryland, No. 3	.95
ur Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

ricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
rtlett Pears—	
Extra, No. 3	2.15
" No. 2½	2.50
Extra Standard, No. 2½	2.30
Standard, No. 2½	2.15
hite Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
aches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
aches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
aches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

ples—	
New York State, No. 3	.90
" No. 10	2.90
ckberries—	
n syrup, No. 2	1.35
n water, No. 2	1.35
erries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ches—	
able, No. 3	1.35
econds, No. 3	1.15
ie, No. 3	.85
rtlett, Extra Standard, No. 2½	2.00
ffer, syrup, No. 3	1.00
" water, No. 3	1.00
ms—	
heavy syrup, No. 2½	1.25
light syrup, No. 2½	1.00
berries—	
aine, in water, No. 2	1.40
wberries—	
xtra preserved, No. 2	1.80
reserved, No. 2	1.60
water, No. 2	1.30

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Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extrz, No. 2	1.45
" Standard No. 2	1.30

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

Crabs, with shells—	Per doz.
McMenzin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soured, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soured, ½s, oval, 100s.	18.00
" high oval, 100s.	19.00
" Fresh Mackerel, 100s.	23.00
dgl., Young Mackerel in Olive Oil, ½s, 100s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kippered Herring—	
Maconache's, plain	14.00
Normanna, Tomato Sauce, 100s.	14.00
" Boneless, ½s, oval, 100s.	14.00
Roe—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	24.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	14.00
" ¼s, Tomato Sauce, 100s	14.00
" ¼s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s.	26.00
Boneless and peeled, ½s.	24.00
" D. & G., ¼s.	26.50
" Ispa, ¼s.	28.00
" Gondolier, ¼s, 100.	20.00
" Landell, ¼s, 100.	9.50
" Martell, ¼s, 100.	10.50
" ¼s, 100.	15.00
" Loyal, ¼s, 100.	9.50
Argonauts, ¼s, 100.	14.00
Orion, smoked, ¼s, key, 100.	8.00
Tomato sauce, ¼s.	15.00
Truffled, ¼s, key, 100.	12.50
Spiced, ¼s, 100.	10.00
Royanette, oval, ¼s, 100.	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100.	15.00
" ¼s, tomato sauce, 100.	15.00
" ¼s, olive oil, 50.	13.25
" ¼s, tomato sauce, 50.	13.25
Sea Queen, ¼s, olive oil, 100.	11.25
Sea Pearl, ¼s, olive oil, 100.	9.40
Tea Time, ¼s, olive oil, 100.	8.00
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60
Norwegian—	
King George, ¼	14.00
Nansen brand, ¼	10.50
Portugese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Semhlole, standard, key, carton, ¼s.	2.90
No. 2, ¼s, 100.	2.50
¼s, key, 100.	2.75
Irma, ¼s, 100.	4.00
Pickert's, Rival brand, carton, ¼s, 100.	3.90
" ¼s, 100.	6.00
Mustard—	
Irma, ¼s, 100.	4.00
¼s, 100.	2.25
¼s, 48.	3.60
Continental, ¼s, key, 48.	3.15
Irma, fancy, ¼s, 50.	3.80
Gold Label, ¼s, 50.	4.50
" ¼s, 100.	7.00
Underwood's, ¼s, 50.	4.50
Pickert's, Crown brand, ¼s, 48.	4.00
" Columbia, ¼s, 48.	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

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Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¼	1.40
Chicken, No. ¼	2.25
Ham, No. ¼	1.40
Veal, No. ¼	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz.	1.40
Tongue, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ¼ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ¼ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ¼, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.10
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymade Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

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Soups—	Quarts.	Plnts.	½-Pints.
Chicken, Chicken Con-			
omme, Chicken Gum-			
bo (Okra), Mulliga-			
tawny, Clear Ox Tail,			
Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 15, 10½ oz., 4 doz.	3.60
No. 10 cans Tomato, Vegetable, Ox Tail,	
Clam Chowder, Beef and Mutton Broth,	
6 cans per case.	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery,	
Chicken, 2 Chicken Gumbo (Okra), 2 Consomme,	
Clam Chowder, 3 Mock Turtle, 1 Mulligatawny,	
Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato	
Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Aspar-	
agus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vege-	
table	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock	
Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	case 3.60
Curtice Brothers' Blue Label—	

Green Turtle	Quarts.	Plnts.	½-Pints.
" clear	6.50	3.50	2.00
Terrapin	7.25	3.75	2.25
All others	7.25	3.75	2.25
Ritter's, Tomato	3.15	1.75	1.25

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
roc. tins, 6-lb. boxes	.35
¼-lb. tins, 6-lb. boxes	.30
½-lb. tins, 6-lb. boxes	.29
1-lb. tins, 6-lb. boxes	.28
5-lb. canisters	.30
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.32
½ lb., 6 and 12-lb. boxes	.31
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ½s, 6 lb.	per lb. 1.19
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.	.29
" ¼ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

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Almond Milk Chocolate, 48 5c. pkgs. in box.....	1.60
Almond Milk Chocolate, 24 5c. pkgs. in box.....	.80
Milk Chocolate, 50 5c. pkgs. in box, per box.....	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box.....	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
Medal Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.....	Per can. Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....	.18 1/2 2.20
1-lb. round cans.....	.29 3.48
6-lb. round cans.....	.57 8.84
5-lb. round cans.....	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.....	Per .28
Sweet Vanilla, 4 cakes to lb.....	.28
" 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
" 12 cakes to lb.....	.50
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.56
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	Per lb. .30
Bensdorp's Cooking Chocolate—	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.50
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case.....	.55
1 lb. boxes, 30 boxes in case.....	.55
1/2 lb. boxes, 60 boxes in case.....	.55
1/4 lb. boxes, 90 boxes in case.....	.56
Van Houten's—	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65
" 12-lb. boxes, 1/2-lb. tins.....	.36
" 6-lb. boxes, 1/2-lb. tins.....	.18
Stollwerck's Gold Brand Cooking Chocolate—	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....	.34
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.38
Stollwerck's Gold Brand Plain Eating Chocolate—	
No. 1, 25 cent size, 6 tablets in box.....	Per box 1.10
No. 3, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, 25 cent size, 6 tablets in box.....	Per lb. 1.10
No. 53, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Cocoa—	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39

PAPER.

Scott Paper Co.—	
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls.....	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons.....	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls.....	3.25
Continental Paper Bags—	
Net price per 1,000—500 in a bundle	
Golden Rod S. O. S. Republic (White) S. O. S.	
1/4 lb.....	.31 1/2 .23 1/2
1/2 ".....	.37 1/2 .28 1/2
1 ".....	.50 .38
2 ".....	.65 1/2 .49 1/2
3 ".....	.78 .59
4 ".....	.96 1/2 .73 1/2
5 ".....	1.12 .85
6 ".....	1.37 1/2 1.04
8 ".....	1.59 .1.20 1/2
10 ".....	1.81 .1.37
12 ".....	2.12 .1.60 1/2
14 ".....	2.69 .1.86 1/2
16 ".....	2.86 1/2 .2.17 1/2
20 ".....	3.21 .2.43 1/2
25 ".....	3.56 1/2 .2.69
Manilla—	
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream .48
15x20, 5 reams in bundle.....	.90
20x30, ".....	1.20
24x36, ".....	Per pkg. .60
Butter, Parchment—	
8x11, 1000 sheets.....	.70
9x12, ".....	.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10
Toilet—	
Extra quality, 100 rolls.....	Per case 5.75
Good " 200 ".....	4.95
Butter, Wax—	
9x12, about 480 sheets.....	Per pkg. .14 1/2
Bags, price per M—	
Sizes Original Bundles Panther Ex. Heavy Wolf Contain Yellow Drab	
1/4 lb.....	15M .33 .25
1/2 ".....	10M .41 .29
1 ".....	8M .53 .39
2 ".....	6M .71 .54
3 ".....	5M .84 .61
4 ".....	4M 1.08 .78
5 ".....	3M 1.24 .90
6 ".....	3M 1.54 1.12
8 ".....	2M 1.78 1.26
10 ".....	2M 1.95 1.43
12 ".....	2M 2.30 1.73
14 ".....	1M 2.85 2.20
16 ".....	1M 3.15 2.35
20 ".....	1M 3.45 2.62
25 ".....	1M 3.95 2.71

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Flour Sacks, satchel bottom—	
Majestic.....	Plain per 100
Ex. Heavy.....	.42
12 1/2 lbs., 1/2 bbl.....	.70
24 1/2 lbs., 1/2 bbl.....	1.40
49 lbs., 1/2 bbl.....	Per lb. .02 3/4
No. 2, Manilla light weight—	
12 in. rolls.....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Paper Towels—	
25 rolls, 150 towels each, with holder and basket.....	3.75
25 roll lots.....	2.75

CONDENSED MILK.

Eagle, 4 doz.....	Per case 6.25
" 2 doz.....	3.15
Challenge, 4 doz.....	4.45
Magnolia.....	4.95
Dime.....	3.75
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.55
Star, 4 doz.....	4.95
Anchor, skimmed.....	3.35

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.50
" " small, 6 doz.....	2.50
" family size.....	3.10
" hotel size.....	3.75
" confectioners' size.....	3.75
Silver Cow, small, 6 doz.....	2.50
St. Charles, small, 4 doz.....	1.75
" tall.....	3.50
" hotel size.....	3.75
" confectioners' size.....	3.75
Pearl, tall.....	3.50
" small, 6 doz.....	2.50

HIRES CONDENSED MILK



Silver.....	Per case \$4.95
Hires.....	4.65
Queen.....	4.65
Premium.....	4.25
Gold (Baby).....	2.50
Gold (Tall).....	3.50
St. Elmo.....	3.75

CAKES AND CRACKERS.

J. S. Ivins' Son—	
Assorted Jumbles.....	Boxes .10
Cocoanut Ripple.....	.11
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Honey Jumbles.....	.12
Lemon Bar.....	.09
Lunch Biscuit.....	.09
Marshmallow Mayblossoms.....	.12
Newtons.....	.11
Raisin Cookies.....	.10
Saltines.....	.13
Spiced Wafers.....	.09
Sugar Cookies.....	.10
Water Crackers.....	.08
7-lb. tin pails—	
Arrowroot Biscuit.....	.16
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.17
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.16
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundae.....	.16
Lady Creams.....	.20
Lemon Sundae.....	.16
Sweet Marie.....	.15
Package goods—	Per doz. .45
Animals.....	.90
Cracker Meal, large.....	.45
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.90
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltona Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers.....	.09 .09 1/2
Oyster Crackers.....	.09 .09 1/2
Wine Scroll.....	.11 .11 1/2
Cracker Dust.....	.09 .09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.

Wein Senf, Prepared Mustard.

Dove Brand.

Stone pots, small, 2 doz.....	per doz. 1.40
" " with horseradish.....	" 2.00
" " large, 1 doz.....	" 2.00
" " with horseradish.....	" 2.00
Wein Senf, bbls.....	per gal. .85
" 1-gal. stone jars.....	per jar 3.50
" 5-gal. kegs.....	per keg 1.75
Prepared Mustard, bbls.....	per gal. .90
" 15-gal. kegs.....	per keg .50
" 10-gal. kegs.....	per keg .50
" 5-gal. kegs.....	per keg .50
" 2-gal. pails.....	per pail .46
" 1-gal. pails.....	per pail .46
Prepared Special, with spoon, 2 doz.....	per doz. .97
" sitting top, 2 doz.....	" .97
" with horseradish, 2 doz.....	" .97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	loaf.....
Sap Sago, 3 to 10 lb.....	per lb. .25
" " less than cask.....	" .25
Roquefort.....	12 in case, " .25
" " less than case.....	" .25
Parmesan, about 30 lbs.....	loaf, " .25
" " less than loaf.....	" .25
Edam, 12 in case.....	case .25
" " single.....	single .25
" in tin.....	per lb. .25
" 1-lb. tins.....	per case .25
Camembert, domestic, wood boxes.....	per doz. .25
" Autocrat brand, large.....	" .25
" " medium.....	" .25
Sap Sago, grated, ready for use, 10-oz. bottles.....	per doz. 1.75
Parmesan, grated, ready for use, small bottles.....	per doz. 2.50
Olmutter Hand, 100 in box.....	per doz. .25
Edelweiss, Romatour and Bier-Kase.....	per doz. .25
American Swiss, No. 1.....	loaf .22
" " less than loaf.....	loaf .23
" square loaves, No. 1, about 25 lbs. each.....	per lb. .20
Limburger, No. 1.....	box and 1/2 box .17
" " less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	per doz. 2.60
Muenster.....	per lb. 20-.22
Brick, No. 1.....	" 18-.20
English Dairy.....	" .22 1/2
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	" 2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquefort, large size.....	2.95
" " small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....
" 4 doz.....
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....
Imported Cervelat Sausage, Rolf's.....	per lb.
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....
Pate de fois Gras, small.....	per doz. 3.00
American.....	50 and 100-lb. boxes. Less.
Cervelat (Circle S.).....	.27 .28
" (Diamond S.).....	.26 .27
" Peutonic.....	.24 .25
" Gothaer.....	.32 .33
Salami (Circle S.).....	.27 .28
" (Diamond S.).....	.26 .27
" (G. A. P.).....
Landjager, short.....	per lb. .35
" long.....
Mortadella, dry.....
Knackwurst, 25 in box.....	per box 4.75
" " per doz.....	2.40
Tongue Sausage.....	per lb. .18
Smoked Braunschweiger Liver Sausage.....	.18
Lachs Ham.....	" .39
Petit Delicatess Frankfurters, plain, per doz.....	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz. 1.00
Lebanon Beef Balogna.....	per lb. 20-.22
Paprika Speck.....	.18
Mettwurst, half round.....	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb. .18
Smoked Thuringer Blutwurst.....
" Pfefferwurst.....	"

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz. 4.80
" " quart glass jars.....	5.75
" " 10-oz. jars.....	2.50
" " tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	per doz. 2.25
Pigs' Feet, 10-lb. pails.....	per pail 1.05
" 5-gal. kegs.....	per keg 2.25
Russian Sardines.....	per pail .65
" 5-lb. pails.....	1.25
" 10-lb. pails.....	1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	per keg
Milkers, Y. M.....	per keg

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Mixed, standard, bbls.....
" 1/2 bbls.....
Milkers, standard, bbls.....
" 1/2 bbls.....
Scotland—	
Mixed, large, fulls, bbls.....
" 1/2 bbls.....
Milkers, " bbls.....
" 1/2 bbls.....
Marinirte Herring, imported, about 40 in pail.....
Roll Herring, imported, about 25 in pail.....
Spiced Herring, imported, about 40 in pail.....
Norway Stockfish, dry.....	per lb. .35
Matjes Herring.....	piece

Bismarck Herring.

Round tins, with key, pint.....	per doz. 2.65
" " quart.....	per tin .42
" " 2 quarts.....	.75
" " 4 quarts.....	1.25
Roll Mops, 4-quart tin.....	1.30
" 2-quart tin.....	.75
" quart tin.....
Kruger's Roll and Brat Haring, oval tins, doz.....

Russian Sardines.

Imported, Walloff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....	"
Cut Spiced, 10-lb. pails.....	" 1.25
" 5-gal. keg.....	per keg 2.75
Russian, in glass jars.....	per doz.

Norway Anchovies.

Fancy, keg.....
" 1/2 keg.....
" 1/4 keg.....	per doz. 2.85
Original package.....	per 1/2 bbl.
Repacked, 5-lb. pails.....	per pail
" 10-lb. pails.....	per doz.
" 5-gal. kegs.....	per keg
" 1/2-lb. flat tins.....	per doz.
" 1-lb. tall tins.....	" 2.10

Salt Sardellen.

Original packages, 1902.....	per anker
Repacked, kegs, about 8 lbs.....	per keg 3.25
" pint jars.....	per doz. 5.25
" large tumblers.....	"
" small tumblers.....	" 2.00

Russian Caviar.

1-lb. tins.....	per doz. 22.00
1/2-lb. tins.....	" 11.50
1/4-lb. tins.....	" 6.00
1/8-lb. tins.....	" 3.00

German Dill Pickles—Regular Size.

60-gal. casks, about 2000.....	per cask
50-gal. bbls., about 1200.....	per bbl. 9.50
15-gal. kegs, about 500.....	per 100 .80
10-gal. kegs, about 300.....	" .80
5-gal. kegs, about 150.....	" .80
10-lb. pails, about 50.....	per pail .75

Imported Sour CROUT.

Magdeburger, 60-65 gal. cask.....
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Domestic Sourcroust—Long Cut.

60-gal. casks.....	per cask
48-gal. bbls.....	per bbl. 6.00
10-gal. kegs.....	per keg 2.00
5-gal. kegs.....	per keg 1.25
10-lb. pails.....	per pail .50

Imported Lebkuchen.

Dampfnusse (Pfeffernusse).....	per lb.
Spitzkugeln.....

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EGGS.

	Per doz.
Arby, candled and selected, 30 doz.....	.35
stern, selected.....	.34
hen Farm.....	.40
lru, packed in cartons.....	.38

FANCY GROCERIES.

ond Staple Paste, 5-lb. cans.....per lb.	.33
hovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
ers, Nonpareil, 1/2-gal. kegs.....	1.25
" " quart, glass.....per doz.	7.50
" " bottled, 1/2 size.....	2.25
" " " 1/2 size.....	2.00
" " " 1/2 size.....	1.20
ton Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
ries in Maraschino, glass, 1 doz.....	7.00
n Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.	2.20
le Powder, pints.....	3.60
" " 4 oz.....	2.40
" " 2 oz.....	1.40
ach Peas, extra fns.....per case	21.00
" " fns.....
" " moyens.....
Cann's Irish Oatmeal—	
1-lb. cans.....per doz.	3.00
1-lb. cans.....per tin	.65
1-lb. cans.....
itley & Palmer's Petit Beurre Biscuit...lb.	.24
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.33
Packed 7 and 5 lbs. in a can.
Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
stone jars, 4 doz.....	1.75
odore Marquett Mushrooms—	
rst choice.....per case
oice, 100 tins.....	25.00
tra, 100 tins.....	30.00
otel, 100 tins.....
files, 100 tins.....per tin	.25
" " 1/2 doz.....	.40
" " 1/2 doz.....	.75
" " 1/2 doz.....	1.50
mps, pickled, small size.....	2.10
" " Dunbar's, 2 doz.....per doz.	2.50
in Cordial, Bishop's, 1 doz.....	6.50
stalized Ginger, 1-lb. tins.....	3.75
" " 1/2-lb. tins.....	2.25
e Juice, Rose's.....	4.50
or Rose Water.....	2.25
Peach Water.....	2.25
ed Olives.....	5.25
Franco-American Food Co.—	Per doz
oths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

ro Bouillon Cubes—	
1 tin, 100 cubes.....	1.70
" " 50 cubes.....	.90
1 doz. tins, 12 cubes each.....	2.75
ko Clam Bouillon—	
1 doz. bottles, 1 doz.....	2.00
1 doz. bottles, 1 doz.....	3.75
1 doz. Oxo Cubes—	
1 doz. 100 cubes.....per doz.	.85
1 doz. 250 cubes.....	1.00
1 doz. 100 cubes.....per 100	1.65
our's Beef, Clam and Chicken Cubes—	
1 doz. boxes, 12 cubes, 1 doz.....	2.50
1 doz. boxes, 50 cubes.....per tin	.90
1 doz. boxes, 100 cubes.....	1.70
our's Concentrated Bouillon—	
1 doz. size 2, 1 doz.....	3.50
" " 4, 1 doz.....	6.75
" " 8, 1 doz.....	13.00
" " 16, 1 doz.....	25.00
our's Tomato Bouillon—	
1 doz. size 4, 1 doz.....	2.50
" " 12, 1 doz.....	6.50
" " 16, 1 doz.....per bottle	3.00
1 doz. size 2.....per jug	1.25

EXTRACT OF BEEF.

	Per doz.
our's Solid Extract of Beef—	
1 doz. size 2, 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1 doz.....	29.75
our's Fluid Beef Extract—	
1 doz. size 4, 1 doz.....	5.00
" " 8, 1 doz.....	9.00
" " 16, 1 doz.....	17.00

FLOUR.

	Per bbl.
ola.....	6.40
Midat.....	7.00
Medal.....	6.25
ourne.....	6.40
op.....	6.90
ury's Best.....	6.40
er Idem.....	5.85
of the West.....	5.60
am.....	5.50
l Vell.....	6.40
er.....	6.00
Seal.....	5.65
y White.....	6.80
er's Best.....	6.00
h Imperial.....	6.15

Prepared Flours.

	Per case
lla Prepared Doughnut, Cake, Ginger-	
read and Tea Biscuit Flour—	
12, 14-oz.....	1.44
12, 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

er's Buckwheat, medium, 18s.....	1.56
Flap Jack Flour, 18s.....	1.50
Jerry Buckwheat, 36 2s.....	2.75
Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.60
Aunt Jemima Buckwheat, 36s.....	2.70
" " Pancake, 18s.....	1.35

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags.....per lb.	.05 1/2
New York State Marrows, new, bags about	
2 1/2 bushel.....	5.20
Michigan Pea, new, bags about 2 1/2 bushel...	4.05
Red Kidney, 60 lbs. to bushel.....
Peas—	
Green, domestic, bags about 2 1/2 bushel.....	3.10
Yellow, split, domestic, 1 bushel bags.....	3.85
Lentils—	Per lb.
oooooooo, 100-lb. bags.....
Less quantity.....

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	1.95
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.00
" " table, 100 lbs.....	1.95
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....
Less quantity.....
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free	
with every case).....
Barley—	
No. 2, 100-lb. bags.....	3.00
No. 3, 100-lb. bags.....	3.00
Oatmeal—	
B, bbls.....per bbl.	5.75
B, 100 lbs.....per keg	3.00
Rolled Oats—	
Avena, 180 lbs.....per bbl.	5.50
" " 90 lbs.....per keg	2.90
" " 90 lbs.....per sack	2.63
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/2
Flake.....	.06 1/2
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.....	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	1.70
Post Toasties—	
3 doz. popular size.....	3.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
" " Bran Flakes, 1 doz. pkgs.....	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.05
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" " family, 10s.....	2.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
" " 10s.....	2.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" " Cornmeal, large, yellow, square,	
10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Puffed Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	1.90
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 b.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.45
" " " small.....	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/4 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/4 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.87 1/2
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit	
Flavors: Raspberry, Strawberry, Orange,	
Lemon, Vanilla, Black Currant, Winc	
Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.75
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pl gs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/2 - .04
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.....
Short, 25 1s.....
Cubes or Elbows, 24 1.....	.12
Spaghett, 25 1s.....
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghett a la Milanais, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	2.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/2
Cubes or Elbows, 24 1s.....	.07 1/2
Spaghett, 25 1s.....	.07 1/2
Vermicelli, 25 1s.....	.07 1/2

Choicest Grades.

Macaroni, long, 25 1s.....	.07
Elbows, 25 1s.....	.07
Spaghett, 25 1s.....	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	40.00	20.60	10.50	2.25	
Ex. Norway, No. 2.....	230-260	32.00	16.60	8.50	1.90	
Ex. Norway, No. 3.....	320-360	28.00	14.60	7.50	1.65	
Ex. Norway, No. 4.....	400-450	25.00	13.10	6.75	1.50	
Ex. Norway, No. 5.....	550-650	20.00	10.60	5.50	1.25	
Shore Bloaters.....	100-120	32.00	16.60	8.50	1.90	
Ex. Shore, No. 1.....	170-190	28.00	14.60	7.50	1.65	
Med. Shore, No. 1.....	200-220	26.00	13.60	7.00	1.55	
Ex. Shore, No. 2.....	225-250	24.00	12.60	6.50	1.45	
Extra Irish, No. 2.....	300-350	27.00	14.10	7.25	1.60	
Medium Irish, No. 2.....	350-450	25.00	13.60	7.00	1.55	
Irish, No. 4.....	400-450	25.00	13.10	6.75	1.50	
Large Cape Shore.....	100-120	16.00	8.60	4.50	1.05	
Med. Cape Shore.....	180-220	

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1, Lab. Splits.....	8.00	4.60
Herring, large No. 2, Lab. Splits.....
Shore, round, large.....
" " medium.....
Ocean Whiting Fish.....	5.50	3.3550	.45
Salmon Trout, pink.....	17.00	9.10	4.75
" " white..	15.00	8.10	4.25
Shad, Mess.....

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.	.09 1/2
" 25 lbs.	.09 1/4
" 48 pkgs.	.10
Apricots—	
Knighthood, 10-lb. boxes.	.17
Dos Palms, choice.	.09 1/2
Cherries—	
Red and Black, extra fancy, pitted, 25 lbs.	.15
Eastern, pitted, 25 lbs.	.10 1/2
Peaches—	
Jumbo, Yellow, 25 lbs.	.08 1/2
Fancy Muirs, 50 lbs.	.07
Extra choice Muirs, 50 lbs.	.07 1/2
Extra fancy Muirs, 25 lbs.	.08
Pears—	
Fancy California Bartlett, 25 lbs., G. & S.	.15
Plums pitted—	
Fancy Red, 25 lbs.	.11 3/4
Nectarines—	
Extra choice, 25 lbs.	
Foreign.	
Citron, 10 lbs.	.16 1/2
Orange Peel, 10 lbs.	.13 1/2
Lemon Peel, 10 lbs.	.13
Currents—	
Knighthood, 40 pkgs.	.14
Valca, 24 15	.13 1/2
Gold Medal, 25 lbs., loose	.12
Dates—	
Dromedary, 35 pkgs. per case	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 10c. pkgs.	.07 1/2
Fard, 14 lbs.	.09 3/4
Hallowee, 70 lbs.	.06 3/8
Figs—	
Coronet, round boxes.	.07 1/2
Poppy brand, California, 12 pkgs. per box	.85

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50	.10
50-60	.08 3/4
60-70	.08 1/4
California, 25-lb. boxes—	
40-50	.10 1/2
50-60	.09 1/4
60-70	.08 3/4

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	Per box
Clusters, Imported—	
Extra Desserts, 20 pkgs.	3.80
Connoisseur, 20 pkgs.	3.20
California Seedless—	Per lb.
Thompson, 50 lbs.	.10
Sultana, fancy, 50 lbs.	.09 1/2
California, Loose—	
Muscatsels, 4 crown, 50 lbs.	.08
" 3 crown, 50 lbs.	.07 1/2
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	
Fancy Ondara Layers, 28 lbs.	.08 3/4
Seeded—	Per pkg.
Knighthood, 36 pkgs.	.09
Owl, fancy, 36 pkgs.	.09
Crystal, 40 pkgs.	.09
Sun-Maid, 36s.	.08 1/2
Seedless—	
Not-a-Seed, 36 pkgs.	.11 3/4
Valca, Thompson, 40 15.	.12

COCOANUT.

Dromedary—	Per case
48 1/4-lb. pkgs.	3.25
24 1/2-lb. pkgs.	3.00
12 1-lb. pkgs.	2.75
12 1/2-lb. pkgs.	1.80
24 1/4-lb. pkgs.	1.75
12 1/2-lb. pkgs.	1.65
Dunham's—	Per lb.
1/2-lb. pkgs., 15 lbs.	.29
1/4 and 1/2-lb. pkgs., 15 lbs.	.28 1/2
Baker's Premium—	Per case
120 5c. pkgs.	4.40
60 5c. pkgs.	2.20
30 10c. pkgs.	2.10

HORSERADISH.

Diamond cut glass, 2 doz.	Per doz.
Milleman's, No. 8 bottles, 2 doz.	.82 1/2
Schramm's, large tumbler, 2 doz.	.82 1/2
Sherbert glass, 2 doz.	.45

INK.

Arnold's, black, 32.	per bottle
Continental, red, 1 doz.	.32 1/2
" black, 3 doz.	.67 1/2
" Writing Fluid.	per box
Royal, black, 3 doz.	.25
Stafford, Commercial, 32.	.60
Thaddeus Davids Co.—	Per doz.
Electro Chemical Writing Fluid.	per qt.
Square, Oriental Red, 2 oz., 1 doz.	.40
" Green, Blue or Violet, 2 oz.	.40
" Magic Black, 2 oz., 1 doz.	.40
" Electro Chemical, 2 oz., 1 doz.	.40
Lettering, show card ink, 2 oz., all colors.	1.60

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LAMP GOODS.

	Per case of 6 doz.
Lamp Chimneys—	No. 0. No. 1. No. 2.
Sun, Crimp, Lustre brand	3.00 3.60 4.50
Electric, No. 2	Per doz.
" No. 2, slim	.80
Rochester, No. 2	.80
" No. 2, 1 1/2 inch	1.25
Success, No. 1, 10 inch	.90
" No. 1, 12 inch	1.25
No. 0, Tubular Lantern Globes	5 doz. 2.75
Cold Blast	5 doz. 3.25
Jumbo Chimneys, plain	per doz. .75
" dec., 207	.90
Banner Burners	No. 0. No. 1. No. 2.
" No charge for packages.	.40 .50 .70
Oil Cans—	Per doz.
1 gal., glass	2.40
1 gal., galvanized, Pearl	2.00
5 gal., Lennox, spout	6.00
5 gal., " spigot	6.75
5 gal., Columbia	8.00
5 gal., Banner	9.00
5 gal., Climax, pump	10.00
5 gal., Home Rule, pump	12.00
Lanterns—	
No. 0, Standard	4.00
No. 0, Dash	7.50
Co'd Blast	7.50
Nu Style	8.50

LYE AND POTASH.

Banner Lye—	Per case
Case of 4 doz.	3.45
Case of 2 doz.	1.80
Babbitt's Lye, 4 doz.	3.50
" 2 doz.	1.80
Lewis' Lye, 4 doz.	3.25
Red Seal, sifting top cans, 4 doz.	3.75

MATCHES.

Non poisonous. Strike anywhere safety matches.	Per case
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	4.25
Blue Ribbon No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.	

MINCE MEAT.

None Such—	Per case
1/4 gross	2.70
1/2 gross, with 3 pkgs. free.	5.40
Armour & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.	.09 3/4
Barrels and halves, 400 and 250 lbs.	.09 1/2
Wooden pails, 20, 40 and 68 lbs.	.10
Keystone—	
Quarters, 110 lbs.	.08
Barrels and halves, 400 and 250 lbs.	.08
Wooden pails, 20, 40 and 68 lbs.	.08 1/4
Condensed, cartons	3 doz. to case 2.70
" 6 1/2 doz. to case	5.40
Extra Family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs.	.13 1/2
Armour's—	Per doz.
Veribest, Concentrated—	
1 1/2-lb. pails, 2 doz.	2.40
3-lb. pails, 1 doz.	4.25
Veribest, Moist—	Per case
Quari jars, 1 doz.	5.50
" 1/2 doz.	3.00
Canakins, 10 lbs.	Per lb.
" 20 lbs.	.13 1/2
" 40 lbs.	.12 1/2
Homemade Style, Moist—	
Kits, 10 lbs.	.11 1/4
" 25 lbs.	.10 3/4
" 50 lbs.	.10 1/2
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/4
Tubs, 70, 35 and 18 lbs.	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs.	.08 1/2
Packages not returnable.	

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LIME.

Chloride, Acme, sifting, 25 lb. boxes	Per lb.
" 3-box lots	.05 3/4
Banner, sifting, 25 15	.05
" "	.06 1/2

OILS.

Stove Gasoline	Per gal.
Headlight, 150 test	

OLIVES.

Extra Queen—	Per doz.
Imported, No. 10, 2 doz.	1.40
" No. 19, 1 doz.	4.25
" No. 32, 1 doz.	6.50
" No. 8, 4 doz.	.90
Stuffed—	
Ring, 4 doz.	.90
Fancy, No. 15, panel bottle, 2 doz.	2.15
" No. 10, panel bottle, 2 doz.	1.40
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs
X	1.30 2.45 5.30
XX	1.45 2.60 5.75
XXX	1.50 2.70 5.70
XXXX	1.60 2.90 6.10
Mammoth	1.95 3.50 7.70
Pails, large, 1 gal.	1.85

PURE OLIVE OIL.

Finest Sublime Lucca Olive Oil—	Per case
25-oz. bottles	8.50
Large bottles	6.50
Medium bottles	7.00
Small bottles	4.50
1/2-gal. tins, 5 gal.	16.00
1/4-gal. tins, 10 gal.	28.50
1/2-gal. tins, 10 gal.	27.00
1-gal. tins, 10 gal.	26.00
Sublime Lucca Olive Oil—	
1/2-gal. tins, 5 gal.	15.00
1/4-gal. tins, 10 gal.	26.50
1/2-gal. tins, 10 gal.	25.00
1-gal. tins, 10 gal.	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 1/2-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 24 oz.	10.50
" 16 oz.	7.75
" 4 oz.	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" half gallon	2.75
" quart	2.80
" pint	2.90
" half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2.80
1/2 " 2 tins	2.90
1/4 " 4 tins	3.00
1/8 " 8 tins	3.10
1/16 " 16 tins	3.20
Re Umberto Oil—	per doz.
4-oz. bottles	2.25
16-oz. bottles	6.50
1 gallon	2.50

TABLE AND COOKING OIL.

Mazola (Corn Oil)—	Per doz.
24 5 1/2-oz. bottles	.90
48 5 1/2-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz.	.87 1/2
" medium, 2 doz.	.77 1/2
Wesson's Cooking, 30 No. 2	per case 7.50
Fancy, 8 cans.	per case 7.50
Louhon, large, 1 doz.	1.62 1/2
" small, 2 doz.	.45
Goldenoye—	
4 doz. 7-oz. bottles	3.60
2 doz. 2 1/4-oz. cans	4.80
1 doz. 1/2-gal. cans	6.50

PEANUT BUTTER.

Beech-Nut—	Per doz.
Large	2.00
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz.	.85
Medium, 2 doz.	1.35
Large, 1 doz.	2.25
Beardsley's—	
Acme, 14 3/4-oz. jars, 1 doz.	2.35
" 10-oz. jars, 1 doz.	1.90
" 6 3/4-oz. jars, 2 doz.	1.35
" 4 1/4-oz. jars, 2 doz.	.90
Peanutene, No. 2 jars, 2 doz.	1.85
" No. 4 jars, 3 doz.	.92 1/2

DATENUT BUTTER.

Large, 1 doz.	Per doz.
Medium, 2 doz.	2.30
Small, 2 doz.	1.40
" "	.90

NUTS.

Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.	Per lb.
Almonds, Ne Plus Ultra, bags, about 75 lbs.	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.17 1/2
Filberts, bales, about 220 lbs.	.13
Brazils, large, bags, about 180 lbs.	.14 1/4
Pecans, large, bags, about 160 lbs.	.14 1/2
" medium.	
Mixed Table Nuts, 25 lbs.	.15 3/4

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Peanuts, Green—

Jumbo	.06 3/4
Fancy, hand picked	.05 3/4
Virginia, choice	.04 3/4
Peanuts, Roasted—	Per bush
Jumbo	1.70
Fancy, hand picked	1.40
Virginia, choice	1.65
B g Nickel	100 cartons 3.75

PICKLES.

Sweet—	
16-gal. keg, 2100s.	15.25
10-gal. keg, 1300s.	10.25
5-gal. pail, 650s.	5.25
16-gal. keg, 3600s.	18.25
10-gal. keg, 2200s.	12.25
5-gal. pail, 1100s.	6.25
16-gal. keg, 5000s.	20.50
10-gal. keg, 3000s.	13.75
5-gal. pail, 1500s.	7.00
16-gal. keg, 7500s.	22.75
10-gal. keg, 4500s.	15.25
5-gal. pail, 2250s.	7.75
Sweet Mixed—	
16-gal. keg.	12.00
10-gal. keg.	8.50
5-gal. pail	4.35
Sour and Dill—	
45-gal. bbl., 1800s.	17.50
32-gal. bbl., 1200s.	12.00
16-gal. k g, 600s.	6.50
45-gal. bbl., 2400s.	19.00
32-gal. bbl., 1600s.	13.00
16-gal. keg, 800s.	7.00
5-gal. pail, 250s.	2.50
45-gal. bbl., 3600s.	20.50
32-gal. bbl., 2400s.	14.00
16-gal. keg, 1200s.	7.50
5-gal. pail, 350s.	3.00
Chow-Chow—	
16-gal. keg	10.00
10-gal. keg	6.75
5-gal. pail	3.50
Sweet Pickle Relish—	
16-gal. keg	11.50
10-gal. keg	8.25
5-gal. pail	4.25

VINEGAR.

Pure Cider, 45 grain	Per gal.
" 40 grain	.13
Distilled, 45 grain	.09
" 40 grain	.08 1/2
Fermented, 45 grain	.09 1/4
" 40 grain	.09
Beech-Nut, quarts	per doz. 2.50
" pints	"
" 1/2 pints	"
Cruikshank, distilled, white	per gal. .13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	.18 1/4
“ “ “ 10-12 lbs.....	.18 1/4
“ “ “ 14-16 lbs.....	.18 1/4
“ Skinned Hams.....	.17 1/4
“ Cooked Hams.....	.26
“ Bacon.....	.24 1/4
“ Dried Beef, insides.....	.28 1/4
“ Beef, knuckles.....
Empire Brand Hams, 10-12 lbs.....	.16 3/4
“ Skinned Hams, 18-20 lbs.....	.15
“ Picnic Shoulders.....	.13 1/4
Hams, skinback, 18-20 lbs.....	.13 1/4
“ 14-16 lbs.....	.16 1/2
“ 8-12 lbs.....	.17
Picnics, 6-8 lbs.....	.13 1/4
Dried Beef, sets, city smoked.....	.27
“ tenders and knucks.....	.27
“ air dried, sets.....	.27
“ tenders and knucks!.....	.27
Brisket Pork.....	21.00
Jersey Pork, butt..... per bbl.	21.50
“ family..... “	24.50
Breakfast Bacon, rib in.....	.17
“ boneless.....	.18
S. P. Bellies, 14 lbs. average.....	.14
Bologna, 25-lb. boxes.....
Boiled Boneless Ham.....	.22
Beef Tongues, smoked, 5-6 lbs..... per lb.	.20
Cooked Compressed Ham, 25-lb. boxes.....
Covered Hams 1/4 ct. extra. Covered Shoulders, Picnics and Bacon, 1/2 ct. extra.....
Vogt's Baked Meatkake, 2 doz. 3 1/2-oz. cans.....	1.80

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars.	Lbs.	5 boxes.
Young's Pearl Borax Soap Chipp.	40 16-oz.	3.20		
Acme, Lautz	100	3.75		
Ark, Fairbank's, yellow laundry	100	2.00		
Babbitt's White Floating	100	3.85		
" Naphtha	100	3.90		
" N. Y. C.	60	3.40		
Best, B. T. Babbitt	100 75	3.90		
Borax, Pearl, Young & Co.	40 40	2.80		
" Naphtha, Eavenson	100 br.l.	4.00		
" Dreydoppel	40 40	2.85		
" Novelty, Day & Frick	40 40	2.90		
" Red Seal, Tom on	100	4.00		
Big Master, Lautz	100	3.90		
Circus, Lautz	100	3.75		
Clairette, Fairbank's, yel. laundry	100 5ct.	3.90		
Cream Borax, Lautz	100	3.90		
Coal Oil Johnny	100	3.85		
Dandy, Fairbank's, yel. laundry	100	2.00		
Fairy, Fairbank's	100 5ct.	4.00		
" "	100 10ct.	6.75		
Fels-Naptha, Fels & Co	100 75	4.00		
5-case lots		3.95		
Gloss, Lautz	100	3.75		
Ivory, P. & G	100 10 oz.	7.00		
" "	100 6 oz.	4.00		
Jewel, Fairbank's, yel. laundry	100	2.20		
Lautz Naphtha, 10 cartons	100	3.90		
" Master	100	3.75		
Lenox, P. & G	100	3.05		
Lotus, white, Lautz	100 1dry.	5.20		
" "	100 5ct.	3.90		
Mascot, Fairbank's, yel. laundry	100	2.20		
Marseilles, Lautz	100 5ct.	4.00		
" laundry size	100	6.00		
Miller's, C. Miller & Co	100	4.00		
Miners', Lautz	100	3.05		
Mystic White Borax, Lautz	100	4.00		
Noxal, Penna. Soap Co.	100 7 oz.	1.55		
New Process, Lautz	25	3.80		
" "	30	3.80		
Oak Leaf, Lautz	100	3.05		
Oleine, Oxide, P. & G.	72 60	3.05		
" Penna., Miller	60 50	1.95		
" Phla., Lautz		3.15		
" Conway	60 60	3.10		
" Kirk's	84	2.75		
" Monarch, Miller	60	2.10		
" C. & C., Globe Soap Co.	60 5ct.	2.40		
Polo, P. & G.	120	2.40		
Pound Bleacher, Day & Frick	60	2.65		
P. & G. Naphtha	100	3.90		
Railroad, Lautz	120	2.50		
Queen Anne, Lautz	100	3.20		
Queen White, Lautz	100	3.90		
Santa Claus, Fairbank's, yel. ldy.	100 5ct.	3.00		
Star, P. & G.	80	3.20		
Sunny Monday, Fairbanks	100	4.00		
Velvet, P. & G	100	3.90		
White Flake, Kirk's	100	3.75		
White Fleece, Lautz, laundry size	50	2.50		
" 5c. size	100	3.25		
Wool Soap Flakes, boraxated, 50 10c. size		3.75		
" 20 25c. size		3.75		
Swift & Co.—				
Arrow Borax, 100 bars		3.85		
Classic White Laundry, 100 bars		3.85		
Naphtha, 100 bars		3.85		
Old Mill, 100 bars		2.50		
Pride, 100 bars		2.85		
Wool, 100 5c. bars		3.85		
" 100 10c. bars		6.50		
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.				

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.05
" 100 bars	3.90
Cygnat, floating, Young & Co., 6½ oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg	6.50
Castile Conti, white	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5½-oz. cakes, 1 doz box	4.50
Fairy, Fairbank's, 100 cakes	4.00
" 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Hand Sapolio, ¼ gross	9.50
Marseilles, white, Lautz, 100 pkgs.	4.00
" 50 pkgs.	2.10
Miller's	1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	3.85
" Haskin's, 36s	1.45
Witch Hazel, 3 cakes	3.50
White Fleece, Lautz, 200 cakes	2.50
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Jergens' Violet Glycerine	.75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.	3.60
Gold Dust, Fairbank's	4.30
" 100 5c.	3.85
Oak Leaf, Lautz, 24s	3.75
" 100s, 5c. size	3.75
Soapine, No. 3, 100 12-oz.	4.00
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, Lautz, 24s	3.75
" 100s, 5c. size	3.75
Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" in each pkg.	4.00
Queen Anne, Lautz, 60 5c. pkgs.	2.40
" 24 pkgs.	3.75

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Lautz Naphtha Soap Powder	60 pkgs.	2.40
" 100 pkgs.		3.75
Kirkoline, Kirk's, 24 4s		3.80
Grandma, 100s		3.65
Polly Prim, Scouring, Fairbank's, 60 10c		4.20
Star Naphtha, 100 5s		3.75
Miller's Powerine, 100s		3.70
Swift & Co —		
Pride Washing Powder, 24s, large size		3.50
" 100s, 5c. size		3.60
Fairbank's Scouring, 100 5c.		3.00
Novelty Borax, 40 1-lb. pkgs.		2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.		1.90
" 100 16-oz. pkgs.		3.75
" 24 4-lb. pkgs.		3.75
Tomson's Red Seal Soap Powder, 50 pkgs.		2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes		4.00
Fels' Soap Powder, 100 pkgs.—	Per box	
Less than 5 boxes		2.30
5 boxes or more		2.25
10		2.20
25		2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap		

Laundry Crystals.

Chase-O, ¼ gross	per gross	5.00
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MUSTARD—Prepared.

	Per doz
Stohrer's, 5c. tumblers, 4 doz	.45
Beer Mug, fancy, large size, 2 doz	.67½
Milk Jar, glass top, 2 doz	.85
Water Tumblers, glass, 6 oz., 4 doz	.35

SPICES.

B. Flischer's Finest Spices—	
Black, White and Red Pepper, Mustard,	
Allspice, Cinnamon, Cloves, Nutmeg,	
Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.	.80
McCormick & Co., Ground—	Per lb.
Allspice	.10¾
Cinnamon	.13¾
" Col. Cinnabar	.21
" Saigon	.25
Cloves	.25
Cream Tartar	.40
Ginger, African, Crystal	.11¾
" Cochon	.14¾
Mace	.80
Nutmegs, ground	.24
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09½
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05½
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.17½
" less quantity	.19½
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.20
" large	.21
Pepper, black, original bags	.14½
" less quantity	.16½
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, isinglass front, 10c., 2 doz	.70
" 5c., 4 doz	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb.	.07½
" 20 1-lb. pkgs.	"	.07½
Best, 24 1-lb. pkgs.	"	.03¾
" 48 1s.	"	.03¾
Duryea's, 40 1-lb. pkgs.	per lb.	.07½
" 20 1-lb. pkgs.	"	.07½
Niagara, 48 1-lb. pkgs.	"	.05½
" 24 1-lb. pkgs.	"	.05½
Cream, 48 1-lb. pkgs.	per case	3.60
Argo, 24 5c. pkgs.	per container	.92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.95
Kingsford's, Pure, 3-lb. cartons	.06¾
" Silver Gloss, 40 1-lb. pkgs.	.07½
" 12 6-lb. boxes	.08¼
Duryea's, Superior, 3-lb. cartons	.06¾
" Satin Gloss, 1-lb. pkgs	.07½
" 12 6-lb. boxes	.08¼
Best Gloss, bulk, 50 lbs.	.03¾
Niagara, Laundry, 50 lbs., bulk	.03¾
" 48 1-lb. pkgs.	.05½
" 16 3-lb. cartons	.05½
" 6-lb. boxes	.06¾
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40
Ivory, 72 10c. pkgs.	5.00
" 36 10c. pkgs.	2.50
" 72 5c. pkgs.	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, ¼ gross	4.50
" large, ¼ gross	7.20
" Liquid, large, ¼ gross	7.50

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Mason's Challenge Paste, boxes, ¼ gross	5.00
Electric Paste, ½-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	9.00
Packed ¼ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07½
Weikel's, 24 pkgs	per doz. .90
Bird Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	1.05
Bath Brick, 25 bricks	per box .77½
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz.	per doz. .37½
David's Liquid Glue	.90
" Mucilage	" .75
" Cone General Mucilage, 2 oz.	" .30
1 doz	" .80
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08½
10 oz., "	.10
12 oz., "	.12
Wooden keg, ½-gross case, assorted, 6, 8, 10s	per case .92½
Matting Tacks—	Per doz.
No. 11, blue	.12
No. 12, "	.17
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz.	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils or spools, ¼ inch	per lb. .11½
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.21
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in ¼ bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.48
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
-------------------------	---------------

HONEY.

	Per doz
Selser's, small bottles, 2 doz	.95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz	1.78
No. 2½, 2 doz	5.32
Karo, cane flavor, 24 2 lb.	per case 1.90
" 24 2½ lb.	2.30
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1½ lb.	3.50
" 24 1½ lb.	1.80
" 24 2 lb.	2.15
" 24 2½ lb.	2.55
" 12 5 lb.	2.50
" 6 10 lb.	2.40
Lassies, 24 2 lb	2.00
Duff's—	
No. 2½, screw cap, 2 doz	1.90
10c. size, 4 doz	.94
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2½, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2½, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 13	1.15
" 58	1.90
" cups	1.25
Turkey, No. 5, 2 doz	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.	5.35
" medium, 2 doz.	1.45
Golden Tree, large, 1 doz.	2.40
" medium, 2 doz.	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.90
7, " "	3.10
6, Household	5.80
7, " "	3.10
6, Monogram	3.30
7, " "	3.60
Daisy	2.50

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	
No. 101, Tidal Wave	
No. 123, Seal Globe	
No. 126, Ruby	
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	</

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second class Matter.

Vol. LX.

PHILADELPHIA, December 13, 1915.

No. 24.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Filbert 3286
Filbert 3287
Keystone, Race 746
City Exchange.

All Checks and Drafts payable to the Gro-
cery World Publication Co.

Independent Journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe 4.50
East Asia 4.50
Extra Copies10

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If Your Delivery Costs You More Than Three Per Cent. Your Store Is Probably Unprofitable

Harvard Research Bureau After Examination of Many Grocery Store Figures, Deduces This and Many Other Important Facts About Expense of Doing Business. Read the Table Showing What Percentage Each Expense Item Bears to Your Sales.

[We present herewith some matter sent us for publication on "Expenses in Operating Retail Grocery Stores," which has been prepared by the Bureau of Business Research of Harvard College. We have published other matter regarding business problems from the same Bureau, all of which has been exceedingly practical and valuable. Every retail grocer in business, whether he has a large or small store, should read this through.—Ed.]

What does it cost to operate a retail grocery store? How often should the stock be turned? What are the average sales per sales person? In order to answer such questions as these and to learn the best practice in store management, the Bureau is collecting exact figures and other specific information from retail grocers. A preliminary summary of the figures which have been obtained up to the present time is presented in this bulletin.

In order to provide a common basis for securing figures from retail grocers it was necessary for the Bureau to prepare a uniform accounting system. Among the retail grocers who keep books, by no means a large majority, the methods have been far from uniform. As in other lines of retail trade, some grocers have charged their businesses with salaries for themselves; others have not. In handling rent, delivery expense and other items, there has also been little uniformity. For the purposes of scientific investigation, however, it is essential not only that books be kept, but that they be so kept that an item on the books of one dealer shall mean the same thing as an item with the same name on the books of another. The items which are to be entered under each account must be specified, and provision must be made for every item of profit and expense. This is the aim of the Harvard System of Accounts for Retail Grocers, and upon this system as a basis, the Bureau has obtained the figures which are summarized in this bulletin.

In the retail grocery trade there are several classes of stores. In each city there is usually at least one large store which sells fancy

groceries and specialties. The margin of profit and the expenses of such stores are usually higher than in other grocery stores; the service requirements are greater. Chain stores, department stores and mail-order houses are distinct classes, which must be considered separately. Other grocery stores, which constitute a large majority of the total number in the country, fall into two general groups—one selling groceries only, and the other selling groceries and meats and provisions. The summary published here is based on the figures secured from these ordinary, everyday grocery stores and grocery and provision stores. No figures for chain stores, department stores, mail-order houses, or fancy grocery stores are included in the tabulation.

The figures for stores selling groceries and the figures for stores selling both groceries and provisions have been tabulated separately, and independent summaries prepared. On comparison it appears that for most of the items the significant figures are the same for the two groups. Where there are any differences between the groups they are slight. Consequently the results have been combined in a single table, which is fully representative for ordinary grocery stores whether or not meats and provisions are carried.

For each item of profit and expense, for stock turn, and for average sales per sales person, the table shows the lowest figure found, the highest figure, and the common figure. For many of the items a figure shown by a more efficient group of stores is also given. The common figure in each case is the one

which is found in the largest number of stores. It is the predominant, typical, or most frequent figure. The figures given for a smaller but significant group of more efficient stores indicate standards which are possible of attainment under ordinary conditions. For example, the lowest figure for total delivery expense is 1.1 per cent. of net sales, the highest is 5.9 per cent., but the common figure is 3 per cent., and the attainable standard is 2.5 per cent. This means that any grocer, operating under ordinary conditions, should not be spending more than 3 per cent. of his net sales for total delivery expense, and that he should try to bring that expense down to 2.5 per cent. The other figures in the table can be used in the same way for making comparisons.

ated, or which do not appear to be fully comparable with others, show a gross profit higher than 27.9 per cent., and a few less than 14.6 per cent. In order to be conservative, however, for this and other items, only strictly accurate and comparable figures are given in the table. Within this range the bulk of the figures are between 18 and 23 per cent. The most common or typical figure is 21 per cent. The percentage of gross profit does not vary regularly with the volume of sales. In stores with large sales the percentage of gross profit is frequently higher than in small and medium sized stores. The Bureau has been surprised to find that some stores in which fairly accurate expense accounts are kept, have no records of their purchases and cannot determine their gross profit.

SUMMARY TABLE OF PERCENTAGES AND OTHER FIGURES FOR RETAIL GROCERY STORES¹

ITEM [For percentages, Net Sales = 100%]	Low	High	Common	Standards attained by a group of more efficient stores
	%	%	%	%
Gross Profit on Merchandise.....	14.6	27.9	21.0
Salaries and Wages of Buying Force.....	0.1	2.4	0.5
Other Buying Expense.....	0.0	0.5	0.02
Total Buying Expense.....	0.1	2.4	0.5
Salaries and Wages of Salesforce.....	3.5	10.6	6.5	5.0
Advertising.....	0.01	1.8	0.1
Wrappings and Miscellaneous Selling Exp.....	0.03	1.4	0.4	0.3
Total Selling Expense.....	4.5	10.8	7.0	5.5
Wages of Delivery Force.....	0.6	3.5	1.5	1.0
Other Delivery Expense.....	0.3	3.4	1.5	1.0
Total Delivery Expense.....	1.1	5.9	3.0	2.5
Management and Office Salaries.....	0.3	3.8	1.5
Office Supplies and Expense.....	0.01	0.4	0.1
Total Management Expense.....	0.4	4.0	1.7
Rent.....	0.3	4.1	1.3	0.8
Heat, Light, and Power.....	0.1	0.8	0.2	0.15
Insurance on Stock and Store Equipment.....	0.03	0.5	0.1
Taxes.....	0.01	0.5	0.1
Repairs and Renewals of Store Equipment.....	0.01	1.4	0.1
Depreciation of Store Equipment.....	0.03	0.9	0.2
Total Fixed Charges and Upkeep Expense.....	0.8	5.6	2.0	1.5
Telephone.....	0.04	0.6	0.2
Ice and Cold Storage:				
Groceries only.....	0.01	0.6	0.1	0.1
Groceries and meats and provisions.....	0.03	0.7	0.3	0.2
Other Miscellaneous Expense.....	0.01	1.2	0.1
Total Miscellaneous Expense.....	0.1	1.4	0.5	0.3
Losses from Bad Debts.....	0.01	2.2	0.5	0.2
Total of Expense Statement.....	10.4	25.2	16.5	13.0
Net Profit from Merchandise Operations.....	Loss 3.3	11.0	2.5-5.5
Interest.....	0.2	1.7	0.8
Number of stock-turns a year:				
Groceries only.....	3.5	23.8	7.0	12.0
Groceries and meats and provisions.....	7.0	26.4	9.0	14.0
Average annual sales per salesperson.....	\$5,000	\$20,000	\$10,000

¹ This summary includes stores which sell groceries only, and also stores which sell both groceries and meats and provisions.

EXPLANATION.

Gross Profit. In the grocery stores from which the Bureau has received strictly accurate figures, including, as has been stated, grocery stores which carry meats and provisions, gross profit ranges from 14.6 per cent. to 27.9 per cent. of the net sales. Several stores, for which the figures are partially esti-

Salaries and wages of buying force is the first item in the expense statement. In the average grocery store the buying is done by the proprietor. Consequently this account represents chiefly a prorated share of the proprietor's salary, depending upon the proportion of his time which is spent in buying. The common figure for salaries and

ages of buying force is one-half one per cent. of the net sales.

Other buying expense is commonly small, since the bulk of the orders are given to traveling salesmen. Numerous stores have no expenditures to be charged to this account.

Salaries and wages of sales force is the largest single item in the expense of operating a retail grocery store. It varies from 3.5 to 10.6 per cent., as indicated by the strictly accurate figures, with several partially estimated figures higher than 10.6 per cent. A few stores seem to have an expense for this item lower than 3.5 per cent., but the Bureau is not certain that their figures are strictly comparable with others. The bulk of the figures are between 5 and 8 per cent., concentrating around 6.5 per cent. A sufficient number of stores spend only 5 per cent. of their net sales for salaries and wages of sales force to indicate that that figure is ordinarily possible attainment.

In the stores in which these low percentages of expense for sales force are found, the wages of the employees are by no means lower. The economy is obtained not from lower wages but from larger sales per employee. Apparently the differences in the relative proportions of the orders received by telephone or by solicitation at residences of customers do not greatly affect this percentage. This conclusion is based on a comparison of sales force expense in stores in which (1) the telephone orders predominate, (2) the orders solicited at residences predominate, and (3) counter trade predominates. The common figure for sales force expense is practically the same for each of these groups. The predominance of telephone orders does not necessarily bring a large reduction in this expense; the time spent in taking an order is small as compared with the time used in filling it and individual telephone orders tend to be smaller in amount and more frequent in number. There appears to be a definite tendency for grocers to collect a smaller proportion of their orders at the residences of their customers; many have ceased to send out any order solicitors. Nevertheless this does not account for the differences in the percentage of sales force expense. Other factors, such as management and the arrangement of the store, which increase the sales per employee, have

more influence in reducing this expense.

Advertising expense is small in the retail grocery trade, varying from practically nothing to 1.8 per cent. The common figure is one-tenth of one per cent.

Wrappings and miscellaneous selling expense is also small. It ranges from 0.03 per cent. to 1.4 per cent., centering around 0.4 per cent., a little less than one-half of one per cent.

Total selling expense varies from 4.5 per cent. to 10.8 per cent., with a marked tendency to concentrate around 7 per cent. In numerous stores total selling expense is reduced to 5.5 per cent., or lower.

Wages of delivery force is another large item in the expense of operating a retail grocery store. The lowest figure for wages of delivery force is 0.6 per cent. and the highest is 3.5 per cent. The common figure is plainly 1.5 per cent., with 1 per cent. as an attainable standard. This lower percentage, like that for salaries and wages of sales force, is not realized because of low wages, but through improved organization of delivery service.

Other delivery expense varies from 0.3 per cent. to 3.4 per cent.; the common figure is 1.5 per cent. and 1 per cent. appears to be attainable.

Total delivery expense ranges from 1.1 per cent. to 5.9 per cent., and the typical figure is 3 per cent. As a rule, a store which spends much over 3 per cent. of its net sales for total delivery expense is unprofitable; 2.5 per cent. is a figure frequently reached and a considerable number of stores spend only 2 per cent. for delivery.

Management and office salaries is ordinarily about 1.5 per cent., varying from 0.3 per cent. to 3.8 per cent. Several retail grocers have reported that they do not spend any time in managing their business, and it is not beyond doubt that this is only too frequently the case in the retail grocery trade. The Bureau is not prepared to state that it would be advisable for the average grocery store to attempt to reduce its management expense.

(To be continued.)

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

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Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
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IF you will pay a visit to any one of nearly 600 *J.N.* Premium Stores in the United States—any day between now and Christmas—you will learn a lesson in sales promotion that will surprise you.

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Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 10.—By John A. Lake, Retail Grocer, and First Vice-President of the Michigan State Retail Grocers' and General Merchants' Associations.

NOTE.

Mr. Lake testified before the Committee on Interstate and Foreign Commerce of the House of Representatives in favor of the Stevens bill. His testimony became really an argument between himself and the various members of the committee as to whether the retail prices of food products should ever be fixed by the manufacturer. The argument was so intensely interesting and so closely touches the business of the readers hereof that we have obtained a stenographic report and here present it. It is not only intensely interesting, but gives a vivid glimpse of the feeling of the members of the Congressional Committee on the subject of price regulation.—Ed.

(Continued from last week.)

Mr. Sims. If I understand you, you want the law so modified that you may actually part with the title and yet compel the purchaser to sell at the price made by the manufacturer, just as though the manufacturer had retained title and was selling the goods directly through agents?

Mr. Lake. Yes, sir. If he sold the article under contract or under provisions the purchaser agree to certain known conditions when the purchase was made.

Mr. Sims. I am speaking of the manufacturer now, from his standpoint, not from the other. The chairman is right in his statement that you have the right to place that article for sale through agents; you will thereby retain the title, and therefore you can absolutely fix the price. But under the law, as I understand it, or as the decisions of the courts have been in the patent cases, you can not sell it and actually part with title and then afterwards control its sale to the consumer at the price you think is profitable?

Mr. Lake. That is as I understand it.

Mr. Sims. You want the law passed to enable you to actually sell it, yet control the price to the consumer just as though you retained the title, selling through agents?

Mr. Lake. Yes, sir.

The Chairman. All civilized nations have regarded it as a pretty good recognition of genius that they give the inventor or patentee a number of years exclusive right to manufacture and sell the article or secure a royalty on it. If you go ahead and heap up other benefits on him and attempt to give him a

monopoly through all generations, that is something unheard of, I think, and as the law now is the balance of the world will pray that the limit of his protection under his patent will expire as soon as possible, so they may get a chance to buy it cheaply.

Mr. Lake. It appears to me from observation that many articles that he has patented or copyrighted, after they pass from his protection, are substituted by articles that many unscrupulous people push upon the market that do not contain the merit of the original article. As I explained, I believe that these articles should be under the most careful scrutiny of some department of the United States Government and this privilege granted only to those that have value.

Mr. Willis. What have you to say on the proposition that this bill tends not to bring about freedom of competition, but tends to destroy competition? I have heard that objection to it. I am not stating it as mine, but I want to know your observation on it.

Mr. Lake. I appreciate this question, because it is one I shall be glad to answer. I do not believe that it destroys competition. I believe that competition will still exist. The competition will not be alone with the retailer, but it will be with the manufacturer and the jobber, who are anxious to give the best article possible and as large a volume as possible, or as large a value as possible for a certain retail price. That price might be 10 cents, for instance, and I believe that rather than working down from the standard to the cheaper quality, we would work up to a certain retail price that would have greater value to the consumer.

Let me say here that as a business man I would rather sell more volume for 10 cents proportionately than I would for 5 cents. I would rather give more for a certain amount than less for a lower price, because we can handle it in putting up the packages, in delivering, and in serving the people cheaper than we can the other way, and give better goods and a better value.

Mr. Willis. Your idea, then, is, as I understand it, to practically do away with competition, so far as price is concerned, and transfer that competition to the quantity and quality of the article?

Mr. Lake. Yes, sir; and I would say it would only be the smallest per cent. of the retail articles that would come under this law; bulk stock and the majority of goods handled in our stores could not possibly come under it.

Mr. Willis. I have heard the complaint that possibly this bill, if enacted into law, would result in increased prices. Now, in your very excellent statement you turn that about. Can you give us any further light upon that proposition?

Mr. Lake. I would be pleased to in this way: I am going to furnish two or three illustrations along that line. We will take the Ivory soap, manufactured by Procter & Gamble, of Cincinnati. That is familiar to every person in this House, and it is a standard article. Procter & Gamble charge the retailer 4 cents, regardless of the quantity purchased. The price is the same. There are never any free deals, yet I do not know of any article sold out of a retail store along that line of goods at a 5-cent price that has an equal value with that soap. There are certainly few, and if there are any it is something for which the manufacturer gets a good price and gives a good value for his money. The Kellogg Toasted Corn Flakes come under the same line. Formerly toasted corn flakes sold at 15 cents. Through manufacturing a superior article for the money he now charges us about 8 cents per package. We sell it at 10 cents. The price almost forbids the better stores from selling it at three for a quarter, and I believe that in that article we get a better value and a better article than we do in most competitive goods. The Royal baking powder is a line of goods that comes under a good price and a good article.

Mr. Sims. The Procter & Gamble 4-cent price you mentioned, does that refer to the standard cake of soap they make?

Mr. Lake. The Ivory soap.

Mr. Sims. Do you mean the Ivory soap?

Mr. Lake. Yes, sir.

Mr. Sims. And the retail price is 10 cents?

Mr. Lake. The retail price is 5 cents.
(To be continued.)

Philadelphia Association of Manufacturers' Representatives Dine.

Hold Annual Banquet at Bellevue-Stratford. About 300 Dine, Among Them Many Jobbers.

The Philadelphia Association of Manufacturers' Representatives held its annual banquet at the Rose Garden, Bellevue-Stratford, last Wednesday evening. About 300 were present, the bulk of the diners being wholesale grocers and their representatives from Philadelphia and nearby territory. The programme was in a sense informal, brief addresses being made by Senator E. E. Beidleman, president pro tem of the Pennsylvania Senate; ex-Governor Tener, Dairy and Food Commissioner James Foust, and E. J. Cattell, city statistician. George McFarland, baritone singer at Keith's this week, sung several Irish songs, which captured the crowd from the start, and Dr. E. O. Rice, a professional entertainer, handed out a batch of capitally told stories. One of the high spots of the dinner was the fact that no picture was taken and nobody was pestered to buy prints. Mr. W. H. Rohr was toastmaster and the Entertainment Committee were Geo. Nowland, chairman; S.

H. Frowert, H. A. Moore, H. C. Flint, Truman L. Palmer, Frank A. Smith, J. H. Apel, M. L. James, E. L. Tupper, C. C. Green. Mr. H. G. Flint, a former president of the association, now located in Niagara Falls, came down for the banquet.

All Failures Save Hotels Show Decline From November, 1914.

That is Because They Are Now Coming in Comparison with Exceptionally Bad Months of 1914. Business Disasters Still Above Five-year Average.

Being now in comparison with the closing months of 1914, when the war was in full swing, and business was very bad in all lines, the current months are naturally showing a considerable decline in failures. Hotels are an exception—they show worse luck than for five years past, probably due to the prohibition sentiment.

The figures as to staple lines for November are as follows:—

General Stores.—November, 1915, 164; liabilities, \$1,401,260. November, 1914, 222; liabilities, \$2,348,890.

Groceries.—November, 1915, 288; liabilities, \$1,204,985; November, 1914, 309; liabilities, \$1,537,710.

Clothing and Furnishing.—November, 1915, 103; liabilities, \$750,195; November, 1914, 142; liabilities, \$1,266,403.

Dry Goods.—November, 1915, 68; liabilities, \$608,313; November, 1914, 75; liabilities, \$527,702.

Shoes.—November, 1915, 3; liabilities, \$187,101; November, 1914, 48; liabilities, \$325,205.

Hardware.—November, 1915, 24; liabilities, \$198,019; November, 1914, 34; liabilities, \$445,701.

Failures in general stores, groceries and shoes are still somewhat above the average for the last five years.



AT HOLIDAY TIME there's a greater demand than ever for

MAPLEIN

the "maple" flavor for making syrup and flavoring, desserts and dainties.

ORDER FROM WILLIAMS & ROOT, 19 South Front Street, Philadelphia, Pa.

JOHN DEAN, 801 Empire Building, Pittsburg, Pa.

H. H. SIMPSON, 841 Ellicott Square, Buffalo, N. Y.

CRESCENT MFG. CO. SEATTLE, WASH.

Written for the "Modern Merchant and Grocery World."

The Idea of Designing Store Interiors So As to Look Different

New York State Contributor Says the Profession of Interior Designer to Smaller Stores is Not New, as Recently Suggested in This Paper.

One of the writer's good friends in Philadelphia, Mr. W. Arthur Noble, Director of Service for the William F. Fell Co., has just forwarded an editorial that appeared in your paper on November 8th in which you recite in substance, a comment by "Printer's Ink" concerning store arrangement.

When this matter was first called to our attention from the article that appeared in "Printer's Ink" we were on the point of writing them defending our position, but felt that we would possibly never reach a peer and that our labors would be in vain. We are a little surprised, however, that in your editorial comment you haven't made mention of the fact that there are store fixture architects and designers who handle the problems of interior treatment

as it applies to the grocery business and that the efforts of these men are not confined to work in large stores as you intimate.

[This editorial comment was as follows:—

I am not disparaging modern methods of arranging a store interior. In fact, it has always been my idea that there is room for a new profession—that of interior store architect, who would go into a store and show the proprietor how to rearrange it so as to be more attractive, more convenient, more compact and more saving in shelf room. This could be done in nine stores out of ten. There are men who do this, but they confine their work to large stores.]

The "profession" as you term it is not new.

Of course everyone will realize when a client consults an architect the architect is employed in an advisory capacity only and while he is in a position to make suggestions,

he has no power to force his client to adopt these suggestions.

In view of the experience of the modern store fixture architect, his suggestions should be considered by the merchant and the wise merchant is beginning to realize the value of the service of such a man.

There are fixture businesses which have a special department that handles this which is in charge of a corps of efficient men who have made a life study of systematic arrangement for the grocery store and frequently recommend a departure from the conventional type of shelving and counter arrangement as it applies to grocery stores.

Occasionally there is a grocer in a receptive frame of mind, a fellow who wants his store designed in a unique manner and at the same time being practical, and a number of stores embodying such features have not only been designed but installed.

Some of these interiors provide for the salesroom itself being small, while there is a large order and service room in the room where clerks in the salesroom proper have practically all merchandise at their

elbow and where they can serve the trade without unnecessary steps.

E. J. WALKER, JR.
Penn Yan, N. Y.

The Business Career of L. L. Creasey, of the Brite-Mawmin Corporation.

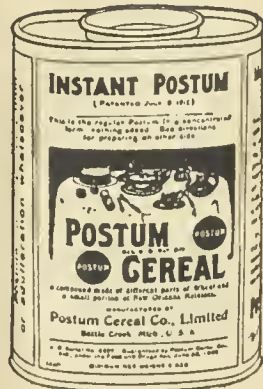
In a recent issue appeared some matter relative to a series of retailers' co-operative buying enterprises, chiefly in the West and South, which were being exploited by a Chicago concern called the Brite Mawmin Corporation, Hearst Building, Chicago. This has established co-operative jobbing houses in various cities. The prime mover is one L. L. Creasey, who seems to have had a somewhat interesting career. He has dabbled in various schemes for several years, and some have been highly unsuccessful. He was a partner in H. E. Langdon & Co., Cincinnati, Ohio, and suit was filed against him for dissolution and for receivership. He was connected with Langdon, Creasey & Co., grocers, Covington, Ky., which went into the hands of a receiver, but later we believe paid in full. In 1907 he was conducting retail grocery stores in Scottsburg, Ind.; Laurenceburg, Ky., and Brandenburg, Ky. The enterprise collapsed with assets, \$1,600; liabilities, \$6,250. In 1909 he conducted a bakery business, which went into a receiver's hands and paid 40 cents on the dollar. Any merchant contemplating taking any stock in the Brite Mawmin scheme will be interested in the above.

A Constant, Silent Money-Maker

A large, cumulative demand, the result of a steady, heavy volume of advertising for many years, is responsible for the splendid retail profit on



POSTUM



The quick "turn-over" and small investment required form a money-making combination hard to equal in the entire grocery specialty field.

"There's a Reason"

Clean Profit

Sales Guaranteed

WITH THE EDITOR

I confess I never lose my interest in the reports of officials who go about inspecting retail stores from a sanitary standpoint. The reports of these men are to me always entertaining reading. We practically have no such officials in Pennsylvania, for there is no sanitary law here. They have such a law in North Dakota, and the North Dakota Dairy and Food Commissioner is good enough to send me regular copies of their reports. I take the following from the last received:—

The general average of the grocery stores is good. There are several, however, that have dirty store rooms and basements. The yards, and lack of toilet facilities, is the cause of low scores in many instances. Notice has been served that one of these places must be improved or the place closed.

The general average for the restaurants is low. The lack of toilet facilities, condition of yards and kitchens in many places is the cause of low scores. A few of the restaurants are in a very insanitary condition.

Several of the confectionery stores are in a very insanitary condition. The back rooms are used as a dumping ground for their rotten fruits, old paper, straw, boxes and crates. The flies are bad in these places and the fruits are not protected from the dust and insects. In many places the floors are unclean. A few are without toilets and wash rooms.

The hotel kitchens are, with one exception, in very fair condition.

The general average for the meat markets is low. Several are without toilets or even a place to wash their hands. The work rooms in many cases are dirty. The floors and refrigerators need considerable attention in the places scored below 80 per cent.

Several of the bakeries are not kept in good condition. The flies are numerous in the places and some of the stock is not protected.

The creameries and ice cream factories are all in very fair condition.

The wholesale houses are all kept in very fair condition.

I have looked over this report, hoping, as I have done before, to find some grocer who had gotten a score of 100 per cent., but I did not find any. Two restaurants got 100 each, but the best grocery store got 99.5. I am not denying that

that is an exceedingly good score, particularly when one store, called "Dempsey's Grocery," got 38.5! But if John P. Yerxa, retail grocer of Fargo, N. D., can bring his store within *one-half of one per cent.* of perfection, it would seem as if he ought to be able to go that other half per cent.

Whatever else in this issue remains unread, the article on the expense of doing business, from the Harvard Bureau of Business Research, should be read from the first word to the last. It would do no harm to read it twice. It gives information on a subject which holds the life or death of business—the subject of gross profits, cost of doing business, and net profits. Some stores know all about this, in connection with their own business, but they are woefully few. Most stores know a little something about it and know that little imperfectly. Some know nothing.

As an example of the useful information contained in this article, the Harvard Bureau declares that the store that spends more than 3 per cent. of its net sales for delivery is pretty sure to be unprofitable. Some stores got delivery expense down to 1.1 per cent. of net sales, others were paying 5.9 per cent.

The gross profits made by grocers were found to vary most remarkably and unaccountably—from 14.6 per cent. to 27.9 per cent. In most cases the range was 18 to 23 per cent., and more stores made 21 per cent. gross than anything else. One store with inadequate book-

keeping was regularly making a loss of 3.3 per cent.! The highest net profit found to be made by any grocer was 5.5 per cent. on the net sales. The average was 4.5 per cent.

In the table which is published with the article appears the percentage which each item of expense, even down to wrapping, should bear to the net sales. Shown there is the lowest figure the Bureau has found for the various items, the highest, and a fair average which any grocer could safely adopt for himself.

One piece of information is noteworthy, as showing the wide difference between men's business methods, and between their abilities. That is as to the number of times per year stock is turned over. The Bureau found that some grocers were turning their stock over 23.8 times a year or about once every two weeks! Others were turning it only three and a half times a year, which means about three months to a turn. The average was seven times a year, showing that the stores which turned many times a year were very far in the minority.

Pat Malloy, of Williamsport, Pa., who attended every convention of the Pennsylvania Retail Merchants' Association since the first, is dead.

He died a week ago of kidney and liver trouble. Most people thought he was older, but his age was less than sixty. Pretty nearly every association man in Pennsylvania knew Pat Malloy. He was a good speech-

maker and a good story teller; he has enlivened many a convention and many a banquet. But he was not alone a story teller; in his way he helped settle the problems of the association meetings. Pat was a good man and a great many people will miss him.

A considerable number of retail grocers are at this moment confronting a situation which is interesting in its bearing upon the

much debated question of the profitability of nationally advertised goods. Because of an extra push given it by a number of jobbers these retailers have been induced to stock a certain nearly unknown brand of rolled oats. I understand there is nothing to be said against the oats in any way; they are good standard goods.

The retailers are reporting that now that they have these oats on their shelves, they cannot get them off. There is no demand for them—the demand is for the better known brands. At the full price has been found impossible to divert the demand to them in any substantial degree. What is a retailer to do in such a case? He has his money locked up in this stock; it does not readily move. Shall he turn in and by using every art of salesmanship, try to get his customers to buy? What will be his turning point? The unknown brand may be as good, but it is not as better. Nor is it cheaper. What can he say that will move the goods?

This is not a theory, but a condition that confronts every retailer who stocks an unknown brand which does not differ materially from an advertised brand in which it comes into competition. In the end, after all his work, he usually cut the price of the unknown brand and get rid of it which will probably leave him worse off than if he had not stocked it at all. Doubtless he will feel like saying, "if I must cut the price of something, at least let it be something that I don't have to work to sell."

Worth Reading and Remembering

No. 5.

People like to see employees with clean collars, and like to see goods handled by clean hands.

Your responsibility does not cease after goods have been sold. They must be delivered. If you use wagons, remember that people do not like to see dirty delivery wagons drawn by poor horses, driven by careless drivers.

If messengers deliver goods, it is well to have them wear neat, clean uniforms. The better they look, the more they call attention to your business.

Official Figures Show 1915 Tomato Pack to Be 8,469,000 Cases.

scarcely More Than Half Last Year's, but Last Year's Was Excessive for Demand. 1915 Pack Below Consumption.

The official figures compiled by the National Cannery Association, covering the tomato pack of 1915, are now available, and show a very decided falling off as compared with previous years. The 1915 pack is the smallest on record since the compilation began, which was in 1908.

The figures are as follows:—

	Cases.
1908	11,479,000
1909	10,984,000
1910	9,235,000
1911	9,749,000
1912	14,022,000
1913	14,206,000
1914	15,222,000
1915	8,469,000

Thus the current pack is not much more than half last year's, which, however, was excessive. The consumption has never been accurately gauged, but is probably from ten to eleven million. There was some carry-over from last year, but it seems to have disappeared. The situation is very

strong, as reported elsewhere, the present quotation on Maryland 3s, f. o. b. factory in a large way, is 95 cents. This is 30 cents higher than only a few months ago, and it looks like even higher prices.

AMONG THE TRADE.

This paper made a fool mistake last week when it said that the Frank A. Smith Co. had moved to 311 Bourse. It should have said to the Lafayette Building. There was not the slightest excuse for this.

At a meeting of the Grocers' and Importers' Exchange held on Wednesday at the Philadelphia Bourse, the following nominations were made for officers and directors: President, Wm. T. Kirk, Jr.; first vice-president, Marvin M. Eavenson; second vice-president, John S. Engart; treasurer, Alexander Henry; secretary, John E. Poore; directors, Frank Halpen, Ellsworth L. Posey, Wm. J. Young, H. A. N. Daily, J. P. Warner, James P. Curry, George Anderson, Wm. J. McCahan, Jr., Samuel R. Carter, G. Howard Shriver, Cooper Jessup, Robert Stewart, Wm. H.

Mechling, Samuel R. Sharp, Truman L. Palmer, Max Pinkus, George Lippincott, Rosser P. Birdsong, A. Lincoln Acker, A. R. Cavanna, Charles F. Bonsor, John C. Danenhowe, Eyre Mercier, George Nowland, Alan Levin. The annual meeting will be held on January 12, 1916, when the election will occur.

Government Pushing Tilefish, a New Food Fish Now Being Introduced By Dealers.

Over a Hundred and Fifty Thousand Pounds Landed in New York City. Using Vessels That Have Formerly Been Idle and Providing New Food for Consumers.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 9, 1915.

An effort is being made by wholesale dealers in several of the large markets to introduce a new fish called tilefish. Restaurants and cafes are also serving it in various forms. The United States Bureau of Fisheries is really behind this campaign.

By the end of November there were eight vessels actively engaged in catching tilefish, and they had landed in New York 10 fares, aggregating 156,500 pounds of tilefish. In the last two days of the month six schooners landed 106,500 pounds.

Five of the vessels belong to the fleet formerly fishing out of New York, and three are from Boston, but all are landing their catch at the former city, and most of them would normally be idle at this period of the year. The exploitation and development of this fishery therefore provides for the economic use of an expensive plant at a time when otherwise it would be unproductive and the lucrative employment of labor which under previously existing conditions often would be idle.

In addition to the industrial results, a new and excellent animal food has been placed within reach of the consumer, and the presentation of this phase of the subject will be continued as the supply of tilefish becomes more nearly equal to the demand already created.

HOLT.

Advise Your Customers for Mutual Profit

Advise your dairymen customers to use

"Dandelion Brand" Butter Color

"Dandelion Brand" makes their butter sell for more money. Your profits from its sale are generous.

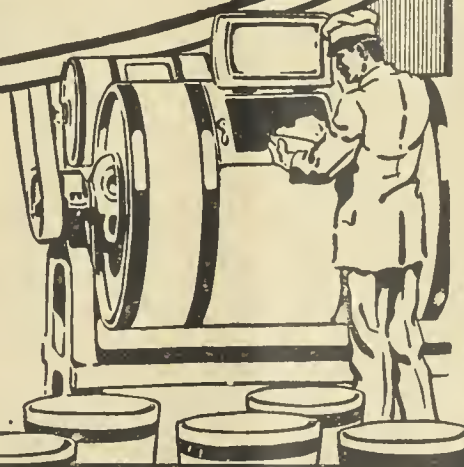


We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.

Burlington, Vermont, and 200 Mountain St., Montreal, Canada

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand

The color with



Butter Color

the golden shade

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

December.

The American Magazine.

Fairy Soap, one page.
Bon Ami, third page.
Edgeworth Tobacco, third page.
Whitman's Chocolate Products, third page.
Packer's Tar Soap, third page.
Ivory Soap, one page.
Tuxedo Tobacco.

The Century Magazine.

Fairy Soap, one page.
Pear's Soap, one page.
Shredded Wheat, one page.
Campbell's Soups, one page.
Whitman's Chocolates, etc., half page.
Crystal Domino Sugar, quarter page.
Ivory Soap, one page.
Baker's Cocoa, one page.

Collier's Weekly.

Campbell's Soups, half page.
Postum, quarter page.
Swift's Premium Bacon, quarter page.
Sterling Gum, four inches.
Pettijohn's, five inches.
Eagle Brand Condensed Milk, eighth page.
Heinz Minced Meat, three-quarters page.
Bull Durham Tobacco, one page.
Cream of Wheat, one page.
Quaker Oats, one page.
Dromedary Dates, four inches.
Diamond Nuts, quarter page.
Tuxedo Tobacco, one page.
Sterling Gum, four inches.
Three-in-One Oil, quarter page.
Eagle Brand Condensed Milk, eighth page.
Gluten Flour, one inch.
Prince Albert Tobacco, one page.
Velvet Tobacco, one page.

Delineator.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Wool Soap, quarter page.
Dromedary Cocoanut, eighth page.
Gold Medal Flour, one page.
Pompeian Olive Oil, one inch.
Armour's Star Ham and other products, half page.
Crisco, quarter page.
Royal Baking Powder, half page.
Dromedary Dates, quarter page.
Heinz Mince Meat, three-quarters page.
Blue Label Ketchup, eighth page.
Lea & Perrin's Sauce, four inches.
Parrot Polish, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Knox Sparkling Gelatine, quarter page.
Fairy Soap, one page.

Swift's Premium Calendar, quarter page.
Wear-Ever Aluminum, eighth page.

Designer.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Crisco, quarter page.
Wool Soap, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Postum, quarter page.
Royal Baking Powder, half page.
Dromedary Dates, quarter page.
Lea & Perrin's Sauce, four inches.
Burnham & Morrill Fish Flakes, four inches.
Parrot Polish, eighth page.
Pettijohn's, six inches.
Knox Sparkling Gelatine, quarter page.
Pompeian Olive Oil, one inch.
Blue Label Ketchup, eighth page.
Swift's Premium Calendar, quarter page.
Dromedary Cocoanut, eighth page.
Gold Medal Flour, one page.
Wear-Ever Aluminum, eighth page.
Fairy Soap, one page.

Everybody's Magazine.

Ivory Soap, one page.
Postum, one page.
Tuxedo Tobacco, one page.
Velvet Tobacco, one page.
Three-in-One Oil, quarter page.
Crystal Tobacco, quarter page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Whitman's Chocolate and Bon Bons, half page.
White House Coffee, half page.
Crystal Domino Sugar, four inches.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.
Atwood Grape Fruit, three inches.

Ladies' World.

Cream of Wheat, one page.
Campbell's Tomato Soup, half page.
Wool Soap, quarter page.
Dromedary Cocoanut, eighth page.
Postum, quarter page.
Stereo Cubes, eighth page.
Morton's Salt, quarter page.
Rumford Baking Powder, quarter page.
Old Dutch Cleanser, quarter page.
Borden's Eagle Brand Condensed Milk, quarter page.

Royal Baking Powder, half page.
Luden's Cough Drops, eight inches.
Teco Self-Rising Buckwheat Flour, eighth page.
Burnham & Morrill Fish Flakes, four inches.
Knox Gelatine, quarter page.
Carnation Milk, quarter page.
Atmore's Plum Pudding, one inch.
Pettijohn's Bran with Rolled Wheat, five inches.
Sani-Flush, five inches.
Moxie, two inches.
Gluten Flour, one inch.
Pompeian Olive Oil, one inch.
Cox's Gelatine, one inch.

Ladies' Home Journal.

Gold Medal Flour, one page.
Ivory Soap.
Crisco, quarter page.
Armour's, half page.
Eagle Brand Condensed Milk, quarter page.
Snider's Catsup, one page.
Campbell's Soups, half page.
Procter & Gamble's White Naphtha Soap, quarter page.
Towle's Log Cabin Syrup, one page.
Royal Baking Powder, half page.
Stereo Cubes, eighth page.
Blue Label Ketchup, eighth page.
Sunkist Lemons, one page.
Dromedary Dates, quarter page.
Parrot Polish, eighth page.
Kitchen Bouquet, two inches.
Ralston Wheat Food, half page.
Lea & Perrin's Sauce, four inches.
Beech-Nut Tomato Catsup, quarter page.
Pettijohn's Bran, five inches.
Sunshine Biscuits, quarter page.
Burnham & Morrill Fish Flakes, four inches.
Jell-O, quarter page.
Fairy Soap, quarter page.
Maillard Chocolates, one page.
Sani-Flush, five inches.
Knox Gelatine, one page.
Heinz 57 Varieties, three-quarters page.
Sun Maid Raisins, one page.

McCall's Magazine.

Cream of Wheat, one page.
Ivory Soap, one page.
Postum Cereal, third page.
Shredded Wheat, third page.
Eagle Brand Condensed Milk, third page.
Fels Naphtha Soap, third page.
Swansdown Cake Flour, three inches.
Royal Baking Powder, two-thirds page.
Swift's Premium Products, eight inches.
Dromedary Cocoanut, two-thirds page.
Pompeian Olive Oil, one inch.
Burnham & Morrill Fish Flakes, four inches.
Kitchen Bouquet, three inches.
Crisco, half page.
Knox Gelatine, half page.
Sani-Flush, sixth page.
Pettijohn's Bran, five inches.
Gold Dust, eight inches.
Kornlet, three inches.
Jell-O, one page.

McClure's.

Fairy Soap, one page.
Royal Baking Powder, one page.
Baker's Breakfast Cocoa, quarter page.
Ivory Soap, one page.
Campbell's Soups, half page.
Eagle Milk, quarter page.
Postum, quarter page.
Whitman's Chocolates, one page.
Heinz Mince Meat, three-quarters page.
Horlick's Malted Milk, two inches.
Beech-Nut Tomato Catsup, half page.
Crystal Domino, four inches.

Cream of Wheat, one page.
Old Dutch Cleanser, one page.

Pictorial Review.

Cream of Wheat, one page.
Crisco, one page.
Campbell's Soups, half page.
Postum, quarter page.
Armour's Veribest Mince Meat, half page.
Royal Baking Powder, half page.
Dromedary Dates, quarter page.
Lea & Perrin's Sauce, four inches.
Pettijohn's Bran, six inches.
Burnham & Morrill Fish Flakes, quarter page.
Blue Label Ketchup, eighth page.
Knox Gelatine, quarter page.
Beech-Nut Tomato Catsup, quarter page.
Sani-Flush, six inches.
Old Dutch Cleanser, one page.

Saturday Evening Post.

Prince Albert Tobacco, one page.
Blue Label Ketchup, eighth page.
Diamond Brand California Walnuts, half page.
Dri-Foot, quarter page.
Sterling Gum, half page.
Dromedary Dates, third page.
Lowney's Chocolates, quarter page.
Fairy Soap, one page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Scot Tissue Towels, half page.
Duke's Mixture Tobacco, half page.
Pompeian Olive Oil, one inch.
Maillard Chocolate Products, quarter page.
Beech-Nut Tomato Catsup, quarter page.
Sterling Gum, four inches.
Towle's Log Cabin Syrup, one page.
Burnham & Morrill, Fish Flakes, four inches.
Sani-Flush, eighth page.
California Sun Maid Raisins, one page.
Bull Durham Tobacco, one page.
Crisco, one page.
Goblin Soap, quarter page.
Stereo Cubes, eight inches.
Sterling Gum, one page.
Barrington Hall Baker-ized Coffee, quarter page.
Hawaiian Pine apple, one page.
Velvet Tobacco, one page.
Whitman's Products, quarter page.
Dri-Foot Shoe Waterproofing, quarter page.
Prince Albert Tobacco, one page.
Campbell's Soups, half page.
Three-in-One Oil, quarter page.
Quaker Oats, half page.
Sterling Gum, four inches.
Duke's Mixture Tobacco, half page.
Kellogg's Toasted Bran Flakes, three inches.
Tuxedo Tobacco, one page.
Beech-Nut Catsup, quarter page.
Velvet Joe Tobacco, one page.
Underwood Deviled Ham, quarter page.
Heinz Mince Meat, one page.
Pettijohn's Bran, six inches.
Pompeian Olive Oil, one inch.

The Outlook.

Swift's Premium Bacon and Ham, one page.
Postum, one page.
Bull Durham, one page.
Bon Ami, one page.
Puffed Wheat and Rice, one page.
Royal Baking Powder, one page.
Ivory Soap, one page.
Three-in-One Oil, quarter page.
Pettijohn's Bran, six inches.
Shredded Wheat, one page.

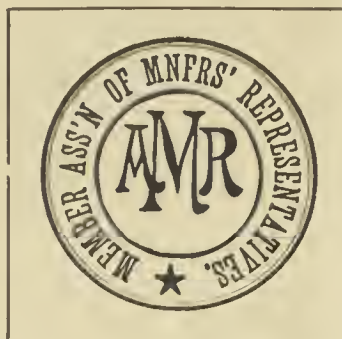
Woman's Home Companion.

Gold Medal Flour, one page.
Crisco, one page.
Wool Soap, quarter page.
Goblin Soap, quarter page.
Armour's Grape Juice, half page.

This Order Guaranteed Genuine

MEMBER
AMERICAN
SPECIALTY
MANUFACTURERS'
ASSOCIATION

Wording of stamp of the American Specialty
Manufacturers' Association



Facsimile of stamp of Philadelphia Association
of Manufacturers' Representatives

This Is a New Thought

Here's something else about the specialty stamps which hasn't been mentioned yet: The American Specialty Manufacturers' Association, which directly or indirectly both of the stamps represent, is working busily to establish a new business code which will allow the manufacturer, the jobber and the retailer to live in peace and friendliness, each one carefully refraining from doing anything which will injure the others.

You must be in sympathy with that. All the concerns that use the above stamps are members of the American Specialty Manufacturers' Association or are working with it. Show your sympathy with the cause—and at the same time protect yourself, by signing only orders bearing one or the other of the above stamps.

THIS IS THE ADVERTISEMENT OF

Franklin Sugar Refining Co., Philadelphia, Pa.
Shredded Wheat Co., Niagara Falls, N. Y.
Fels & Co., Philadelphia, Pa.
Puritan Food Products Co., Inc., Chicago, Ill.
Seaboard Rice Milling Co., Galveston, Texas
Hills Brothers Co., New York, N. Y.

B. J. Johnson Soap Co., Milwaukee, Wis.
Scott Paper Co., Philadelphia, Pa.
Franklin Baker Co., Philadelphia, Pa.
Philadelphia Match Sales Co., Philadelphia, Pa.
Chas. W. Young & Co., Philadelphia, Pa.
Freihofer Baking Co., Philadelphia, Pa.

Campbell's Soups, half page.
 Royal Baking Powder, half page.
 Eagle Milk, quarter page.
 Swift's Premium Products, half page.
 Postum, quarter page.
 Lea & Perrin's Sauce, four inches.
 Heinz 57 Varieties, three-quarters page.
 Fairy Soap, quarter page.
 Sani-Flush, four inches.
 Dromedary Coconut, quarter page.
 Knox Gelatine, quarter page.
 Blue Label Ketchup, eighth page.
 Wear-Ever Aluminum, eighth page.
 Burnham & Morrill Fish Flakes, four inches.
 Pompeian Olive Oil, one inch.
 Pettijohn's, five inches.
 Snider Catsup, one page.

The Woman's Magazine.

Old Dutch Cleanser, one page.
 Ivory Soap, one page.
 Dromedary Coconut, eighth page.
 Pettijohn's, five inches.
 Crisco, quarter page.
 Royal Baking Powder, half page.
 Wool Soap, quarter page.
 Dromedary Dates, quarter page.
 Lea & Perrin's Sauce, four inches.
 Blue Label Ketchup, eighth page.
 Wear-Ever Aluminum, eighth page.
 Gold Medal Flour, one page.
 Parrot Polish, eighth page.
 Burnham & Morrill Fish Flakes, three inches.
 Knox Gelatine, quarter page.
 Swift's Premium Products, quarter page.
 Fairy Soap, one page.

The Youth's Companion.

Baker's Cocoa, four inches.
 Three-in-One Oil, six inches.
 Crisco, quarter page.
 White House Coffee and Teas, eight inches.
 Quaker Oats, half page.
 Baker's Cocoa, four inches.
 Pettijohn's Bran, five inches.
 Three-in-One Oil, two inches.
 Libby's Products, one page.

Yeast and Fleischmann

¶ When your average customer thinks of yeast, she recalls the name Fleischmann.

¶ That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

SALESMEN WANTED

We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 59% of the Grocers of the country.

An Excellent Opportunity for men with proven selling abilities.

For particulars, apply

STAR EGG CARRIER & TRAY MFG. CO.
 Rochester, N. Y.

The Grocery Markets

Tea.

The tea market is quite active. Importers who have good stocks report steady regular demand at full prices. No change has occurred in values during the week and none is immediately in sight. There has been some loss of Ceylons by sinking of ships and this has tended to make the London market, which has been rather weak, a little firmer, but has not caused any actual change in prices as yet.

Coffee.

The undertone of the market for Rio and Santos coffee is heavy and it is by no means unlikely that prices will decline in the near future. This refers principally to Santos, which remains unchanged for the week. Rio 7s are fairly steady, being relatively not so abundant. There is plenty of coffee around and the general feeling is not especially strong for the near future. Milds are firm and are ruling on such a comparatively high basis that they may not go higher. The demand is fair. Java and Mocha unchanged; fairly active.

Sugar.

The sugar market continues to present an appearance of squeezing, owing to the lack of raw sugar on spot. The week closed, however, somewhat easier. The Cuban crop promises to be much larger than last year, but it can hardly be available in large quantity for a month or six weeks, and until it is available there will be a very decided scarcity of raw sugar on the spot. Raw sugar sold during the week at as high as 5.39 cents, but the week closes around 5.02 cents. The only chance of getting raw sugar for our immediate wants is from Cuba. Refined granulated sugar is about unchanged for the week, almost all the refiners asking 6.15 cents. Domestic beet granulated sugar is playing a very important part in the market this year. If it were not for that, prices would be very materially higher. Refiners of beet granulated had a larger crop of beet sugar this year than last and they are making enormous profits. Beet granulated is quoted up to 5.95 in the East. The consumptive demand for sugar is poor.

Fish.

There has been no change in the fish market during the week. Mackerel is still very scarce and very high; demand light. Cod, hake and haddock are unchanged; fair demand. Salmon of all grades remains as it was a week ago; demand moderate. Domestic sardines are about unchanged on last week's basis. Imported sardines still scarce and high.

Syrup and Molasses.

On account of the advancing corn market glucose advanced ten points during the week, and compound syrup is firm in sympathy. Sugar syrup shows

no particular change. Prices are still comparatively high and the demand light. The supply of all grades of molasses, except the very cheapest, will this year be seriously curtailed. The Louisiana sugar crop to begin with was much less than usual, and refiners are cutting all the sugar out of their syrup, which reduces the available supply of fine molasses. High grade New Orleans molasses is now bringing about 4 cents per gallon above normal.

Canned Goods.

The tomato market shows a further advance, and Maryland 3s, standards, f. o. b. factory, cannot now be obtained under 95 cents in a large way. The publication of the figures covering pack of 1915 have greatly strengthened the situation. The demand is fair. Corn is unchanged from a week ago; demand fair. It develops that this year's pack of peas was about a million cases more than last year's. The market is heavy and dull. Apples are unchanged and quiet. California canned goods are moving sluggishly from first hands, although in fair demand from second hands. Prices unchanged. Small Eastern staple canned goods unchanged and dull.

Dried Fruits.

Prunes are a little easier in the East, as second hands holders are still offering them at a shade below the Coast market. The Coast is about unchanged. Peaches and apricots show no change for the week; demand light and prices firm. Raisins are unchanged and quiet. Currants are extremely scarce and begin to show signs of disappearing from the market. Prices are very high and firm. Fard dates are pretty well cleaned up and are bringing about a cent above the opening. They are unusually scarce, although there are plenty of Halloween dates.

Beans and Peas.

Pea beans are still high and firm, prices being about unchanged from a week ago. Marrows are about unchanged, although they may be just a shade easier and cheaper. The market is still high, however. California limas are a little firmer on the Coast but unchanged in Eastern markets. Green and Scotch peas unchanged and dull.

Butter.

The make of butter is very light and the market is firm with a good consumptive demand. Prices show an advance of 1 cent per pound during the week. The quality of the butter now arriving is good for the season, and the situation is generally healthy. The trade look for continued good consumptive demand with prices about unchanged. Under grades of butter are in fair demand at proportionate values.

Eggs.

Fresh eggs are a cent a dozen higher for the week and with a good consump-

tive demand. The storage eggs are steady and unchanged with a moderate demand. Receipts of new laid eggs are very light and are being absorbed on arrival.

Cheese.

The cheese market is very firm at an advance of $\frac{1}{4}$ cent a pound. The consumptive demand is good. There is some export trade also, which helps to strengthen the situation. The receipts of cheese are light, as the factories are mostly closed for the season. The outlook is rather firm and if there is any change it probably will be slightly upward.

Provisions.

Everything in smoked meats is steady and unchanged with a light consumptive demand. Pure lard is unchanged in price, but firm; demand fair. Compound shows an advance of $\frac{1}{4}$ cent, due to the large demand for cottonseed oil. Barreled pork, dried beef and canned meat are all steady and unchanged.

INDIVIDUAL MARKET REPORTS

Imported Fish Specialties.

There is little to be reported in the herring market. Owing to the extraordinarily high prices prevailing this season, herrings are selling in a hand-to-mouth way only, but are selling nevertheless. The catch of milk and roe herrings has just started in Norway as we are advised by cable by our agents, and prospects for the fishing are said to be very good, as a much larger number of fishing boats are engaged in the catch this season than usual. At the same time, even if the catch should be very large, there is sure to be an extraordinarily large demand, principally from the countries now at war. Prices for herrings ruling in Norway this season have been twice and three times as high as in ordinary seasons. For the reason the Norwegian Government has just decided to put an export duty on herrings of all kinds, the revenue of which is intended to be used in such way as to enable the Norwegian population to buy herrings for home consumption at a more reasonable figure. The export duties on herrings are as follows: Fat herrings, kr. 4.00, equal to \$1.12 per barrel. Milk and roe herring, kr. 1.50, equal to 42 cents per barrel. Spring herrings, kr. 1.00, equal to 25 cents per barrel.

No export duty is to be collected on Iceland herrings, but stocks of those are very nearly exhausted in Norway.

During the past week nothing has been added to the stock of Portuguese, French and Norwegian sardines, and the enormously high prices now prevailing for these commodities prevent the import thereof. The winter fishing of sardines in Norway has just started but so far has given practically no results. At the same time we are informed by our agents in Norway that the demand for canned sardines from the countries now at war has somewhat abated, and it is therefore hoped that if the winter fishing should turn out to be good, that prices will become somewhat more reasonable, although of course we cannot reckon with low prices this season. Stocks here are very much depleted and new supplies are badly needed, but will not be brought over unless prices are more reasonable. The trade here seriously objects to paying those extremely high prices. Portuguese and French, which are in scarce supply, are held at high prices and are in very few first hands; in fact, just a little spurt on the part of buyers.

ould clean the market thoroughly very tickly.

STROHMEYER & ARPE Co.
New York.

Government to Re-open Question Whether Cased Hams and Bacon Are in Package Forms.

hearing Announced for February 2 to Reconsider the Question, Although Government Has Always Taken the Position That They Need Not Be Labelled as Package Goods.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 9, 1915.

A hearing on the question whether single hams and single sides of bacon which are wrapped covered with paper, cloth or gelatin are "in package form" will be held in the Bureau of Chemistry, 6 B street, S. W., Washington, D. C., at 2 P. M., February 2, 1916. The net weight amendment to the Federal Food and Drugs Act provides that an article of food in package form shall be considered misbranded within the meaning of the act if the quantity of the contents is not plainly marked on the outside of the package. The Depart-

ment of Agriculture has already expressed the opinion that hams and single sides of bacon covered, as is customary in the trade, with paper, cloth or gelatin are not "in package form" within the meaning of the amendment. This opinion has been published as Opinion 17 in Service and Regulatory Announcements No. 6 of the Bureau of Chemistry, issued July 17, 1914. It was also embodied in a circular letter from the Bureau of Animal Industry dated September 1, 1914, issued for the guidance of inspectors at packing establishments throughout the country.

Recently the Department has received requests for a reconsideration of this question and a public oral hearing on the matter has been set for February 2d. All interested in the subject are invited to attend the hearing and make such representations as they desire. Those who are unable to attend in person may submit their views in writing. Such communications should be addressed to the Chief of the Bureau of Chemistry, United States Department of Agriculture, Washington, D. C.

HOLT.

The Disappearing Store Loafer.

A writer on the disappearing store loafer has the following to say about the efforts of country merchants to get rid of them:—

This store loafer is an old-time subject with the writer. Something like a year ago I called at the country store of a regular customer. His wife, a neat little old lady, was scrubbing around the stove that morning and was not in as pleasant frame of mind as usual. She stopped her work long enough to shake hands and tell her troubles. She always kept an empty tobacco caddy behind the stove, newly filled with ashes each morning, for a cuspidor, but allowed that she would be obliged to get something larger, as some of the tobacco chewers

couldn't see that one. Before I left the store that morning I printed a good, plain, loud sign that read, "Look in this box and Spit Where You Look." Later on she told me it had proved a winner, as everyone smiled and took a tumble that it meant him.

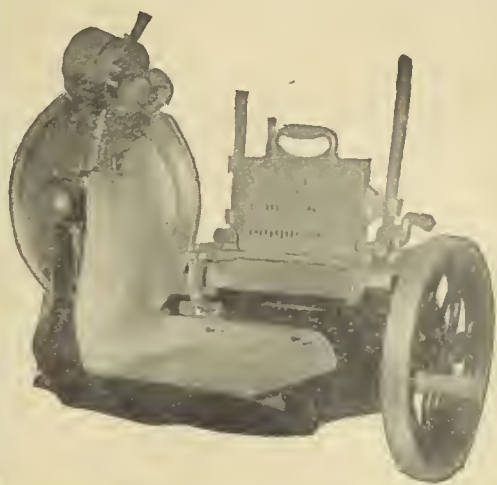
I have in mind a good old customer who has a sign behind the stove where stands a large spittoon that reads, "Spit on the Floor and I'll Mop It Up, but Trade Here." This customer told me that that sign worked bully and that he hadn't been obliged to mop out in two years.

I call to mind another sign in the store of F. G. DeHart, at Vickeryville, that reads:—

"If you spit on the floor at home do it here. We want you to feel at home."

Establish Your Store as a Quality Center INSTALL

"The World's Best Slicer"



Watch your sales and bank balance grow and the waste disappear. Ask any of the 75,000 users.

Beware of fraudulent agents and imitations. Every machine absolutely guaranteed.

Write to-day for free demonstration.

U. S. Slicing Machine Co.

1024 Arch St., Philadelphia

"Profit follows the demand." The profit on nationally advertised brands, when the work and cost of selling are considered, is larger than the profit on any unknown brand, also when the work and cost of selling are considered. Never forget to compare the ease of selling when you compare the profit on two brands.

"Profit follows the demand."

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Did You Know Us Last Christmas?

¶ If you did and have kept up your acquaintance with us during the year, this Christmas ought to be better than last.

¶ We mean this—that if you have been buying **Teas and Coffees** of us by mail this year, you have more money than if you had bought through salesmen. You have that part of your cost which would have gone to pay salesmen's salaries.

¶ If you are thinking we're merely talking to hear ourselves, send in a sample of **Tea and Coffee** for us to match and quote.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK
ESTABLISHED 1897

Why We Can Guarantee Against Spoilage

The filthiest thing on earth is rennet if made carelessly and under unclean conditions.

If you could see some commercial rennets made you wouldn't let them enter your store.

* We guarantee to the absolute limit the perfect cleanliness of James T. Shinn's **Liquid Rennet**, but we have other proof that it's clean—we guarantee it not to spoil. We wouldn't dare guarantee an unclean rennet that way.

James T. Shinn's **Liquid Rennet** will also coagulate milk in 2—5 minutes, and in every way will satisfy your most exacting customer.

Costs you \$1.50, sells for \$3.00. Order some now, before you forget it. All jobbers.

Shinn & Kirk
1400 Spruce St., Phila.

The New York Letter

Enormous Cuban Sugar Crop Will Bring Prices Down When It is Available. Five-and-Ten Cent Stores Now Selling Meats. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, December 10, 1915.

Considerable excitement was engendered here by the publication during the week of the latest report by an authority on the Cuban sugar crop which is about to be harvested. A well known Havana sugar buyer placed it at 3,175,000 tons, which is an enormous production. Last year it was 600,000 tons less than this. Unusually heavy planting is said to be the cause together with the making of new arrangements for grinding more cane than could be done before. It is generally admitted that as soon as this enormous crop becomes available for the trade of this country prices will decline. At present, however, there is of course none of this sugar available and it probably will not become available for at least a month. The prospect is being discounted somewhat, however, and the market closes the week somewhat easier.

A move which is certainly a sensational revolution has been made by one of the 5-and-10-cent store concerns, which are operating chains of these establishments in large cities of the East. The move is to put meat in these stores, and that has been done in New York City already. About half a dozen 5-and-10-cent stores have offered meat for sale within the week at 5 and 10 cents per pound, or half pound, as the case may be. It is undoubtedly the most sensational development in the 5-and-10-cent store proposition that has ever been made.

Commissioner Jos. Hardigan, Chief of the local Weights and Measures Department, has evolved a new scheme of enforcing the net weight law. Its important features are as follows:—

1. The Bureau will send out to dealers in every kind of merchandise, retail, wholesale and manufacturers, a circular calling attention to the existence of the law and a copy of the law itself, with instructions that he may obtain further information if desired at the offices of the Bureau.

2. The inspector who examines merchandise in a store and finds that it does not comply with the net weight container law will leave with the merchant a circular, inviting him to call at the Bureau to explain the presence of improperly marked goods in his stock. There will be no compulsory attendance. The dealer must come voluntarily. But if he fails to appear at the time specified his absence will be taken as indicating that he violated the law intentionally, and prosecution will follow. Four offices in different boroughs will be used for this examination work, and advice will be given as to how dealers may meet the law's requirements.

3. In addition to these two features, the plan will include an educative campaign through a course of lectures, in which an effort will be

made to point out to dealers that by marking their merchandise properly they will be the gainers, as well as will their consumers. The chief advantage which will develop for them will be that they will no longer sell blindly, as at present, but will know exactly what they are distributing.

This plan has evoked a great deal of favorable comment, inasmuch as it appears to be aimed to prevent violations of the law rather than to allow a merchant to make violations and then prosecute him.

SUMMARIZED MARKET CONDITIONS.

Tea quiet, largely on account of the holiday season; prices unchanged.—Coffee dull and about unchanged on last week's basis. Milds quiet without feature.—Sugar very nervous and unsettled. The raw market has touched 5.49, but closes the week a shade off. Refiners are quoting 6.15 for granulated. The general feeling not quite so strong.—Tomatoes firm and show an advance of about 5 cents per dozen for Maryland 3s. Pack figures are responsible. Corn, peas and other canned goods unchanged. Canned salmon unchanged and quiet. Domestic sardines steady to firm. Fair seasonable demand.—Spot prunes continue to be easy on account of second hands selling below Coast basis. The Coast market unchanged and quiet. Other dried fruits unchanged with most lines strong. Raisins the only exception.—Wheat closes at a decline for a somewhat fluctuating week.—Flour in light demand and weaker.

CORRESPONDENCE.

Mr. Heffner and the State Association's Endorsement of Him for Public Service Commissioner.

Lock Haven, Pa., Dec. 4, 1915.
To the Editor.

Dear Sir:—I have read with considerable interest your article in the "Modern Merchant and Grocery World" regarding my endorsement by the State Merchants' Association for the vacancy on the Public Service Commission.

As you were evidently not in possession of all the facts in the case when you published that article, I would ask that you give the following your earnest consideration, and if possible that you give us your support in our fight for recognition of the business interests of the State on this very important Commission.

In the first place I do not need the job, as I have built up a business here, which has earned me for ten years or more a remuneration equal to the salary paid these Commissioners. Under the circumstances my accepting this position if it is tendered to me would be a considerable sacrifice, as it would necessitate giving up my business into which I have put twenty years of hard work, and would take me away from my home for three or four days of every week.

I am a candidate for this position for the following reasons: First, because I believe that my experi-

ence in business and in civic affairs here would enable me to render efficient service to the people of this State. Second, because I believe that the business interests of this State are large enough and are effected so much by the work of this Commission that they are entitled to representation on it. Third, I have been at the head of my profession in this State, at the head of different organizations and movements here for the betterment of this section, and believe that this position would afford me an opportunity for advancement that I could not hope to obtain in any other way.

Now, Mr. Buckley, you must appreciate the full force of the old saying that "a house divided against itself must fall," and as you are one of the big association men of the State, and representative of a very influential element in our work, I would like to have you with us in this fight.

I would be pleased to have you investigate my record, and if you find me worthy would like to have you write the Governor favoring my appointment on this Commission.

I am sending you in this mail copy of proceedings of the Pennsylvania Pharmaceutical Association for last year, during which time served as president, and I am also enclosing memorandum covering my qualifications.

I am looking forward to meeting you personally on my next visit to Philadelphia, and with fraternal regards I wish to remain,

EDGAR F. HEFFNER.

This letter is called out by editorial comment in a recent issue upon the request of Secretary A. M. Howes, of the Pennsylvania Retail Merchants' Association, that ever local secretary in the State wire the Governor endorsing Edgar F. Heffner, of Lock Haven, Pa., for Public Service Commissioner. The paper said this at the time:—

Now Edgar F. Heffner may be the best man in Pennsylvania for this job and he may be the worst. Certainly some of the secretaries who are asked to endorse him will not know which. It is just possible that none may know which. Suppose they thus inadvertently endorse an utterly unfitted man—is the position of the organized retail merchant improved with the Governor of the State?

No organization ought to take a stand with one candidate unless it knows all about all the candidates.

In his letter Mr. Heffner makes out a pretty good case for himself. He seems to be a man well fitted for the position. But he should not have been called on to give this information about himself, which he now have for the first time. The State Secretary should have given it when he asked local secretaries for their support.

New Grade ATMORE'S MINCE MEAT in Bulk

"BEATS everything how well 'Extra Family' (Blue Label) brand sells in bulk.

"Of course, it has all that delicious richness, purity and flavor that the brand par excellence of all Mince Meat ought to have. It was formerly only packed in glass."

*20-pound and 40-pound kits.
Also bbls., halves and quarters*

ATMORE & SON

Since 1842
Philadelphia



Cold Weather Specialties

*Fresh Sausage,
Scrapple,
Souse,
Liver Pudding*

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA



Merry Christmas, Friends.

Merry Christmas and much obliged for what you sent me last Christmas and what I suppose you're going to send me this Christmas.

My address for presents will be the same as last year, the Ritz-Carlton. Those what bring their presents come right in the front way. If any of them flunkers try to stop you, soak 'em one. Come right on up to my room without taking off your rubbers.

Those what send their presents will please pay the freight in advance. I'll never forget that barrel of potatoes I got from California last year. The freight was \$11.96. The potato market was \$3.75 or something like that. I ain't got much taste for gold-plated potatoes.

Don't send any fur coats, as I've got seven from last year. I'd just as soon you wouldn't send any animals, either. I've got enough animals in my own family. Animals eat too much.

Last year some fellow that didn't like my face sent me an animal that I thought was an Angora cat. It turned to be a cat all right, but not an Angora. It was a pole cat. That was one hen of a joke, that was.

Funny thing about that pole cat. I wished it on to somebody else and after a little while it married an ordinary cat. Heaven was good to 'em and they had eight kittens, all born with the little squirt guns that pole cats have. The fellow I gave it to, said those four kittens got so they would sit on the fence and yowl and dare people to come and move 'em off.

I stayed over night with a cousin of mine last week. He's in the grocery business—got a little store in a busy place of about 146 people. Some stir when the last mail gets in, believe me—everybody turns out.

Me and him got to talking about Christmas and giving Christmas

presents to customers. He got into it a couple of years ago—gave a little picture with a calendar on it—cost him \$50. Last year he cut it out and got some slurs thrown at him, though it didn't cost him any business, for he's got the only store in the village. Ain't it great to be in that position? Gee!

He was wondering what to do this year. I told him I wouldn't do a thing. The more you give people the more they expect you to give 'em. He was going over some of the nuts that he had among his customers.

"If I could really give some of my customers what I'd like them to have," he said, "I could die happy, but I feel they wouldn't stand for what I want to give them."

"What d'ye mean?" I said. Then he told me of some of the fool stunts some of 'em did.

"All right," I said, when he'd finished, "take that old cuss that always pokes his fingers in the meat." He had an old farmer with skinny fingers about six inches long and smelling of horse and cow with a dash of dog. His way of sizing up meat was to stick one of those ten-penny-nail fingers into it in about six places. Sometimes he'd buy it and sometimes he wouldn't.

"Take that old cuss," I said. "I'd hire some big brute and tell him not to cut his forefinger nail for two or three weeks. When it was about an inch long I'd have him file it to a point; then I'd give him a dollar to hold the old farmer up some night, cut a hole in his shirt and poke that finger nail into his ribs hard fifty times.

"Take the old maid with the nose," I went on. Another one of his curiosities was an old girl that always came in the store in winter time with a drop on the end of her nose. He caught his two clerks betting one day on whether it would drop while she was in the store.

The fellow that bet it would, won the bet. It dropped while she was leaning over a box of crackers. Oh me! Oh, my! Mostly it drops, although once in a while, after she's been practicing, she manages to hold it until she gets out. But the worry over whether it'll drop or not, and if so, where, he said was something fierce. I can believe it, too.

"Give her a little pink nose bag," I said. "She could tie it fast to her ears. It could have a little sponge inside and would be real convenient. Besides saving the stock."

There was another woman he told me about. Everybody hated to see her come in the store, for she talked so fast and so blamed loud

that business had to stop till she'd went out.

"You could give her a canton flannel mouth gag," I said, "or a little calendar with something like this printed on it: 'My trouble is that I talk too blamed much. If I don't learn to keep shut somebody will kill me.'"

"Every one useful," I said, "and calculated to help business. Wouldn't cost much, either."

"My trade aren't all that way," he said, "everybody has some bad eggs among his customers. If I had my way I'd give some of my people—one old lady in particular—a crown of gold. She's a saint if ever there was one. This whole year she's been buying stuff for people who are poorer than she is. I know she can't afford it—all she's got is a widow's pension and one little property here in town. I'd give her something real."

"Well, go to it," I said, "that's the kind of people ought to get Christmas presents." So they are too. If I could do it I'd never give a blamed thing to the hairpin that expects it and gets sore if he don't get it. All he ought to get on Christmas morning is a nickel worth of ice.

THE STROLLER.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

From 7 Till 6.—These are the working hours, Saturday excepted, of the modern grocery clerk. Not many years ago it was 7 (sometimes 6) till 8, 9, 10 and Saturdays midnight. Even at that, some of us managed to get through a couple of books a month.

If that could be done in the days of all work and no play, what can't you accomplish with from 15 to 18 hours a week additional spare time?

Spend just one hour an evening on history alone, and at the end of a year you will have gained an education that will broaden and brighten your life and that will attract to you the friendship and high regard of men and women in whose company you will meet refinement and in whose conversation and example, knowledge and inspiration.

It's pitiable to see the time wasted by young fellows after business hours—aimless street wandering, pool playing, attending cheap, silly shows, setting around a cigar store. Such habits are

not only stupid, but they're sinful—sinful because the brain which Divine mind decreed for you is capable of vast development.

It's like folding a bag or wrapping a bundle or folding back a sack of nuts the first time you tried to do these things you made a bungling job of it but you kept on and on until your work represented neatness and expertness.

Thus the brain. We must command it. It's there for that purpose and it's a wonderfully willing servant.

Never muddle it or contort it with booze. It's about as easy to get to heaven on the devil's back as get ahead in life with the whiskey habit.

If you have a good job and you are hitting it up on the quiet, it won't be long before you'll have all the time you want—and more, to swap stories with the bartender.

This writer knows what it means to be in and out of the depths.

Does This Mean Cream of Wheat?

Wheat and Flour Man Buys Package of Wheat Breakfast Food, Probably Cream of Wheat, and Finds That Consumer Who Pays Fifteen Cents for it is Paying for Wheat at Thirty-two Dollars Per Bushel, While the Farmer Gets Eighty Cents.

Some reference has been made in past issues to the enormously profitable business of the Cream of Wheat Co. which, as exposed in a recent New York court trial, has been doing nothing more than packing wheat middlings in cartons under a fancy name. Though the grocer, even at the full price of Cream of Wheat, makes practically no profit whatever, the company is one of the most sensational and profitable in the United States. We do not know that the following, which is an extract from a letter appearing in the "American Farmer" refers to Cream of Wheat, but we suspect that it does:—

Let us go to the grocery store, so that as the shutters are taken down, we get something as a breakfast. We do go and we point to a beautifully done up package, quite fancy and all that, and we pay fifteen cents, and not noting the lightness of the package, because of the other items in the paper bag, we arrive home. "Just for this we carefully weigh contents, of the carton (so neat—even empty) and we find that we have paid for our 15 cents just four and a half ounces of a wheat breakfast food. And at our leisure, over our breakfast, we take our pencil and do some figuring, and the more we figure the more we feel as if we had been Fletcherizing the real, green dollar bill fabric, per pound for our breakfast. Four and a half ounces of wheat for 15 cents at the rate of 3 1/3 cents per ounce, gives us a cost of 53.34 cents per pound, and again, at the rate of 10 cents per bushel, the total is about as close to \$32 per bushel as figures can go. Figure it for yourself—4 1/2 ounces of any wheat breakfast food for 15 cents, 60 pounds of wheat to the bushel, and it will land up against \$32 per bushel for the wheat you are eating. Normally, presuming that the wheat used was No. 1 Northern, or Durum, the farmer gets 80 cents per bushel for that wheat at the elevator and, deducting this 80 cents from the grocer's price over the counter, we have \$31.20 per bushel to divide up along the "mid-western route." In other words, we have an 80-cent-per-bushel cause at the elevator, and a \$32-per-bushel at the grocery store. Life is so short to figure out who gets the share of the \$32 per bushel, somebody gets it, that's sure certain. Did it all go to the grocer, not so many of them would be in the hands of the retailers to-day. There is plenty to go around to satisfy all the middlemen in the transaction, 4,000 per cent advance on the initial price at the elevator.

We can tell this correspondent that he got the \$32 per bushel, pro-

vided he means Cream of Wheat—the Cream of Wheat Co. got it. The grocer got almost none of it; even at 15 cents he just about came out whole.

The "American Miller's" correspondent closes with a sage observation:—

If the tarnal fools of a public wants to pay 15 cents for 4 1/2 ounces of wheat breakfast food, and worship the shades of old P. T. Barnum and enjoy being expensively fooled, it is up to the public.

But the fancy names and the fanciest prices tacked on to our modern sanitary package foods have much to do with the cost of higher living. The housewife evidently enjoys being fooled and especially when she pays 4,000 per cent. advance on wheat for her breakfast food that the farmer does not play even on, unless he can get 80 cents per bushel net for all he raises.

What I Think of the Ferris Letters.

Well, the Ferris letters have stopped, that is, that kind of letters have stopped. I'm in hopes they'll stay right along with us with another kind of advertising. I declare I'm real sorry to have those letters drop. I read every word of all of 'em and looked forward to getting the next. They were certainly the most peculiar advertising I ever saw, and I expect you'll say the same. At the start I wasn't sure they were going to amount to anything, but after a bit I changed. I can't see now how a retail grocer could read those monthly letters—you had to see 'em; you couldn't miss 'em, you know—without getting the idea that the Ferris people were pretty big, and that anything they sold was pretty sure to be away up in quality. If I'm right about that, those letters have been the best advertising they ever did or ever will do. Because the minute people make you feel that they're good big square high grade people, then's when you begin to want to deal with 'em. That's as sure as you're born.

I hope some of you fine fellows wrote the Ferris people about those letters and told them what you thought. If you did I'll be surer of holding their business.

JIMMY MANDER.

Please renew my subscription for another year, as I think the paper is a great help in the retail trade; it contains valuable information.—A. K. Sweitzer, York, Pa.



California Raisin Bread

Made with SUN-MAID Raisins

The Nationally Advertised Raisin

Baked by bakers—after a special recipe supplied by us—and sold by grocers, everywhere.

A New Profit

This is a double source of new profit. Our \$160,000 nationwide advertising campaign on this bread, and Sun-Maid Raisins in connection with it, has created a new demand. You can sell more raisin bread, and you can make over twice as much per loaf on this bread as you are now making on white bread.

Thousands of grocers throughout the country are doing it. Let us tell you how we help them, and will help you. Send this coupon to-day for our plan of co operation with grocers.



Sun-Maid Raisins

The Nationally Advertised Raisin

California's choicest product. In clusters and pound cartons.

Another New Profit

Our advertising is increasing the per capita consumption of raisins in the United States. People are using raisins now who never thought about them before. That means more raisin sales for you. The increased demand, of course, is for Sun-Maid Raisins, the only kind that is nationally advertised. We'll help you get the full results in new profits from this new demand. Send this coupon to-day for our plan of co-operation with grocers. (135)

CALIFORNIA ASSOCIATED RAISIN CO.

Membership 6000 Growers

Home Office, Fresno, California

Hearst Building, Chicago

113 Hudson Street, New York

Mail this Coupon to our Nearest Office

Please send me complete details of plan by which I can make more money through increased sales of raisin bread and package raisins. (36)

Grocer's Name

Street

City..... State.....



No. 341.—When You Can Arrest a Customer for Passing a Bad Check.

In my judgment no phase of the law is more misunderstood than that brought forward by the following letter from a New York reader:—

As you will note from this letter-head, we are doing a jobbing, not a retail business. A considerable part of our business is done by our customers driving up to our store, buying what they want, paying spot cash for it and driving away. We have a special discount on most of our goods for the customer who does business in that way. Last week one of our customers came and got some goods and gave us a check on a Bronx bank. He had been dealing with us for about six months and had usually paid cash, though twice before he had given checks on the same bank, which had been paid. This check given last week came back marked not sufficient and we have not been able as yet to get him to make it good. Meanwhile he has our goods. Can we have him arrested?

Please also give advice on the following: We have salesmen out as well, and those salesmen will often bring back checks from customers when they have been told to collect an account. These checks will sometimes come back. What is our redress in such a case? Sometimes it is very aggravating. Can we legally threaten a man with arrest if he gives a check which comes back marked "N. S."?

I suppose every business house in the United States has precisely this experience. Sometimes a man who passes a check which afterward comes back unpaid can be arrested, and sometimes he cannot be. It is useful to know of the cases in which he can be, for often the threat of criminal prosecution is the only thing which will move the dead beat who has pulled somebody in on a worthless check. Tell him you will arrest him and he will move heaven and earth to get the money and pay you. Tell him you will sue him and he laughs.

The law draws a rather sharp line between the cases where a warrant can be issued, and the cases where it cannot be. I can probably make the distinction clear by some imaginary cases:—

First take the case cited by this correspondent. A goes to B and buys merchandise for cash, which he takes away with him. He pays for it by check which is returned marked insufficient. This may be false pretense or it may not be. It depends largely on whether A had an account at the bank on which the check was drawn. If the check was for \$100, and A had an account with the bank, which on the day he gave the check had \$10 in it, A would usually not be held criminally guilty and a proceeding to arrest him would in most cases fail. This because the law would say, "Well, he actually had an account there, and he might have intended to deposit enough to take care of the check before it was presented." But there are exceptions. If it could be shown that A had no reasonable expectation of depositing anything, and had never been led to believe by the bank that an overdraft check would be paid, then he might be found guilty of a criminal offense. But it would be hard work, if he had a regular account at the bank.

This would never be false pretense if A had reason to believe that the check, even if the funds in bank were insufficient, would be paid. Sometimes banks are so generous to depositors that they will unhesitatingly pay almost any check presented whether there are funds at the moment to meet it or not. A depositor who gave an overdraft check on a bank that had been doing this with him, would never be guilty of false pretense.

Now let me discuss the case of the man who gives a check on a bank in which he has no account. Usually he is guilty of false pretense—if he has gotten property for the check, or has had it cashed—and a warrant can issue for his arrest. That because the law will not admit that he could have had any reason-

able expectation of opening an account before the check could be presented.

The law gives the maker of a worthless check the benefit of pretty nearly all the doubts in the case. For instance there was the case of another wholesale dealer who delivered some goods to a customer in exchange for a check which though it was dated that day, the customer asked him to hold for three days. The jobber thought he would be sharp and despite his promise he presented the check at once. It was refused payment because of insufficient funds, and the jobber had his

customer arrested. The court said he had no right to do it, for the customer had promised to have the check paid not at once, but in three days.

It should be borne in mind that the mere giving of a bad check is not criminal, even a check on a bank where the maker never had an account. To make it criminal the maker must have gotten something by it. If he gets somebody to cash a bad check, it is criminal. If he buys something with a bad check and takes possession of what he buys, it is criminal. If he buys something on credit on January 1st, and on January 10th, or February 1st, tenders a check in payment which turns out to be bad, it is not criminal, because he got nothing for the check. His creditor still has his claim against him, and the debtor got nothing out of the transaction except perhaps a receipt, which won't do him the slightest good.

If I were a merchant and was in the habit of cashing checks for customers, or accepting checks for merchandise which was delivered before I could get the check cashed, I should ask everybody who

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law, which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 12.

John Jones, a retail grocer, decides to have his back room painted. He employs Haines & Brown, painters, to do the work, and Haines & Brown send a painter named Smith to Jones' store. The painter sets to work, and while engaged in painting the back room, slips from a step ladder, falls and breaks his leg. He is disabled for six weeks. His wages are \$17 per week.

Before the Workmen's Compensation act, Jones would not be liable to the painter for this accident, unless it could be shown that Jones was negligent and in that way

caused the accident to happen. Under the new act, however, he and his insurance company will have to pay Smith one-half his wages, beginning two weeks after the accident and continuing until Smith can go to work. This unless Jones had posted a notice, before Smith came to work, that he would not be responsible for accidents happening to the employees of others. If he posted the notice, he was also obliged to notify the Bureau of Labor, Harrisburg, within ten days afterward and before any accident has happened. If he did this he is not liable.

Give me such a check to sign the following:—

Date.....

I hereby certify that I have on the above date on deposit with the Bank the sum of \$..... to cover a check this day given to John Brown & Co. for and that there are no other checks out against said deposit, the payment of which would leave said fund insufficient to pay said check. This statement is made to induce John Brown & Co. to accept the said check for value.

(Signed).....

This is a very simple form, yet it could give the victim of a bad check the protection of a criminal in many cases where he could not otherwise have it. If a man who wanted cash or goods for a check signed this, and the check came back, and it was afterward found that he did not have the sum deposited which he said he did, he could be arrested without any question.

(Copyright, December, 1915, by Elton J. Buckley.)

Question: Verling Harris, Washington, D. C.—Please give me your opinion on the following situation:—

A enters B's store selling a composition called Wearite, a powdered substance for treating roofs, etc. offers to sell B a small keg (B supposing it to be about 50 pounds, though no mention was made of quantity; it just being stated one keg) on consignment, stating he could have exclusive territory, could advertise for him, make deals, etc., (all this was verbal) and if he did not sell could return it,

A then presents a contract which is a very long affair printed in the letters. B signs same thus: "Hughes Bros.," without his first name, just Hughes Bros. When the stuff arrives it is over 400 pounds, a very large barrel. B immediately writes back and offers to pay freight and also pay freight back if they will release him from any obligation.

A's firm (The Great Lakes Refining Co. of Cleveland, Ohio) refuse to do this and now they threaten to sue B. What defense, if any, has B? Is the signature Hughes Bros. good? A did not leave B a copy of contract.

Answer.—The Great Lakes Refining Co. of Cleveland, Ohio, is well rated, both as to capital and credit.

This is another case of a buyer signing a contract without reading and waking up to find that it means something different from his idea. There is very little protection in the laws for such. To everything the victim in that position can say, the reply is: *You should have read*

the paper before you signed it. If you had done that, this would not have happened.

To begin with, the signature "Hughes Brothers" is good if that is the firm name. The contract does not need to bear the partner's individual names.

The only controversy between you and the Great Lakes Co., judging from your letter, is as to the quantity. You thought a keg was 50 pounds, while it appears to be 400 pounds. Neither party mentioned the quantity while the deal was being negotiated. Your only argument is that "keg" is generally understood to mean a small cask or barrel; and that you had a right to expect in the absence of explanation, that that is what this would be. A package of 400 pounds is certainly not a small cask or barrel. There is some force in this argument, and my advice is to reject the barrel on the ground that you bought a keg. If the contract called for 400 pounds, however, you will have difficulty in explaining why you were in ignorance of the quantity.

I suppose the Great Lakes Co. also repudiates the other arrangement which the salesman made—as to return of unsold goods, etc. As to that, you will likely find in the contract the usual provision that verbal arrangements made by the salesman are not binding on the house.

I am afraid that if the Great Lakes Co. sues, there will be little chance for defense here.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor, "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

The county convention called for Erie on November 30th was called off at the last moment. Just why we do not know.

The newly organized association at Wellsboro is doing things. H. L. Blatchley, an active member, has offered rooms over his store to be used as rest rooms for visitors. They will

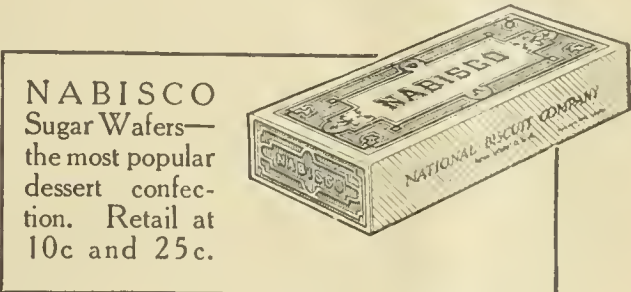


What's In a Name?

The name of every National Biscuit Company product has a selling value to the grocer. Biscuit baked by us bear names persistently advertised and easily recalled—names backed by the highest baking skill.

Your customers know what to ask for by name if you carry N. B. C. goods. You do not have to explain or insist that "they're just as good," as does a grocer who sells an unknown kind.

You can see the advantage of selling the best biscuit baked. Grocers who sell National Biscuit Company products hold the most desirable trade in any community.



NATIONAL BISCUIT COMPANY

be lighted, heated and equipped with lounges, tables, chairs and toilet and nurse will be provided to take care of small children while mothers come to town to trade.

The association will provide free hitching yards and the help of these adjuncts to foster the community spirit, without which any town is at a disadvantage.

To top this off a community Christmas tree will be provided—lighted for one week, and on Christmas Eve there will be gifts for the children.

A Farm Bureau is also being arranged for.

The State Executive Committee of the Retail Merchants' Association held a meeting at Erie on November 29th.

The Fidelity and Casualty Company

OF NEW YORK

Assets, \$11,764,957.75 — Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.

Many matters of importance were considered, chief of which was the arrangements made for mutual insurance of its members under the Workmen's Compensation Act.

A. M. Howes has resigned as managing secretary of the Erie Commercial Club by reason of ill health. He will retain his position as State Secretary, editor of "The Pennsylvania Merchant" and secretary of the Retailers' Mutual Insurance Company.

The death of P. M. Malloy, on November 29th will be sincerely regretted by all who knew him. He was a staunch, loyal association man and one of the standbys of the State Association.

Mr. Smedley was the guest of the Titusville Merchants' Association banquet on December 1st. About 100 merchants were present as guests of the association, all bills being paid out of surplus funds of the organization.

The dinner was a sumptuous one and the entertainment consisted of music by a good orchestra, singing by the Sydonel Quartette, songs by Thos. Burham and C. A. Connors.

The addresses were by Rev. Dr. Semple, Hon. Axtell L. Byles and William Smedley. President Hahn was toastmaster. The committee in charge consisted of Samuel Strouse, Frank Reid, Jacob Goldstein, Charles Snakard and Jacob Davis.

The Port Alleghany Association celebrated its anniversary with a banquet on December 1st. The Organizer was invited, but a conflict of dates prevented.

The Warren Business Men's Association held a meeting on December 2d, at which over 100 were present. The meeting was preceded by a luncheon given in the parlors of the Y. M. C. A. Building. President C. H. Mott acted as toastmaster and toasts were responded to by A. F. Kotcamp, secretary Y. M. C. A.; Attorney Jno. Siggins, Secretary Hazeltine, of the local Board of Trade, and William Smedley. It was an interesting meeting. Warren business men are a fine lot of men and believing in organization, support it properly. J. F. Emmerson, the efficient secretary, devotes his entire time to the work of the organization.

Dry Goods Business Shows Handsome Increase.

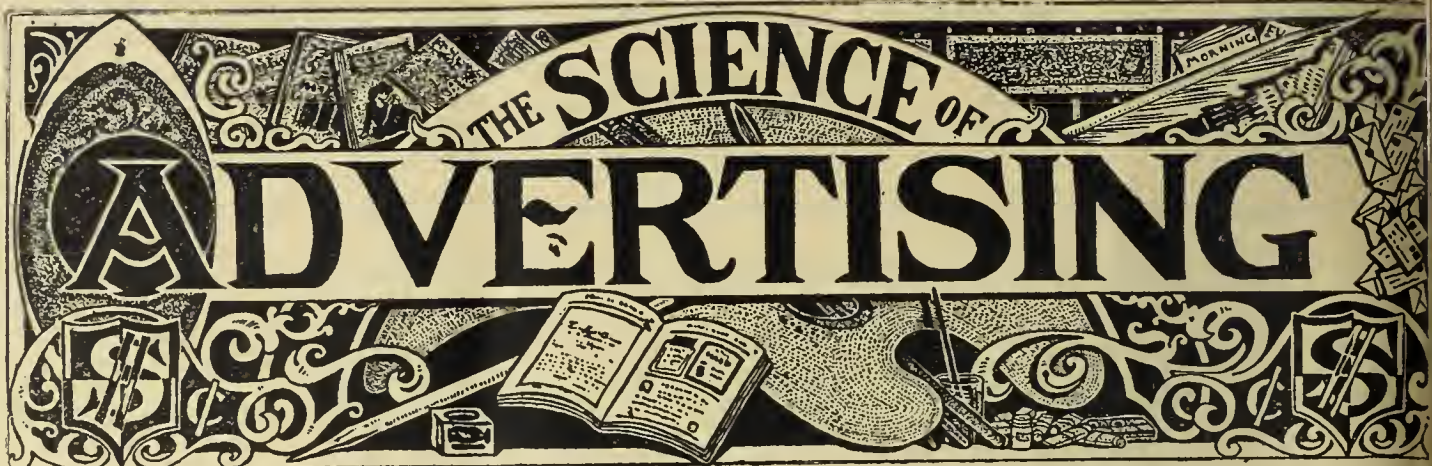
Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods shows a handsome increase over the corresponding period of a year ago.

Improved retail demand and low stocks brought merchants to market in large numbers.

Road orders for both immediate and future delivery are in considerable advance of previous years.

Collections are about normal. Prices are firm.



Medford, Md., Nov. 23, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed find a proof of the page ad. we carried in our county paper last week.

All our retailing is done under the name of Medford Bargain Store, we carry a full page every week, and any time you are short on ads. for criticism, if you will let me know I will have a copy forwarded to you.

Yours truly,
THE MEDFORD GROCERY CO.
By J. D. Bail.

The page advertisement enclosed was copiously illustrated and is reproduced in much reduced size:—

this kind exclusively, I don't believe they are getting the returns from their advertising expenditures which they ought to get. To begin with, let's take the illustrations. Most of them don't mean a thing. They have a general but no specific application. The boy's overcoat at the top of the last column ought to have appeared as an illustration of a particular coat. The picture, the description and the price—of that coat. It has no point at all used as it is used now. The same can be

In my judgment this advertising can be made very much more useful by using the illustrations as have suggested. The cut ought to be a picture of some article you can advertise as a leader. It should be followed by a complete description of the article, and can be followed, if you like, by something like, "We have others just as good value; witness these:" This advertising would then offer a series of leaders, pictured and described instead of a series of price-lists. I consider most of these illustrations just as pointless as a picture of an oyster would be at the head of the "Fresh oysters" paragraph.

If I were the Medford people I would let up a little on the price list style of advertising. Their advertising is now practically a price-list. I have never known a price-list advertising to have lasting, substantial success. If prices are low enough they will get some people in of course, but isn't all advertising is supposed to do. When you advertise by price list alone you say to the public "the only reason we can give to deal here is our prices, we appear herewith." That is a dangerous position for a merchant to put himself into.

NOTE.—This department is devoted to the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. Communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Enclosed please find our card for two years' subscription for this paper. We are well pleased to consider it one of the best in the world and save money by reading it.—Meyer & Easterday, Washington, W. Va.

A LONG in the fall of the year a feeling comes over us that we have had a pretty good year, crops have been as good as could be expected, our wages have been raised or a relative died and left us some money, or some other little thing has happened to make us feel like we have a little extra money to spend. As we have laid in thousands and thousands of dollars worth of merchandise more this year than ever before, and our prices have been reduced to nearly cost, you can't select a better place to buy than Medford Bargain Store.

Don't Pay Clothing Store Prices!

FRESH OYSTERS!

Big Bargains in Shoes!

Big Bargains in Hats!

Big Bargains in Boots!

Big Bargains in Suits!

Big Bargains in Dresses!

Big Bargains in Children's Wear!

Big Bargains in Housewares!

Big Bargains in Groceries!

Big Bargains in Everything!

MEDFORD BARGAIN STORE

MEDFORD, -:- -:- MARYLAND.

I do not believe that this is the sort of advertising that the Medford Bargain Store ought to do, and if they confine themselves to

said of almost all the cuts. They stand for no specific article, but for a class of articles, and for that reason they lose all their force.

SIMPLICITY

Protection
from Fire

EFFICIENCY

There's No Weak Link in the McCaskey Chain

OUR HEARTIEST GOOD WISHES FOR THE SEASON

Are extended now to the thousands of our friends in all states of the Union.
More than 125,000 of them are satisfied users of

With Only **The McCASKEY SYSTEM** The End of
One Writing Drudgery

FIRST AND STILL THE BEST

but there are merchants who, while they know of us, do not realize how quickly we could relieve their accounting work of unnecessary loss of money and time, better their collections, prevent disputes with customers, and keep their records up to date by our perfectly simple and accurate, *One Writing McCaskey System*.

Now is the time for these to make the change from their present cumbersome and unsatisfactory methods and start the New Year right. Our men are everywhere, glad to show you. And with the tested and true

MCCASKEY SAFE REGISTER

All metal, insulated, you have absolutely the **Best Protector Against Fire** in its line. Every merchant's requirements can be met.

The McCaskey Systems begin in price at \$27.60.

The McCaskey Register Company

Incorporated—Capital \$3,000,000
ALLIANCE, OHIO, U. S. A.

Largest makers in the world of Carbon Coated Sales Books and Account Registers, both metal and wood
Dominion Register Company, Toronto, Canada, and Manchester, England

SAFETY

ACCURACY

NO DISPUTES

THE
STRONGEST
LINK

MCCASKEY SAFE REGISTER

Complete Records

Copyright 1915
The McCaskey Register Co.



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind,
in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics,
auto lunches, handy for breakfast, luncheon or
night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia

**Save
Fels-Naptha**

soap empty cartons (in which
each ten bars are packed).
You will find them mighty
handy for decorating, filling
up odd corners and shelves.

Think how easy it is to
attach them to each
other by the end-
flaps.



Fels & Co.

PHILADELPHIA

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 95.

I have 100 cases half-pound Invin-cible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, that we will sell for \$20, with about \$5 worth of supplies thrown in at the \$20 price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell

cheap, as we have discontinued delivering, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS, Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of one six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles. All the things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, 3 doz. silver spoons, 8 doz. tumblers, 1 doz. 10-cent and 1 doz. 5-cent Sundae cups, 1 doz. banana split dishes, ice

cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used but three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 1913 model Eagle Motorcycle, rated at nine horse-power, but will develop thirteen horse-power. Is equipped with headlight and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—

Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (as desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list prices, less 10 per cent., Yellow Label, Red Label, Pink Label, Olive Label, 1/2-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., 1/2s, 1/2s and 1-pound tins Chocolate, 1/4 and 1/2-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

Offer No. 105.

Muriate of Potash for sale, 1,200 pounds 48 per cent. muriate of potash in sealed bags, for immediate delivery for which we seek a bid.

THE MEDFORD GROCERY CO.,
Medford, Md.

Offer No. 106.

We offer the following:—

L. C. Smith No. 2 Typewriter, Serial No. 6,336, in perfect order.

One Beam Nickel Plated Scale Stand 35 inches high.

One modern Safe, in good order width 33 inches, depth 26 inches, height 41 inches.

Can be seen at 31 N. Thirty-fourth street.

RICHARD DEVINE,
31 N. Thirty-fourth St., Philadelphia

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 248 Lafayette St., New York City.

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)
American Aluminum Mfg. Co., Le-mont, Ill.
Buckeye Aluminum Co., Wooster, Ohio.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (21)

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.
Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Household Specialties.

United Royalties Corporation,
1133 B, Broadway, New York City.
(18tf)

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Kitchen Cabinets and House Desks.

Buchanan Cabinet Co., Buchanan, Mich. (24)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Post Cards, Etc.

Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Raincoats and Specialties.

Cantrell Co., 3 and 5 W. Nineteenth St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in advance to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, N. Second St., Philadelphia, Pa. 12tf

WANTED

WANTED.—A good second-hand, medium size counter coffee mill, Entenise preferred; state lowest price f. o. b. Address Geo. P. Everhart, Lewisburg, Pa. 25

WANTED.—One dozen or more strong second-hand tea caddies, not more than 10 inches high. Address T. C. Fluke, 1309 Walnut St., Philadelphia. 26

WANTED.—We are in the market for electric coffee mill, Hobart preferred, display canisters, refrigerating counter, ice desk. Goods must be in first-class condition and reasonable. Address Humm & Yerke, 145 Market St., Amsterdam, N. Y. 24

FOR SALE OR RENT

FOR SALE.—One store room, 25 x 50, seven-room flat, one stable, 25 x 18 x 16 rear of store; corner lot, situated in Goddawn, Pa., a manufacturing town of 10,000 inhabitants. Reason for selling is on account of health. Price \$500. Address R. W. Miller & Co., Goddawn, Pa. 26

FIXTURES.

FOR SALE.—Fixtures of a first-class store going out of business; includes glass counters, counter cases, cigar cases, coffee grinder, scales, scoops, stoves, etc. Address J. E. Elliott, Bridgeville, Del. 2

MISCELLANEOUS.

FOR SALE.—One 80-gallon, extra heavy galvanized hot water boiler, manufactured by Fleck Bros. Co., Philadelphia, Pa.; five-year guarantee; price \$6, f. o. b. Wilkes-Barre, Pa.; been used three months. Address B. B. Crompton, Wilkes-Barre, Pa. 26

AUTOMOBILES

FOR SALE.—Twenty horse-power, 1912 model Hupmobile roadster, \$250, or trade for car for jitney. Address H. F. Wentz, York St., Gettysburg, Pa. 23

BUSINESS OPPORTUNITIES

SPECIAL.—Want to increase your trade? We have the best booster out. Sample free. Ask for it. It will appeal to you. Address Colonial Printing Co., Mansfield, Ohio. 24

FOR SALE.—One of the oldest established grocery stores in Easton, Pa., good location and in growing part of

city; stock and fixtures, \$1,500; will rent or sell property. This proposition will stand close investigation. Reason for selling, present owner conducted this store for nearly half a century and wishes to retire from the business. For further particulars address A. A., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

SITUATION WANTED

WANTED.—Young married man wishes position as manager of grocery and meat store; twelve years' experience, best references. Address D. T. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 23

Dayton
Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager



Is SHIPPED ON APPROVAL.

They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR
STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

THE VALUE OF
BRIGHT
STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

How to Make Other
Cocoas as Good as Ours

Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT

WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

MAKES NO DIFFERENCE

where you live in the United States we will reach you promptly with our books f. o. b. destination. They are being used, and have been for years, in every part of the country. Try some and get relief from bookkeeping, forgotten charges, disputes. Control your credit customers with them and get all the business of your transient cash trade. Inexpensive, accurate and made in all sizes. If you do not use them generally you need some for the grouchy and other troublesome people.

Try some and you will always use them. Samples free. No obligation

FORBES INDEXED COUPON BOOKS

WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, Forbes Building, Coshocton, Ohio



Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. DECEMBER 13, 1915.

COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marmalades.....	21
Axle Grease.....	2	Delikatessen.....	21	Laundry Soaps.....	25	Provisions.....	20
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Prunes.....	17
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Pure Olive Oil.....	19
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Raisins.....	17
Blackening-Shoe.....	2	Drugs.....	22	Live Poultry.....	21	Refined Molasses and Syrups.....	27
Bluing-Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Rice.....	23
Bluing-Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Roasted Coffee in Bulk.....	3
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Maple Syrup.....	28	Rope, Tie Yarn, etc.....	27
Brushes.....	28	Extracts and Essences.....	22	Matches.....	18	Salad Dressing.....	23
Butchers' Sundries.....	21	Fancy Groceries.....	13	Mince Meat.....	18	Sal Soda.....	24
Butter.....	4	Farinaceous Goods.....	14	Mint Tablets.....	23	Salt.....	23
Candles.....	4	Floor Polish.....	24	Mops.....	28	Saratoga Chips.....	10
Canned Goods.....	5	Flour.....	13	Mustard-Prepared.....	26	Sardines.....	6
Canned Meats.....	6	Fresh Fish.....	16	Nuts.....	20	Sauces.....	24
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Oatmeal.....	14	Scouring Soaps.....	24
Cereal Specialties.....	14	Green Coffee.....	3	Oils.....	19	Scrapple.....	20
Cheese.....	12	Hominy.....	14	Olives.....	19	Seeds.....	16
Chewing Gum.....	23	Honey.....	27	Oysters.....	16	Shoe Dressing.....	2
Chocolate and Cocoa.....	8	Horseradish.....	17	Package Coffee.....	3	Smoked Fish, Codfish and Mackerel.....	15
Cider.....	23	Ink.....	17	Paper.....	9	Smoking Tobacco.....	28
Clams.....	16	Jars and Jar Rubbers.....	4	Peas.....	14	Soap Powder.....	25
Cleaners and Polishing Compounds.....	24	Ketchup.....	4	Peanut Butter.....	19	Soda-Bi-Carb.....	24
Cocoonut.....	17	Lamp Goods.....	18	Pickled Meats and Fish.....	11	Soft Drinks.....	24
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickles.....	20	Soups.....	7
Cornmeal.....	14			Plum Pudding.....	24	Spices.....	26
Cornstarch.....	26			Popping Corn.....	15	Stove Polish.....	26
Condensed Milk.....	10					Sugar.....	1
Cottolene.....	12					Sundries.....	27
Crackers and Cakes.....	10					Syrup and Molasses.....	27
Cut Plug Tobacco.....	28						

ADVANCES.

Butter.....	20
Condensed Milk.....	20
Evaporated Milk.....	20
Eggs.....	20
Flour.....	20
Beans.....	20

DECLINES.

Provisions.....	27
Turkeys.....	27

SUGAR.

	Barrels.
Cut Loaf.....	7.05
Easy Tablets.....	7.55
Crystal Dominoes, 24 5-lb. pkgs.....	8.65
" 60 2-lb. pkgs.....	9.15
Patent Cubes.....	6.40
Confectioners' Lozenge.....	6.30
Powdered.....	6.25
Fruit Powdered.....	6.15
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.45
Granulated, fine or standard, McCahan.....	6.15
" Franklin.....	6.20
" extra fine, bbls.....	6.15
" " 2 lb. bags.....	6.45
" " 5-lb. bags.....	6.35
" " 10-lb. bags.....	6.30
" " 25-lb. bags.....	6.30
" " 100-lb. bags.....	6.15
" coarse.....	6.25
Confectioners' Crystal A.....	6.15
A Confectioners'.....	6.05
A No. 1.....	5.90
A No. 2.....	5.85
Franklin B.....	5.70
Extra C.....	5.45
C.....	5.30

TEA.

	Per lb.
Formosa—	
Extra choicest, 1/2 and 1/4 chests.....	.40 - .45
Choice, 1/2 and 1/4 chests.....	.35 - .38
Finest, 1/2 and 1/4 chests.....	.27 - .30
Fine, 1/2 and 1/4 chests.....	.23 - .25
Oolong, black—	
Extra choicest, 1/2 and 1/4 chests.....	.30 - .35
Choice, 1/2 and 1/4 chests.....	.27 - .29
Finest, 1/2 and 1/4 chests.....	.25 - .27
Superior, 1/2 and 1/4 chests.....	.22 - .24
English Breakfast, black—	
First picking, 1/2 and 1/4 chests.....	.30 - .35
Choicest, 1/2 and 1/4 chests.....	.26 - .28
Good to superior, 1/2 chests.....	.22
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, 1/4 chests.....	.35 - .40
Firsts, 1/4 chests.....	.28 - .30
Extra seconds, 1/4 chests.....	.25 - .27
Seconds, new, 1/4 chests.....	.24
Imperial, green—	
Firsts, 1/4 chests.....	.38
Seconds, 1/4 chests.....	.25 - .30
Japan, green—	
May pickings, 1/2 chests.....	.38 - .40
First crop, 1/2 and 1/4 chests.....	.30 - .35
Second crop, 1/2 chests.....	.28 - .30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green—	
Firsts, 1/4 chests.....	.35 - .40
Hyson, green—	
Extra firsts, 1/2 chests.....	.35 - .40
Firsts, 1/2 chests.....	.28 - .32
Seconds, 1/2 chests.....	.25 - .27
Assam, black—	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's India and Ceylon, 25-lb. cases—	
1 lb. 1/2 lb. 1/4 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
Oange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.44 .47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

—2—

Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
" " Red.....	.45	.46	.47
" " Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
" " Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
" " Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
" " Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
"A" Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	.90		
"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	.90		

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
" 10c., 3 doz.....	.92
White Foam, 10 oz., 3 doz.....	.90
" 16 oz., 2 doz.....	1.35

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, 1/4 gross.....	per gross 8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.65
" 6 oz., 2 doz.....	2 15
" 6 oz., 4 doz.....	4 25
" 6 oz., 6 doz.....	6 20
" 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
1/4 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., 1/2 doz.....	7 20
Leslie's—	
1/2-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
1/4 lb., 4 doz.....	1 30
1/2 lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
" No. 2, 1/4 gross.....	3.00
" No. 3, 1/4 gross.....	3.30
" No. 4, 1/4 gross.....	3.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
" Russet.....	.75

—3—

Black Shine, No. 2.....	.45
" No. 3.....	.75
Tan Shine, No. 2.....	.45
" No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
" Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
" Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
" Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
" Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.25
Mocha Seed Santos, fancy, choice.....	.13
Caracas, fancy, washed.....	.16
Maracaibo, strictly fancy, mild, choice.....	.14
Santos, Peaberry, extra fancy.....	.12
Santos, fancy.....	.11 1/2
Rio, Golden, fancy.....	.10 3/4
Rio, prime.....	.09 1/4

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.30 1/2
Mocha Seed Santos, extra fancy.....	.16 1/4
Caracas, extra fancy, washed.....	.19 3/4
Maracaibo, extra fancy.....	.17 1/4
Santos, Peaberry, extra fancy.....	.14 3/4
Santos, extra fancy.....	.14 3/4
Rio, Golden, extra fancy.....	.14 3/4
Rio, prime.....	.11 1/2

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12 35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins...per box.....	4.15
Tomson-Hummels, tin, 1/2 gross.....per gross.....	2 60
" imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2.75
" large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2.75
" No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
" No. 2, 3 doz.....	2.50
" Mammoth, 3 doz.....	3.60
" Ball Blue, No. 1, 3 doz.....	2.60
" " No. 2, 3 doz.....	4 80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs...per box.....	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7 1/2 oz., 1/4 gross.....	4 25
French Laundry, large, 1/2 gross bbl...per bbl.....	2.10
Admiral, 4 oz., 3 doz.....	4 00
" 8 oz., 3 doz.....	6 50
" 16 oz., 1 doz.....	9.50

BUTTER.

Tub Butter—	
Creamery specials.....	
" extra, 60-lb. tubs.....	
" first, ".....	
" second, ".....	
" third, ".....	
" dairy, extra, bakers' use, 30-60 lbs.....	.25-
" 5 and 10-lb rolls, 60 and 100-lb. boxes.....	.33-

Print Butter—	
Prize.....	
Gurnee, lbs. and 1/2 lbs.....	
Awltru.....	
Milhen Farm, lbs. and 1/2 lbs.....	
Honebe.....	
Star or S. D., 1 lb., 20-50 lb. boxes.....	
B. B., E. D., 20-50 lb. boxes.....	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	
Sheaf.....	.32-
White Rock.....	

CANDLES.

P. & G., 8s, 30 lbs.....	
" 16s, 30 lbs.....	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	
Searchlight, hotel, 16s, 30 lbs.....	
Peerless, hotel, 16s, 30 lbs.....	
Bright Light, 16s, 30 sets to box.....	per box

JARS AND JAR RUBBERS.

Mason's—	
Half gallons.....	
Quarts.....	
Pints.....	
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	
Single lip, wide, 1 doz. cartons.....	
Acme, wide, 1 doz. cartons, 5 gross boxes.....	
" medium, 1 doz. cartons, 5 gross boxes.....	
Lighting, pure rubber, bulk.....	
Reliable, white rubber, wide.....	
" " medium.....	
Black rubber, medium.....	
25 lb. lots 1 cent per lb. less.....	
Jar Tops—	
1/2-gross boxes, no rubbers.....	
Jelly glasses, fluted, bbls. 24 doz.....	per doz.

CATSUP.

Snider's—	
16 oz., 2 doz.....	
8 oz., 2 doz.....	
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	
Tobasco, 1/2 pint, 2 doz.....	
Bech-Nut—	
Pints.....	
1/2 pints.....	

KETCHUP.

Curtice's "Blue Label," Tomato—	
Small.....	
Medium.....	
Large.....	

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CANNED GOODS.

Baked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style	per case 1.90
Suider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
Tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
Lima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
String Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
Red Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
Illinois, No. 2	.90
Corii—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
Peas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Beets—	
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
Succotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.20
Asparagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
Pumpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
Spinach—	
Standard, Maryland, No. 3	.95
Sour Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

Apricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Bartlett Pears—	
Extra, No. 3	2.50
" No. 2½	2.30
Extra Standard, No. 2½	2.15
Standard, No. 2½	2.15
White Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.25
Standard, No. 2½	2.25
Peaches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Peaches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
Peaches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

Apples—	
New York State, No. 3	.90
" No. 10	2.90
Blackberries—	
In syrup, No. 2	1.35
In water, No. 2	1.35
Cherries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
Peaches—	
Table, No. 3	1.35
Seconds, No. 3	1.15
Pie, No. 3	.85
Pears—	
Bartlett, Extra Standard, No. 2½	2.00
Keifer, syrup, No. 3	1.35
" water, No. 3	1.35
Plums—	
Heavy syrup, No. 2½	1.25
Light syrup, No. 2½	1.00
Blueberries—	
Maine, in water, No. 2	1.40
strawberries—	
Extra preserved, No. 2	1.80
Preserved, No. 2	1.60
In water, No. 2	1.20

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Pineapples—
Canned Crabs, Clams, Lobsters,
Shrimps, Mackerel, Kipperd
Herring and Oysters.

Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1.75
" Extra, No. 2	1.45
" Standard No. 2	1.30
Crabs, with shells—	
McMenamu's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, 100s.	15.00
" Soused, ½s, oval, 100s.	18.00
" high oval, 100s.	19.00
" Fresh Mackerel 1, 100s.	23.00
dgl. Young Mackerel in Olive Oil, ¼s, 10 s.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain	1.00
Normanna, Tomato Sauce, 100s.	1.00
" Boneless, ½s, ova, 100s.	14.00
Ree—	
Normanna, Mackerel, red, oval, 100s.	15.00
" Cod, 1-lb. round tins, 100s.	24.00
" high oval tins, 100s.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet	1.10

SARDINES—Imported.

Normanna, Dingley, ¼s, Olive Oil, 100s.	14.00
" ¼s, Tomato Sauce, 100s	14.00
" ¼s, oval, Royans a la Bordelaise, 100s.	15.00
" Portuguese, Olive Oil, ¼s, skinless and boneless, 100s.	26.00
Boneless and peeled, ¼s	24.00
" D. & G., ¼s	26.50
" Ispa, ¼s	28.00
" Gondolier, ¼s, 100	20.00
" Landell, ¼s, 100	9.50
" Martell, ¼s, 100	10.50
" ¼s, 100	15.00
" Loyal, ¼s, 100	9.50
Argonauts, ¼s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100	15.00
" ¼s, tomato sauce, 100	15.00
" ¼s, olive oil, 50	13.25
" ½s, tomato sauce, 50	13.25
Sea Queen, ¼s, olive oil, 100	11.25
Sea Pearl, ¼s, olive oil, 100	9.40
Tea Time, ¼s, olive oil, 100	8.00
"Herringtons", olive oil, 50	7.50
Bouillon "Herringtons", 50	5.60
Norwegian—	
King George, ¼	14.00
Nansen brand, ¼	10.50
Portuguese—	
Marie Elizabeth, ¼, plain	11.00
" ¼, boneless	15.00
" ¼, peeled and boneless	17.00
French—	
Jockey Club, fancy, ¼	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s	2.90
No. 2, ¼s, 100	2.50
¼s, key, 100	2.75
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" ¼s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	2.25
¼s, 48	3.60
Continental, ¼s, key, 48	3.15
Irma, fancy, ¼s, 50	3.80
Gold Label, ¼s, 50	4.50
" ¼s, 100	7.00
Underwood's, ¼s, 50	4.50
Pickert's, Crown brand, ¼s, 48	4.00
" Columbias, ¼s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

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Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Erie brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
Kingan's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	1.50
Ham, No. ¼, 2 doz.	.90
Toogoe, No. ¼, 2 doz.	1.40
Libby's—	
No. ¼, 4 doz.	.45
No. ½, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	

Ham	No. 5 oz. No. 10 oz.
Tongue	1.60 2.80
Chicken	1.60 2.80
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	2.00 3.30
Curtice Brothers' Blue Label, Potted—	
Ham	No. ½ Tin. No. ½ Tin.
Tongue	1.50 2.60
Chicken	1.50 2.60
Turkey	2.00 3.00
No. ½ packed 4 doz. No. ½ packed 2 doz.	2.00 3.00
Normanna French Truffled Sandwich Paste, 100s.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz.	1.95
Libby's—	
No. ¼, 2 doz.	1.70
No. ½, 1 doz.	2.40
R. & R., No. ¼, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz.	2.15
" No. ½, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	6.30
" No. 1, 1 or 2 doz.	6.30
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ¼	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

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Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

Armour's—	
All kinds, No. 1, 4 oz.	Per doz. .90
Campbell's, No. 1s, 10½ oz., 4 doz.	Per case 3.60
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vernicelli Tomato, 6 Vegetable, 1 Asparagus	per case 3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable	per case 3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable	per case 3.60
Curtice Brothers' Blue Label—	

Greeo Turtle	Quarts.	Pints.	½-Pints.
" clear	6.50	3.50	2.00
Terrapin	7.25	3.75	2.25
All others	7.25	3.75	2.25
Ritter's, Tomato	3.15	1.75	1.25

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	
¼-lb. tins, 6-lb. boxes	Per lb .32
½-lb. tins, 6-lb. boxes	.31
1-lb. tins, 6-lb. boxes	.30
Wilbur's Premium Chocolate—	
¼ lb., 6-lb. boxes	.34
½ lb., 12-lb. boxes	.33
Wilbur's Sweet Clover Chocolate—	
48 cakes, 5c. size	Per box 1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ½s, 6 lb.	per lb. .20
Walter Baker & Co.'s—	
Premium, ¼ lb., 12 lbs.	Per lb. .29
" ½ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ½ and ¼-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

W. H. Baker's—	
Best Cocoa, ¼-lb. size	.33½
" ½-lb. size	.33½
Premium Chocolate, ¼s, 12 lbs.	.29
" ½s, 12 lbs.	.29
Best Sweet Chocolate, ¼s, 6 lbs.	.20
" ½s, 6 lbs.	.20
Vanilla Chocolate, ¼s, 6 lbs.	.26

Croft's Cocoa and Chocolate—

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	1.60
Almond Milk Chocolate, 24 sc. pkgs. in box.....	.80
Milk Chocolate, 50 sc. pkgs. in box, per box.....	1.50
Milk Chocolate, 25 sc. pkgs. in box, per box.....	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.29
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.29
Bensdorp's Royal Dutch Cocoa—	
12 lbs. in box.....	Per can. Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2 .90
5-oz. oval cans, 3 doz. in box.....	.18 1/2 2.20
1/2-lb. round cans.....	.29 3.48
1-lb. round cans.....	.57 6.84
60 lbs. in case.....	Per can. Per lb.
5-lb. round cans.....	2.50 .50
Bensdorp's Chocolates—	
6-lb. boxes, 24 boxes in case.....	Per .28
Sweet Vanilla, 4 cakes to lb.....	.28
" 8 cakes to lb.....	.45
Milk Chocolate, 6 cakes to lb.....	.45
" 12 cakes to lb.....	.50
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50
Milk Chocolate Towers, 1/4-lb. boxes, 90 boxes in case.....	.56
Bensdorp's Cooking Chocolate—	Per lb.
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30
Bensdorp's Turinos—	
5 lbs. in box, 20 boxes in case.....	.50
1 lb. boxes, 30 boxes in case.....	.55
1/2 lb. boxes, 60 boxes in case.....	.55
1/3 lb. boxes, 90 boxes in case.....	.56
Van Houten's—	Per tin
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65
" 12-lb. boxes, 1/2-lb. tins.....	.36
" 6-lb. boxes, 1/2-lb. tins.....	.18
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....	.34
No. 350, Princess, Triple Vanilla, sweet, 1/4-lb. cakes.....	.28
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box
No. 1, 25 cent size, 6 tablets in box.....	1.10
No. 3, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Gold Brand Milk Chocolate—	
No. 51, 25 cent size, 6 tablets in box.....	1.10
No. 54, 10 cent size, 24 tablets in box.....	1.80
Stollwerck's Cocoa—	Per lb.
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.39

PAPER.

Scott Paper Co.—	
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls.....	3.00
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons.....	3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls.....	3.25
Continental Paper Bags—	
Net price per 1,000—500 in a bundle	
Golden Rod S. O. S. Republic (White) S. O. S.	
1/2 lb.....	.31 1/2 lb. .23 1/2
1/2 ".....	.37 1/2 " .28 1/2
1 ".....	.50 " .38
2 ".....	.65 1/2 " .49 1/2
3 ".....	.78 " .59
4 ".....	.96 1/2 " .73 1/2
5 ".....	1.12 " .85
6 ".....	1.37 1/2 " 1.04
8 ".....	1.59 " 1.20 1/2
10 ".....	1.81 " 1.37
12 ".....	2.12 " 1.60 1/2
14 ".....	2.69 " 2.03
16 ".....	2.86 1/2 " 2.17 1/2
20 ".....	3.21 " 2.43 1/2
25 ".....	3.56 1/2 " 2.69
Manilla—	
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream .48
15x20, 5 reams in bundle.....	.90
20x30, ".....	1.20
24x36, ".....	1.20
Butter, Parchment—	Per pkg.
8x11, 1000 sheets.....	.60
9x12, ".....	.70
12x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10
Toilet—	Per case
Extra quality, 100 rolls.....	5.75
Good " 200 ".....	4.95
Butter, Wax—	Per pkg.
9x12, about 480 sheets.....	1.14 1/2
Bags, price per M—	
Original Bundles Panther Ex. Heavy Wolf	
Sizes Contain Yellow Drab	
1/2 lb. 15M .33 .25	
1 " 10M .41 .29	
2 " 8M .53 .39	
3 " 6M .71 .52	
4 " 5M .84 .61	
5 " 4M 1.08 .78	
6 " 3M 1.24 .90	
8 " 2M 1.54 1.12	
10 " 2M 1.78 1.26	
12 " 2M 1.95 1.48	
14 " 2M 2.30 1.73	
16 " 1M 2.85 2.20	
20 " 1M 3.15 2.35	
24 " 1M 3.45 2.62	
25 " 1M 3.95 2.71	

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Flour Sacks, satchel bottom—	
Majestic	Plain
Ex. Heavy	per roc
12 1/2 lbs., 1/2 bbl.....	.42
24 1/2 lbs., 1/2 bbl.....	.70
49 lbs., 1/2 bbl.....	1.40
No. 2, Manilla light weight—	Per lb.
12 in. rolls.....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Silk Fibre, No. 1—	
9 in. rolls.....	.02 3/4
12 ".....	.02 3/4
15 ".....	.02 3/4
18 ".....	.02 3/4
20 ".....	.02 3/4
24 ".....	.02 3/4
30 ".....	.02 3/4
Paper Towels—	
25 rolls, 150 towels each, with holder and basket.....	3.75
25 roll lots.....	2.75

CONDENSED MILK.

Eagle, 4 doz.....	Per case 6.50
" 2 doz.....	3.25
Challenge, 4 doz.....	4.65
Magnolia.....	5.20
Dime.....	3.90
Baby, 1 doz., glass.....	2.00
Peninsular.....	4.75
Star, 4 doz.....	5.20
Anchor, skimmed.....	3.60

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.75
" " small, 6 doz.....	2.75
" family size.....	3.25
" hotel size.....	3.75
" confectioners' size.....	3.75
Silver Cow, small, 6 doz.....	2.75
St. Charles, small, 4 doz.....	1.85
" tall.....	3.75
" hotel size.....	3.75
" confectioners' size.....	3.75
Pearl, tall.....	3.75
" small, 6 doz.....	2.75

HIRES CONDENSED MILK



Silver.....	Per case \$4.95
Hires.....	4.65
Queen.....	4.65
Premium.....	4.25
Gold (Baby).....	2.50
Gold (Tall).....	3.50
St. Elmo.....	3.75

CAKES AND CRACKERS.

J. S. Ivins' Son—	Boxes
Assorted Jumbles.....	.10
Cocoanut Ripple.....	.11
Fruit Cookies.....	.10
Graham Wafers.....	.11
Grandma Cookies.....	.10
Honey Jumbles, XX.....	.10
Iced Honey Jumbles.....	.12
Lemon Bar.....	.09
Lunch Biscuit.....	.09
Marshmallow Mayblossoms.....	.12
Newtons.....	.11
Raisin Cookies.....	.10
Saltines.....	.13
Spiced Wafers.....	.09
Sugar Cookies.....	.10
Water Crackers.....	.08
7-lb. tin pails—	
Arrowroot Biscuit.....	.16
Assorted Bon Bons.....	.17
" Teas.....	.17
" Slices.....	.17
Butters.....	.16
Chocolate Bon Bons.....	.17
" Butters.....	.16
Cocoanut Macaroon.....	.16
Fancy Jumbles.....	.16
Fruit Sundae.....	.20
Lady Creams.....	.16
Lemon Sundae.....	.16
Sweet Marie.....	.15
Package goods—	Per doz.
Animals.....	.45
Cracker Meal, large.....	.90
" small.....	.45
Gingerettes.....	.90
Gold Medal Soda, small.....	.45
" large.....	.90
Graham Wafers.....	1.25
Lunch-on-Thins.....	.90
Milk Lunch.....	.60
Ginger Snaps.....	.45
Pink Tea.....	.90
Saltona Biscuit.....	.90
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.	
A. Exton & Co.—	Bbls. Boxes
Butter Crackers.....	.09 .09 1/2
Oyster Crackers.....	.09 .09 1/2
Wine Scroll.....	.11 .11 1/2
Cracker Dust.....	.09 .09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.	

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DELIKATESSEN.

Wein Senf, Prepared Mustard.
Dove Brand.

Stone pots, small, 2 doz.....	per doz. 1.40
" " with horseradish.....	" 2.00
" large, 1 doz.....	" 2.00
" " with horseradish.....	" 2.00
Wein Senf, bbls.....	per gal. .85
" 1-gal. stone jars.....	per jar .85
" 5-gal. kegs.....	per keg 3.50
Prepared Mustard, bbls.....	per gal. .85
" 15-gal. kegs.....	" .85
" 10-gal. kegs.....	" .85
" 5-gal. kegs.....	per keg 1.75
" 2-gal. pails.....	per pail .90
" 1-gal. pails.....	.50
Prepared Special, with spoon, 2 doz.....	per doz. .95
" sitting top, 2 doz.....	" .46
" with horseradish, 2 doz.....	" .97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	per lb. .20
Sap Sago, 3 to 1 lb.....	per cask, per lb. .20
" less than cask.....	" .20
Roquefort.....	12 lb. case, " .20
" less than case.....	" .20
Parmesan, about 30 lbs.....	per loaf, " .20
" less than loaf.....	" .20
Edam, 12 lb. case.....	single case .20
" in tin.....	per lb. .20
" 1-lb. tins.....	per case .20
Camembert, domestic, wood boxes.....	per doz. .20
" Autocrat brand, large.....	" .20
" medium.....	" .20
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75
Parmesan, grated, ready for use, small bottles, per doz.....	2.50
Olmutzer Hand, 100 in box.....	per doz. .20
Edelweis, Romatour and Bier-Kase.....	per doz. .20
American Swiss, No. 1.....	per loaf .22
" less than loaf.....	.23
" square loaves, No. 1, about 25 lbs. each.....	per lb. .20
Limburger, No. 1.....	box and 1/2 box .17
" less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	per doz. 2.60
Muenster.....	per lb. 2.20
Brick, No. 1.....	18-20 .22 1/2
English Dairy.....	" .22 1/2
Pineapple, picnic size, 6 in box.....	per box 3.00
" gem size, 6 in box.....	2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquelort, large size.....	2.95
" small size.....	1.45
Fromage de Brie, M. C. C., 1 lb box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....
" 4 doz.....
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb. .20
Weiner Wurstel, 16 in tin.....	per doz. .20
" 8 in tin.....
Imported Cervelat Sausage, Rolff's.....	per lb. .20
Imported Frankfurters.....	per doz. .20
Goose Breast, imported, marked weight, per lb.....
Pate de fois Gras, small.....	per doz. 3.00
American—	50 and 100-lb. boxes. Less.
Cervelat (Circle S.).....	.27 .28
" (Diamond S.).....	.26 .27
" Peutonic.....	.24 .25
" Gothaer.....	.32 .33
Salami (Circle S.).....	.27 .28
" (Diamond S.).....	.26 .27
" (G. A. P.).....
Landjager, short.....	per lb. .35
" long.....	" .35
Mortadella, dry.....	" .35
Knackwurst, 25 in box.....	per box 4.75
".....	per doz. 2.40
Tongue Sausage.....	per lb. .18
Smoked Braunschweiger Liver Sausage.....	.18
Lachs Ham.....	" .39
Petit Delicatess Frankfurters, plain.....	per doz. 1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz. 1.00
Lebanon Beef Bologna.....	per lb. 20-22
Paprika Speck.....	" .18
Mettwurst, half round.....	" .25
Liver Sausage (special), truffle, goose or sardellen.....	per lb. .18
Smoked Thuringer Blutwurst.....	" .18
" Pfefferwurst.....	" .18

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz. 4.80
" " quart glass jars.....	5.75
" " 10-oz. jars.....	2.50
" " tumbler.....	1.00
Calves' Head, round tins.....	1.65
Tripe, 5-gal. kegs.....	2.00
Pigs' Feet, 10-lb. pails.....	per pail 1.05
" 5-gal. kegs.....	per keg 2.25
Russian Sardines.....	per pail .65
" 5-lb. pails.....	1.25
" 10-lb. pails.....	1.00
Beef Salad, in glass.....

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots.....	per keg .90
Milkers, Y. M.....	per keg .90

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Mixed, standard, bbls.....
" 1/2 bbls.....
Milkers, standard, bbls.....
" 1/2 bbls.....
Scotland—	
Mixed, large, fulls, bbls.....
" 1/2 bbls.....
Milkers, " bbls.....
" 1/2 bbls.....
Marinerte Herring, imported, about 40 in pail.....
Roll Herring, imported, about 25 in pail.....
Spiced Herring, imported, about 40 in pail.....
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece

Bismarck Herring.

Round tins, with key, pint.....	per doz. 2.65
" " quart.....	per tin .42
" " 2 quarts.....	.75
" " 4 quarts.....	1.25
Roll Mops, 4-quart tin.....	1.30
" 2-quart tin.....	.75
" quart tin.....
Kruger's Roll and Brat Haring, oval tins, doz.....

Russian Sardines.

Imported, Wallkoff brand.....	per keg .20
" 5-lb. pails.....	per pail .20
" 10-lb. pails.....	" 1.25
Cut Spiced, 10-lb. pails.....	" 1.25
" 5-gal. kegs.....	per keg 2.75
Russian, in glass jars.....	per doz. .20

Norway* Anchovies.

Fancy, keg.....
" 1/2 keg.....
" 1/4 keg.....	per doz. 2.85
" 1/8 keg.....	per 1/4 bbl. .20
Original package.....	per 1/4 bbl. .20
Repacked, 5-lb. pails.....	per pail .20
" 10-lb. pails.....	per keg .20
" 5-gal. kegs.....	per doz. .20
" 1/2-lb. flat tins.....	" 2.10
" 1-lb. tall tins.....	" 2.10

Salt Sardellen.

Original packages, 1902.....	per anker .20
Repacked, kegs, about 8 lbs.....	per keg 3.25
" pint jars.....	per doz. 5.25
" large tumblers.....	" 2.00
" small tumblers.....	" 2.00

Russian Caviar.

1-lb. tins.....	per doz. 22.00
1/2-lb. tins.....	" 11.50
1/4-lb. tins.....	" 6.00
1/8-lb. tins.....	" 3.00

German Dill Pickles—Regular Size.

60-gal. casks, about 2000.....	per cask .90
50-gal. bbls., about 1200.....	per bbl. 9.50
15-gal. kegs, about 500.....	per 100 .80
10-gal. kegs, about 300.....	" .80
5-gal. kegs, about 150.....	" .80
10-lb. pails, about 50.....	per pail .75

Imported Sour Crout.

Magdeburger, 60-65 gal. cask.....
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Domestic Sourcrout—Long Cut.

60-gal. casks.....	per cask .60
48-gal. bbls.....	per bbl. 6.00
10-gal. kegs.....	per bbl. 2.00
5-gal. kegs.....	" 1.25</

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EGGS.

	Per doz.
Arby, candled and selected, 30 doz.	.36
Eastern, selected.	.35
Then Farm.	.40
Altru, packed in cartons.	.38

FANCY GROCERIES.

mond Staple Paste, 5-lb. cans.	per lb.	.33
chovies, in oil, 6 ring bottle.	per doz.	5.00
" 3 ring bottle.	"	3.25
pers, Nonpareil, 1/2-gal. kegs.	"	1.25
" quart, glass.	per doz.	7.50
" bottled, 1/2 size.	"	2.25
" 1/4 size.	"	2.00
" 1/8 size.	"	1.20
aton Ginger, large pots, 6 to case.	per case	4.25
" medium, 12 to case.	"	4.50
" small, 24 to case.	"	4.25
erries in Maraschino, glass, 1 doz.	"	7.00
m Chowder, Burnham, 4 doz. 1-lb. per doz.	"	.90
" 2 doz. 3-lb.	"	2.20
rie Powder, pints.	"	3.60
" 4 oz.	"	2.40
" 2 oz.	"	1.40
nch Peas, extra fns.	per case	21.00
Cann's Irish Oatmeal.	per doz.	3.00
5-lb. cans.	per tin	.65
ntley & Palmer's Petit Beurre Biscuit.	lb.	.24
" Dinner Biscuit.	"	.33
" Breakfast Biscuit.	"	.33
" Packed 7 and 5 lbs. in a can.	"	
d Pepper, ring, pints.	per doz.	1.25
" 1/2 pints.	"	.60
t. stone jars, 4 doz.	"	1.75
odore Marquett Mushrooms.	per case	
choice, 100 tins.	"	25.00
extra, 100 tins.	"	30.00
affles, 1/2.	per tin	.25
" 1/4.	"	.40
" 1/8.	"	.75
imps, pickled, small size.	per doz.	1.70
" Dunbar's, 2 doz.	"	2.60
s in Cordial, Bishop's, 1 doz.	"	6.50
stalized Ginger, 1-lb. tins.	"	3.75
" 1/2-lb. tins.	"	2.25
le Juice, Rose's.	"	4.50
for Rose Water.	"	2.25
" Peach Water.	"	2.25
ed Olives.	"	5.25
Francisco-American Food Co.	Per doz	
roths for invalids, all kinds, 1/2 pints, 4 doz.	"	1.40

BOUILLON CUBES AND LIQUIDS.

ero Bouillon Cubes.	per tin, 100 cubes.	1.70
" 50 cubes.	"	.90
er doz. tins, 12 cubes each.	"	2.75
eko Clam Bouillon.	per doz.	2.00
oz. bottles, 1 doz.	"	3.75
oz. bottles, 1 doz.	"	6.00
eko Tomato Bouillon.	per doz.	9.00
int bottles.	"	2.75
uart bottles.	"	
allon jugs.	each	2.75
g's Oxo Cubes.	per doz.	.85
45, 100, size.	"	2.00
105, 250, size.	"	1.65
ins, 100 cubes.	per 100	
our's Beef, Clam and Chicken Cubes.	per tin	2.50
edum boxes, 50 cubes.	"	.90
lge boxes, 100 cubes.	"	1.70
our's Concentrated Bouillon.	per tin	3.50
rs, size 2, 1 doz.	"	6.75
" 4, 1 doz.	"	13.00
" 8, 1 doz.	"	25.00
our's Tomato Bouillon.	per tin	2.50
ttles, size 4, 1 doz.	"	6.50
" 8, 1 doz.	"	3.00
" 16, 1 doz.	"	1.25

EXTRACT OF BEEF.

our's Solid Extract of Beef.	Per doz.	
rs, size 2, 1 doz.	"	4.45
" 4, 1 doz.	"	8.20
" 8, 1 doz.	"	15.90
" 16, 1 doz.	"	29.75
our's Fluid Beef Extract.	per bottle	5.00
ttles, size 4, 1 doz.	"	9.00
" 8, 1 doz.	"	17.00

FLOUR.

ota.	Per bbl.	6.90
Midas.	"	7.25
Medal.	"	6.65
ourne.	"	6.90
op.	"	7.35
ury's Best.	"	6.90
er Idem.	"	6.20
of the West.	"	5.75
eam.	"	5.65
l Veil.	"	6.90
er.	"	6.40
Seal.	"	5.85
y White.	"	7.20
er's Best.	"	6.25
th Imperial.	"	6.65

Prepared Flours.

lla Prepared Doughnut, Cake, Ginger.	Per case	
read and Tea Biscuit Flour.	"	1.44
oz. 14-oz.	"	2.40
oz. 28-oz.	"	
(Either straight or assorted cases)	"	

Self-Raising Flour.

er's Buckwheat, medium, 12s.	1.56
Flap Jack Flour, 18s.	1.50
Jerry Buckwheat, 36 2s.	2.75
Pancake, 36 2s.	2.60

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Presto, 18 pkgs.	1.60
Aunt Jemima Buckwheat, 36s.	2.70
Pancake, 18s.	1.35

PEAS, BEANS AND LENTILS.

Beans—	Per bushel	
California Lima, fancy, bags.	per lb.	.05 1/2
New York State Marrows, new, bags about	"	
2 1/2 bushel.	"	5.25
Michigan Pea, new, bags about 2 1/2 bushel.	"	4.15
Red Kidney, 60 lbs. to bushel.	"	5.40
Peas—	"	
Green, domestic, bags about 2 1/2 bushel.	"	3.10
Yellow, split, domestic, 1 bushel bags.	"	3.85
Lentils—	Per lb.	
ooooo, 2 o-lb. bags.	"	.16
Less quantity.	"	.16 1/2

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.	
White Cream Table Meal, 100 lbs.	"	1.95
Lea's, yellow, granulated, 100 lbs.	"	2.15
" fine, 100 lbs.	"	2.10
Western, yellow, granulated, 100 lbs.	"	2.00
" table, 100 lbs.	"	1.95
Farina—	"	
Hecker's Cream, 18 pkgs.	"	1.50
Shaker Corn—	"	
Fancy, bbls.	"	2.25
Less quantity.	"	
Hominy—	"	
Lea's Grits, 24 2s.	per case	1.80
Pearl, 100-lb. bags.	per bag	2.30
Grits, 100-lb. bags.	"	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free	"	
with every case)	"	
Barley—	"	
No. 2, 100-lb. bags.	"	3.00
No. 3, 100-lb. bags.	"	3.00
Oatmeal—	"	
B, bbls.	per bbl.	5.75
B, 100 lbs.	per keg	3.00
Rolled Oats—	"	
Avena, 180 lbs.	per bbl.	5.50
" 90 lbs.	per keg	2.90
" 90 lbs.	per sack	2.63
Tapioca—	Per lb.	
Dromedary, 36 pkgs.	per case	2.50
Instantaneous, 50 rs.	"	4.00
Colburn's Hasty, 36 pkgs.	per doz.	.85
Pearl, fancy, loose.	"	.04 1/2
Flake.	"	.06 1/2
Minute, 3 doz.	per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.	Per case	2.25
" 18 pkgs., small.	"	1.45
Egg-O-See, 36 pkgs.	"	1.75
E-C Corn Flakes, 36 pkgs.	"	1.75
Maple-Whole-Wheat Flakes, 18 pkgs.	"	1.85
" 36 pkgs.	"	3.60
Washington Crisps, 24 pkgs.	"	1.85
Washington Wheat Flakes, 24 pkgs.	"	1.85
Postum Cereal—	"	
1 doz. small and 1/2 doz. large pkgs.	"	2.50
1 doz. large pkgs.	"	2.25
2 doz. small pkgs.	"	2.70
3 doz. large pkgs.	"	6.75
Instant Postum—	"	
2 doz. 4-oz. tins.	"	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.	"	5.00
1 doz. 8-oz. tins.	"	4.50
Grape Nuts—	"	
2 doz. 1-lb. pkgs.	"	2.70
Post Toasties—	"	
3 doz. popular size.	"	2.70
Post Tavern Porridge—	"	
2 doz. 15c. size.	"	2.80
3 doz. 10c. size.	"	2.80
Krinkle Corn Flakes—	"	
2 doz. 15c. size.	"	1.75
3 doz. 10c. size.	"	1.75
Shredded Whole Wheat, 36 pkgs.	"	3.60
Cream Wheat, 36 pkgs.	"	4.50
Triscuit, 18 pkgs.	"	1.80
Wheatena, 36 pkgs.	"	4.50
National Oats, 18s, tubes.	"	1.45
Malted Breakfast Food, 36 2-lb. pkgs.	"	4.40
" 18 2-lb. pkgs.	"	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.	"	2.80
" Wheat Biscuits, 36 pkgs.	"	3.30
" 18 pkgs.	"	1.65
" Wheat Flakes, 24 pkgs.	"	1.80
" Bran Flakes, 1 doz. pkgs.	"	1.30
Quaker Oats Co., The—	"	
Oaten Goods—	"	
Quaker Oats, regular, 36s.	"	2.90
" large, reg. asst., 20s.	"	4.55
" no china, 20s.	"	3.85
" tins, 36s.	"	4.05
Quaker Oatmeal, steel cut, 24s.	"	2.85
Old Fashion Scotch Brand Oatmeal, 24s.	"	2.85
Mother's Oats, regular, 36s.	"	2.90
" large, reg. asst., 20s.	"	4.55
" no china, 20s.	"	3.85
" alumium asst., 20s.	"	4.65
Royal Seal, 36s.	"	4.05
Mother's Steel Cut Oat Meal, 24s.	"	2.85
Corn Goods—	"	
Quaker Cornmeal, yellow or white, 24 2s.	"	1.80
" family, 10s.	"	1.80
Quaker F. S. Hominy, pearl or gran., 24s.	"	1.80
" 10s.	"	1.80
Mother's Hominy, pearl or gran., 24s.	"	1.80
" Cornmeal, large, yellow, square,	"	1.80
10s.	"	1.80
Wheat Goods—	"	
Quaker Cracked Wheat, 24s.	"	2.70
Pettijohn's Breakfast Food, 18s.	"	2.15
Quaker F. S. Farina, 24s.	"	1.45
Saxon Wheat Food, 24s.	"	2.70
Mother's Wheat Hearts, 18s.	"	2.00
Flaked and Puffed Goods—	"	
Quaker Corn Flakes, 36s.	"	1.90
Corn Puffs, 36s.	"	4.30
Puffed Rice, 36s.	"	4.30
" Wheat, 36s.	"	3.45
Mother's Corn Flakes.	"	2.10

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Sundries—	"	
Pettijohn's Bran Flour, 12s.	"	2.25
Quaker Breakfast Biscuit, 24s.	"	2.70
Apetizo, 24s.	"	2.90
Quaker Whole Wheat Flour, 10s.	"	2.15
Schumacker XXX Graham, 10 10s-20 5s.	"	3.15
Scotch Brand Pearl Barley, 24s.	"	1.70
Holland Rusk—	"	
36 pkgs.	"	2.85
60 pkgs.	"	4.75
144 pkgs.	"	3.60
Freihof's Bread Crumbs, 1 h.	"	.06
" Unsweetened Zwiebach.	"	.08 1/2

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.	Per doz.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.	"	1.20
Cox's, instant, powdered, large.	"	1.45
" " " small.	"	.90
" " " large, gross.	"	17.25
" " " small, gross.	"	10.80
Plymouth Rock, pink or white.	"	1.17 1/2
Nelson's, large.	"	1.50
Bromangelon, assorted, 3 doz.	"	.87 1/2
Jellycon, assorted flavors, 2 doz.	"	.85
Chalmer's Shredded Gelatine, 10c. size—	"	
Per doz.	"	.95
Per gross.	"	11.25
5 gross lots, with 1/4 gross free.	per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	"	
Per doz.	"	.45
Per gross.	"	5.25
Chalmer's Granulated Gelatine, 15c. size—	"	
Per doz.	"	1.20
Per gross.	"	13.80
5 gross lots, with 1/4 gross free.	per gross	13.50
Mother's, small, 1 doz.	"	.45
" large, 1 doz.	"	.87 1/2
Cooper's, 1 doz.	"	.88
Tryphosa.	"	.88
Pudding, assorted, 2 doz.	per case	1.60
Minute Gelatine, 3 doz.	per case	3.25
Jello, the dainty dessert—	Per case	
Assorted, 3 doz.	"	2.70
Straight flavors, 3 doz.	"	2.70
Jello Ice Cream Powder—	Per case	
Assorted, 3 doz.	"	2.70
Straight flavors, 3 doz.	"	2.70
Lipton's Jelly Tablets (not a powder), Fruit	"	
Flavors: Raspberry, Strawberry, Orange,	"	
Lemon, Vanilla, Black Currant; Wine	"	
Flavors: Port, Sherry, Madeira.	per doz.	.90

POPPING CORN.

Bradshaw Co.—	"	
Brad's Tip-Top, 24 10-oz. pkgs.	"	.90
" 50 10-oz. pkgs.	"	1.75
" 100 10-oz. pkgs.	"	3.25
" 24 20-oz. pkgs.	"	1.75
" 48 20-oz. pkgs.	"	3.25
Brad's "I-X-L," 40 16-oz. pkgs.	"	2.25
White Rice, shelled, sacks about 150 lbs.	"	.03 1/2-.04
The Albert Dickinson Co.—	"	
Snow Ball, 40 1-lb. pkgs.	"	2.00
Santa Claus, 100 10-oz. pkgs.	"	2.75
" 50 10-oz. pkgs.	"	1.45
Yankee, 100 12-oz. pkgs.	"	3.00
" 50 12-oz. pkgs.	"	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.	Per lb.	
Short, 25 1s.	"	.12
Cubes or Elbows, 24 1.	"	
Spaghett, 25 1s.	"	.12
Vermicelli, 25 1s.	"	.12
Alphabet, 25 1s.	"	

Domestic.

The Franco-American Food Co.—	Per doz.	
Spaghetti a la Milanese, No. 1, 4 doz.	"	.90
" No. 2, 2 doz.	"	1.35
Freihof's—	Per lb.	
Elbow Macaroni, 36 1s.	"	.10
Straight Macaroni, 36 1s.	"	.10
Pastels, 36 1s.	"	.10
Spaghett, 36 1s.	"	.10
Elbow Spaghett, 36 1s.	"	.10
All styles, 10c.	"	.07 1/2
Noodles, 1/2 lb., 24s.	"	.06
Fancy, long, 25 1s.	"	.07 1/2
Cubes or Elbows, 24 1s.	"	.07 1/2
Spaghett, 25 1s.	"	.07 1/2
Vermicelli, 25 1s.	"	.07 1/2

Choicest Grades.

Macaroni, long, 25 1s.	.07
Elbows, 25 1s.	.07
Spaghett, 25 1s.	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200lb.	100lb.	50lb.	10lb.
Ex. Norway, No. 1...	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2...	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3...	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4...	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5...	550-650	20.00	10.60	5.50	1.25
Shore Bloaters...	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1...	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1...	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2...	225-250	24.00	12.60	6.50	1.45
Extra Irish, No. 2...	300-350	27.00	14.10	7.25	1.60
Medium Irish, No. 2...	350-450	26.00	13.60	7.00	1.5

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DRIED FRUITS.		
Domestic.		
Apples, Evaporated—	Per lb.	
Choice, 50 lbs.	.09 1/2	
" 25 lbs.	.09 3/4	
" 48 pkgs.	.10	
Apricots—		
Knighthood, 10-lb. boxes.	.17	
Dos Palmos, choice.	.09 1/2	
Cherries—		
Red and Black, extra fancy, pitted, 25 lbs.	.15	
Eastern, pitted, 25 lbs.	.16 1/2	
Peaches—		
Jumbo, Yellow, 25 lbs.	.08 1/2	
Fancy Muirs, 50 lbs.	.07	
Extra choice Muirs, 50 lbs.	.07 1/2	
Extra fancy Muirs, 25 lbs.	.08	
Pears—		
Fancy California Bartlett, 25 lbs., G. & S.	.15	
Plums pitted—		
Fancy Red, 25 lbs.	.11 3/4	
Nectarines—		
Extra choice, 25 lbs.		
Foreign.		
Citron, 10 lbs.	.16 1/2	
Orange Peel, 10 lbs.	.13 1/2	
Lemon Peel, 10 lbs.	.13	
Currents—		
Knighthood, 40 pkgs.	.14	
Valca, 24 15	.13 1/2	
Gold Medal, 25 lbs., loose	.12	
Dates—		
Dromedary, 35 pkgs.	per case 2.80	
Valca, pitted, 30 pkgs.	.11	
Unpitted, 30 rec. pkgs.	.07 1/2	
Fard, 14 lbs.	.09 3/4	
Hallowee, 70 lbs.	.06 3/8	
Figs—		
Coronet, round boxes.	.07 1/2	
Poppy brand, California, 12 pkgs.	per box .85	

PRUNES.		
California, Knighthood brand, 50-lb. boxes—		
40-50	.10	
50-60	.08 3/4	
60-70	.08 1/4	
California, 25-lb. boxes—		
40-50	.10 1/2	
50-60	.09 1/4	
60-70	.08 1/4	

RAISINS.		
California Clusters—		
Fancy Clusters, 20 pkgs.	Per box	
Clusters, Imported	3.80	
Extra Desserts, 20 pkgs.	3.20	
Connoisseur, 20 pkgs.	Per lb.	
California Seedless—		
Thompson, 50 lbs.	.10	
Sultana, fancy, 50 lbs.	.09 1/2	
California, Loose—		
Muscadels, 4 crown, 50 lbs.	.08	
" 3 crown, 50 lbs.	.07 1/2	
Valencias—		
Rogers, Imported Ondara Layers, 28 l's.		
Fancy Ondara Layers, 28 lbs.	.08 3/4	
Seeded—	Per pkg.	
Knighthood, 36 pkgs.	.09	
Owl, fancy, 36 pkgs.		
Crystal, 40 pkgs.	.09	
Sun-Maid, 36s.	.08 1/2	
Seedless—		
Not-a-Seed, 36 pkgs.	.11 3/4	
Valca, Thompson, 40 15.	.12	

COCOANUT.		
Dromedary—	Per case	
48 1/4 lb. pkgs.	3.75	
24 1/2 lb. pkgs.	3.00	
12 1-lb. pkgs.	2.75	
48 1/4 lb. pkgs.	1.80	
24 1/4 lb. pkgs.	1.75	
12 1/2 lb. pkgs.	1.65	
Dunham's—	Per lb.	
1/4 lb. pkgs., 15 lbs.	.29	
1/4 and 1/2 lb. pkgs., 15 lbs.	.28 1/2	
Baker's Premium—	Per case	
120 5c. pkgs.	4.40	
60 5c. pkgs.	2.20	
30 10c. pkgs.	2.10	

HORSERADISH.		
Diamond cut glass, 2 doz.	Per doz.	.82 1/2
Milleman's, No. 8 bottles, 2 doz.		.82 1/2
Schramm's, large tumbler, 2 doz.		.82 1/2
Sherbert glass, 2 doz.		.45

INK.		
Arnold's, black, 32.	per bottle	.50
Continental, red, 1 doz.		.32 1/2
" black, 3 doz.	per box	.67 1/2
" Writing Fluid.	per qt.	.50
Royal, black, 3 doz.		.25
Stafford, Commercial, 32.		.60
Thaddeus Davids Co.—	Per doz.	
Electro Chemical Writing Fluid.	per qt.	.65
Square, Oriental Red, 2 oz., 1 doz.		.40
" Green, Blue or Violet, 2 oz.		.40
" Magic Black, 2 oz., 1 doz.		.40
" Electro Chemical, 2 oz., 1 doz.		.40
Letterine, show card ink, 2 oz., all colors.		1.00

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LAMP GOODS.		
Lamp Chimneys—	Per case of 6 doz.	
Sun, Crimp, Lustre brand	No. 0. No. 1. No. 2.	
	3.00 3.60 4.50	
Electric, No. 2	Per doz.	.80
" No. 2, slim		.80
Rochester, No. 2		.80
" No. 2, 12 inch		1.25
Success, No. 1, 10 inch		.90
" No. 1, 12 inch		1.25
No. 0, Tubular Lantern Globes	5 doz.	2.75
Cold Blast	5 doz.	3.25
	No. 1. No. 2.	
Jumbo Chimneys, plain	per doz.	.75 .85
" dec., 207...	"	.90 1.00
Banner Burners	No. 0. No. 1. No. 2.	
	.40 .50 .70	
No charge for packages.		
Oil Cans—	Per doz.	
1 gal., glass.		2.40
1 gal., galvanized, Pearl		2.00
5 gal., Lennox, spout		6.00
5 gal., " spigot		6.75
5 gal., Columbia		8.00
5 gal., Banner		9.00
5 gal., Climax, pump		10.00
5 gal., Home Rule, pump		12.00
Lanterns—		
No. 0, Standard		4.00
No. 0, Dash		7.50
Cold Blast		7.50
Nu Stylee		8.50

LYE AND POTASH.		
Banner Lye—	Per case	
Case of 4 doz.		3.45
Case of 2 doz.		1.80
Babbitt's Lye, 4 doz.		3.50
" 2 doz.		1.80
Lewis' Lye, 4 doz.		3.25
Red Seal, sifting top cans, 4 doz.		3.75

MATCHES.		
Non-poisonous. Strike anywhere safety matches.	Per case	
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 50	
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.	3 40	
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 60	
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	4 25	
Blue Ribbon No. 5 size, 6 boxes in pkg., 24 pkgs. in case.	4 00	
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.	3 90	
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10	
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25	
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10	
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.	5 25	
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 10	
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 15	
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 05	
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.	3 00	
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.	1 00	
All above brands subject to a free case deal of 1 case free with 10 cases, 1/2 case free with 5 1/2 cases, 1/4 case free with 2 1/4 cases.		

MINCE MEAT.		
None Such—	Per case	
1/4 gross		2.70
1/2 gross, with 3 pkgs. free.		5.40
Atmore & Son—	Per lb.	
Celebrated Seedless—		
Quarters, 110 lbs.	.09 3/4	
Barrels and halves, 400 and 250 lbs.	.09 1/2	
Wooden pails, 20, 40 and 68 lbs.	.10	
Keystone—		
Quarters, 110 lbs.	.08	
Barrels and halves, 400 and 250 lbs.	.08	
Wooden pails, 20, 40 and 68 lbs.	.08 1/4	
Condensed, cartons	2.70	
" 6 1/2 doz. to case	5.40	
Extra Family—		
Barrels, halves and quarters	.13	
Wooden kits, 20, 40 and 68 lbs.	.13 1/2	
Armour's—	Per doz.	
Veribest, Concentrated—		
1 1/2-lb. pails, 2 doz.	2.40	
3-lb. pails, 1 doz.	4.25	
Veribest, Moist—	Per case	
Quart jars, 1 doz.	5.50	
" 1/2 doz.	3.00	
Canakins, 10 lbs.	.13 1/2	
" 20 lbs.	.13	
" 40 lbs.	.12 1/2	
Homemade Style, Moist—		
Kits, 10 lbs.	.11 1/4	
" 25 lb.	.10 3/4	
" 50 lbs.	.10 1/2	
Brick's Nonpareil Brand—		
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.	.09 1/2	
Tubs, 70, 35 and 18 lbs.	.09 1/2	
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.		
Brick's Old Homestead—		
Barrels, 28-lb. pails, etc.	.08	
35 and 18-lb. tubs.	.08 1/2	
Packages not returnable.		

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LIME.		
Chloride, Acme, sifting, 25-lb. boxes	Per lb.	.05 3/4
" " " " " 3-box lots		.05
" Banner, sifting, 25 15		.06 1/2

OILS.		
Stove Gasolene	Per gal.	
Headlight, 150 test		

OLIVES.		
Extra Queen—	Per doz.	
Imported, No. 10, 2 doz.	1.40	
" No. 19, 1 doz.	4.25	
" No. 32, 1 doz.	6.50	
" No. 8, 4 doz.	.90	
Stuffed—		
Ring, 4 doz.	.90	
Fancy, No. 15, panel bottle, 2 doz.	2.15	
" No. 10, panel bottle, 2 doz.	1.40	
Olives in bulk—	1-gal. pails. 2-gal. pails. 5-gal. kegs	
X	1.30 2.45 5.30	
XX	1.45 2.60 5.75	
XXX	1.50 2.70 5.70	
XXXX	1.60 2.90 6.10	
Mammoth	1.95 3.50 7.70	
Pails, large, 1 gal.	1.85	

PURE OLIVE OIL.		
Finest Sublime Lucca Olive Oil—	Per case	
25-oz. bottles	8.50	
Large bottles	6.50	
Medium bottles	7.00	
Small bottles	4.50	
1/2-gal. tins, 5 gal.	16.00	
1/4-gal. tins, 10 gal.	28.50	
1/2-gal. tins, 10 gal.	27.00	
1-gal. tins, 10 gal.	26.00	
Sublime Lucca Olive Oil—		
1/2-gal. tins, 5 gal.	15.00	
1/4-gal. tins, 10 gal.	26.50	
1/2-gal. tins, 10 gal.	25.00	
1-gal. tins, 10 gal.	24.00	
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.		
Trois Croix, French, 8 1/2-gal. cans	12.00	
Beech Nut—	Per doz.	
Bottles, 24 oz.	10.50	
" 16 oz.	7.75	
" 4 oz.	2.80	
Pompeian Olive Oil—	Per gal.	
Full measure tins, gallon	2.70	
" " half gallon	2.75	
" " quart	2.80	
" " pint	2.90	
" " half-pint	3.00	
Normanna Olive Oil—	Per gal.	
1 gallon	2.80	
1/2 " 2 tins	2.90	
1/4 " 4 tins	3.00	
1/8 " 8 tins	3.10	
1/16 " 16 tins	3.20	
Re Umberto Oil—	per doz.	2.25
4-oz. bottles		6.50
16-oz. bottles		2.50
1 gallon		

TABLE AND COOKING OIL.		
Mazola (Corn Oil)—	Per doz.	
24 5 1/2-oz. bottles	.90	
48 5 1/2-oz. bottles	.90	
Pint cans, 24 to case	1.90	
Quart cans, 24 to case	3.35	
Gallon cans, 6 to case	12.60	
Cottonseed, large, 2 doz.	.87 1/2	
" medium, 2 doz.	.77 1/2	
Wesson's Cooking, 30 No. 2.	per case 7.50	
Fancy, 8 cans	per case 7.50	
Loubon, large, 1 doz.	1.62 1/2	
" small, 2 doz.	.45	
Goldenoyl—		
4 doz. 7-oz. bottles	3.60	
2 doz. 21 1/2-oz. cans	4.80	
1 doz. 1/2-gal. cans	6.50	

PEANUT BUTTER.		
Beech-Nut—	Per doz.	
Large	2.00	
Medium	1.35	
Small	.90	
McLaren's—		
Small, 2 doz.	.85	
Medium, 2 doz.	1.35	
Large, 1 doz.	2.25	
Beardsley's—		
Acme, 14 3/4-oz. jars, 1 doz.	2.35	
" 10-oz. jars, 1 doz.	1.90	
" 6 7/8-oz. jars, 2 doz.	1.35	
" 4 1/4-oz. jars, 2 doz.	.90	
Peanutene, No. 2 jars, 2 doz.	1.85	
" No. 4 jars, 3 doz.	.92 1/2	

DA'ENUT BUTTER.		
Large, 1 doz.	Per doz.	2.30
Medium, 2 doz.		1.40
Small, 2 doz.		.90

NUTS.		
Almonds, California, Nonpareil, paper shell,	Per lb.	
bags, about 80 lbs.		.20
Almonds, Ne Plus Ultra, bags, about 75 lbs.		.17 1/2
Walnuts, No. 1, soft shell, bags, about 110 lbs.		.17
Fileberts, bales, about 22 1/2 lbs.		.13
Brazils, large, bags, about 180 lbs.		.14 1/4
Pecans, large, bags, about 160 lbs.		.14 1/2
" medium		
Mixed Table Nuts, 25 lbs.		.15 1/4

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PICKLES.		
Peanuts, Green—		
Jumbo	.06 3/4	
Fancy, hand picked	.05 3/4	
Virginia, choice	.04 3/4	
Peanuts, Roasted—	Per bush	
Jumbo	1.70	
Fancy, hand picked	1.40	
Virginia, choice	1.05	
B-g Nickel	100 cartons	3.75

PICKLES.		
Sweet—		
16-gal. keg, 2100s.	15.25	
10-gal. keg, 1300s.	10.25	
5-gal. pail, 650s.	5.25	
16-gal. keg, 3600s.	18.25	
10-gal. keg, 2200s.	12.25	
5-gal. pail, 1100s.	6.25	
16-gal. keg, 5000s.	20.50	
10-gal. keg, 3000s.	13.75	
5-gal. pail, 1500s.	7.00	
16-gal. keg, 7500s.	22.75	
10-gal. keg, 4500s.	15.25	
5-gal. pail, 2250s.	7.75	
Sweet M xed—		
16-gal. keg	12.00	
10-gal. keg	8.50	
5-gal. pail	4.35	
Sour and Dill—		
45-gal. bbl., 1800s.	17.50	
32-gal. bbl., 1200s.	12.00	
16-gal. keg, 600s.	6.50	
45-gal. bbl., 2400s.	19.00	
32-gal. bbl., 1600s.	13.00	
16-gal. keg, 800s.	7.00	
5-gal. pail, 250s.	2.50	
45-gal. bbl., 3600s.	20.50	
32-gal. bbl., 2400s.	14.00	
16-gal. keg, 1200s.	7.50	
5-gal. pail, 350s.	3.00	
Chow-Chow—		
16-gal. keg	10.00	
10-gal. keg	6.75	
5-gal. pail	3.50	
Sweet Pickle Relish—		
16-gal. keg	11.50	
10-gal. keg	8.25	
5-gal. pail	4.25	

VINEGAR.		
	Per gal.	
Pure Cider, 45 grain.....	.13	
“ 40 grain.....	.12	
Distilled, 45 grain.....	.09	
“ 40 grain.....	.08 ¹ / ₄	
Fermented, 45 grain.....	.09 ³ / ₄	
“ 40 grain.....	.09	
Beech-Nut, quarts.....	per doz.	2.50
“ pints.....	“
“ ¹ / ₂ pints.....	“
Truikshank, distilled, white.....	per gal.	.13

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DRESSED MEATS.

Dressed Stock—	Per lb.
ers.....	.10 —.14
ifers.....	.09 —.13
ws.....	.07 —.11
al Calves.....	.14 1/2 —.15 1/2
tra Calves.....	.14 1/2 —.15 1/2
thern and Barnyards.....	.09 1/2 —.11 1/2
entry Dressed.....	.14 1/2 —.15 1/2
tras.....	.16 —.17 1/2
ep.....	.09 1/2 —.10 1/2
ra Wethers.....	.11 1/2 —.12 1/2
nbs.....	.14 1/2 —.15 1/2
ra Lambs.....	.16 —.17 1/2
gs.....	.10 —.14 1/4

BUTCHERS' SUNDRIES.

Steer Tongues.....each	— .80
Tongues.....	— .60
eads, scalded.....	.50 — .75
reads, veal.....per pair	.75 — .80
“ beef.....per lb.	.25 — .30
Livers.....	.25 — .30
Kidneys.....per doz.	1.25 — 1.50
Livers.....	.10 — .15
ls.....per doz.	1.20 — 1.50
s, beef.....per lb.	.05 — .10
heef.....	16.00 —
rolin, beef, western.....	.22 — .25
Pork, loins, city.....	.17 — .20
“ western.....	.17 — .20

DRESSED POULTRY.

ys—	Per lb.
tern, young hens, 8 to 10 lbs.....	.25 —.27
“ young toms, 15 to 18 lbs.....	.25 —.27
hens and toms.....	.20 —.23
imon to good.....	.18 —.20
rs—	
adelphia, fresh killed, 3 lbs. and	
ider to pair, fancy.....	30 —.32
adelphia, fresh killed, 3 1/2 to 4 lbs.	
pair.....	30 —.32
adelphia, fresh killed, 3 to 3 1/2 lbs.	
pair, fancy.....	30 —.32
tern, fancy, heavy.....	.18 —.19
vy Roasters, 4 to 5 lbs.....	.18 —.20
to good.....	.15 —.17
cocks.....	.13 —.14
s—	
ae, large, fancy.....per doz.	4.50—5.00
ed.....	3.00—3.50
k.....	1.75—2.00

LIVE POULTRY.

Chickens, nearby, 1 1/2 to 2 lbs.....	.16 —.18
Springers.....	.16 —.17
.....	.16 —.17
ers.....	.12 —.13
, young.....	.15 —.16
old.....	.14 —.15

RESERVES, JELLIES, JAMS AND MARMALADES.

	Per doz.
er's, pure.....	.95
jelly, apple flavor, 30 lbs. full weight,	
per pail,.....	1.00
nmel's, 8-oz. tumblers.....	.80
onal, 16 oz., 2 doz.....	.87 1/2
“ 3-lb. tins, net weight.....	1.95
ves—	
nmel's pure, 12-oz. jars, 2 doz.....per doz	1.60
onal, 30-lb. pails.....	.09 1/2
wark, 30-lb. pails.....	.06 1/2
“ 3-lb. toy pails.....per doz.	3.00
nmel's, pure, 10-oz. jars, 2 doz.....	1.40
wark, assorted, jars, 2 doz.....	.90
Marmalade—	
ley's imported, 4 doz.....	1.90
nmel's, pure, 2 doz.....	1.50
Nut Brand Conserves—	
Per doz., in glass	
Large Medium Individual	
berry.....	3.25 2.00 1.10
Raspberry.....	3.00 1.80 1.00
berry.....	3.00 1.80 1.00
.....	2.25 1.40 .80
erry Sauce.....	2.25 1.40 .80
ord Grape.....	2.40 1.50 .90
.....	.80
d Plum.....	2.25 1.40 .80
son Plum.....	2.25 1.40 .80
.....	3.00 1.80 1.00
.....	3.00 1.80 1.00
.....	2.25 1.40 .80
Apple.....	2.25 1.40 .80
Spitzenberg.....	2.25 1.40 .80
a Jelly.....	1.80
es—	
apple, shredded.....	3.00 1.80 1.00
y.....	3.25 2.00 1.10
ades—	
.....	2.25 1.40 .80
arh.....	2.25 1.40 .80
Orange.....	2.20 1.35 .80
jars packed one dozen, medium two dozen	
individual three dozen per case.	

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs.....per pail	1.15
“ full 5-lb. slip cover tins,	
1/2 doz.....per case	1.60
“ Schimmel's, 30-lb. pails.....per lb.	.06 3/4
“ 3-lb. slip cover tins, 1	
1 doz.....per doz.	2.60
“ 2 1/2-lb. stone jars, cloth	
top, 1/2 doz.....per doz.	2.90
“ 40-oz. stone crock, glass	
top, 1/2 doz.....per doz.	3.15
“ Mother Cook's, No. 14, 2 doz.....doz.	.85
Peach, 30-lb. pails.....per lb.	.07 1/2

DRUGS.

Family Medicines.

Guaranteed full U. S. strength.

	5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85	1.95
Sweet Oil.....	.40	.85	1.95
Spirits Nitre.....	.45	.85	1.95
Spirits Camphor.....	.85	1.95	
Spirits Painters' Commercial.....	.45	.85	1.95
Paregoric.....	.45	.85	1.95
Glycerin.....	.85	1.95	
Syrup Squills.....	.45	.85	1.95
Syrup Rhubarb.....	.45	.85	1.95
Syrup Ipecac.....	.45	.85	1.95
Turlington Balsam.....	.75	1.95	
Golden Tincture.....	.45	.85	1.95
Tincture Arnica.....	.45	.85	1.95
Balsam de Malta.....	.45	.85	1.95
Bateman Drops.....	.45	.85	1.95
Godfrey's Cordial.....	.45	.85	1.95
Turpentine.....	.45	.85	1.95

5 per cent discount in gross lots assorted.	
Alum.....per lb.	.10
Borax, powdered, bulk.....	.10
“ lump, hulk.....	.07 1/2
Butter Color, W. & R.....per doz.	2.00
Bluestone, bulk.....per lb.	.12
Copperas.....	.02 1/2
Camphor, gum, 1-oz. blocks.....	.70
“ flakes, 250-lb. bbls.....	.18
“ less quantity.....	.19
“ Tar Balls, 250-lb. bbls.....	.17
“ less quantity.....	.18

Castoria, Fletcher's.....per doz.	2.80
“ Pitcher's.....	.80
Carbonate of Ammonia.....per lb.	.15
Epsom Salts, bbls.....	.04 1/2
Glauber Salts.....	.02 1/2
Glue, ordinary.....	.11
“ white.....	.20
Gum Arabic.....	.50
Haarlem Oil.....per doz.	.40
Husband's Magnesia.....	2.90
Jamaica Ginger, Hires', flasks.....	.90
Licorice, P. & S., 5c. stick, imported.....	.36
“ M. & R., 5-lb. boxes.....per lb.	.23
“ lozenges, 5-lb. boxes.....	.27
“ 4s, 6s, 8s, 12s, 16s, 5-lb. boxes.....	.24
“ root.....	.12

Putty, 25-lb. cans.....per 100 lbs.	1.57 1/2
“ 50-lb. cans.....	1.47 1/2
Petroleum Jelly, screw top, 5c. size.....per doz.	.35
“ 10c. size.....	.75
Paris Green, 100-lb. kegs.....per lb.	.17
“ 1/2-lb. pkgs., 50 lbs.....	.22 1/2
“ 1/2-lb. pkgs., 50 lbs.....	.21 1/2
“ 1-lb. pkgs., 50 lbs.....	.20
Rosin.....	.04 1/2
Roach Powder, BB, 4-oz. cans.....per doz.	2.00
“ 10c. size.....	.80
Roachsaunt, 10c. size.....	.80
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.20 1/4
“ granulated, about 100-lb. kegs.....	.20 1/2
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50
“ 100-lb. hags.....per lb.	.02 1/4
“ less quantity.....	.03
Venetian Red.....	.02
Whiting.....	.02

Goff's—	Per doz.
Cough Syrup, 25c. size.....	2.00
Herb Bitters, 25c. size.....	2.00
Oil Liniment, 25c. size.....	2.00
Kidney Pills, 50c. size.....	4.00
Worm Syrup, 25c. size.....	2.00
Herb Pills, 10c. size.....	.80
Iron Glue, McCormick & Co.—	
No. 5.....	.45
No. 10.....	.85
Tube V.....	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size.....	2.00
“ BB, 10c. size.....	.85
Root Beer.....	.80
Talcum Powder.....	1.50
Triangular Quinine.....	1.75
Quinine Capsules.....	1.25

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.
“ qts.....
“ gals.....each
“ 1/2 bbls.....
“ bbls.....
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and	
premiums.....per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....	2.25
McCord's Magic Medicine, 25c. size.....	2.00
“ 50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
“ 50c. size.....	4.00
Re'iable Brand Headache Powders, 10c. size.....	.80
Borax, 20-Mule Team—	
48 1-lb. cartons.....	4.80
72 10-oz. cartons.....	4.80
96 1/4-lb. cartons.....	3.20

Extracts and Essences.

McCormick & Co. Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
“ No. 4 size.....	2.25

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Rose, No. 2 size.....	1.25
“ No. 4 size.....	2.75
Pistachio, No. 2 size.....	.90
“ No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pine-	
apple, Raspberry, Strawberry.....No. 2 size	.90
“ No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
“ No. 4 size.....	2.00
Orange, No. 2 size.....	.90
“ No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle	
Mapleine Flavoring, 1/2 oz.....per doz.	.90
“ 1 oz.....	1.75
“ 2 oz.....	3.00
Crescent Brand, bottles, 4 oz.....	5.25
“ 8 oz.....	9.00
“ pints.....	16.50
“ quarts.....	30.00
“ 1/2 gallon.....	5.00
“ gallon.....	9.50

Saur's Flovoring Extracts—	
No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....per gross	10.80
Nos. 2 and 4, assorted cases.....	11.80
F. F. V. Vanilla.....	2.00 3.75 7.25 14.00
XXX.....	1.75 3.25 6.25 12.00
XX.....	1.50 2.75 5.25 10.00
X.....	1.00 2.00 4.00 8.00
Lemon.....	1.00 2.00 3.50 6.75
Ginger, Clove, Pepper-	
mint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange, Nut-	
meg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple,	
Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....	Per doz.
Hansen's Junket Tablets, 3 or 1 1/2 doz.....	1.50 .80

CIDER.

Duffy's, bbls. about 45-50 gals.....per gal.	.18
“ 1/2 bbls., 28 gals.....per 1/2 bbl.	5.60
“ kegs, 14 gals.....per keg	3.10

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
“ boxes, 20 pkgs.....	.55
Gee Whiz, 100 pkgs.....	.60
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearment, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100	
sticks.....	3.10
Beech-Nut cases of .00 boxes.....	62.00

MINT TABLETS.

Certified Products Co.—	
Peppermint “Smiles,” display cartons, 18	
5c. pkgs.....	.50
“ half case, 6 cartons.....	2.85
“ full case, 12 cartons.....	5.50

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole	
head rice, 1 and 2 1/2-lb. dustproof cartons.....	.06
Hotel Astor, quick cooking, granulated, 1-	
lb. cartons.....	.06
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2 1/2-lb. cartons, steril-	
ized.....	.06 1/2
Comet, natural brown, 1-lb. cartons, steril-	
ized.....	.06 1/2
Comet Cereal, 1-lb. cartons, sterilized.....	.06 1/2
Sola Japan Unkoted.....	.06 1/2
D. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole	
head rice, 1-lb. dust proof cartons.....	.06 1/2

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2 1/2-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the	
bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per	
cent. discount; 10 barrels or more, 7 1/2 per cent. dis-	
count may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.....	Per case
“ small, 2 doz. 1/2 pints.....	4.25
Schimmel's, small 2 doz.....per doz.	.90
My Wife's, large, 1 doz.....	1.50
“ small, 2 doz.....	.90

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60-lb. boxes.....per box	.60
“ Crystal Brand, 24 2 1/2-lb. pkgs.,	
per case.....	.80

SAUCES.

Lea & Perrins—	Per doz.
Worcestershire, medium.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82 1/2

SODA—BI-CARB.

Babbitt's, 1/4s, 25 lbs.....	Per lb.
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05 1/2
“ 1/2-lb. pkgs., 36 lbs.....	.05
“ 1/4-lb. pkgs., 36 lbs.....	.05 1/2
“ 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
Dwight's, 1-lb. pkgs., 36 lbs.....	.04 1/2
“ 1/2-lb. pkgs., 36 lbs.....	.05 1/2
“ 1/4 and 1/2-lb. pkgs., 36 lbs.....	.05 1/2
“ 1, 1/2 and 1/4-lb. pkgs., 36 lbs.....	.05 1/2
112-lb. kegs.....	.02 1/2
Bi-Carb, bulk.....	.03

SOFT DRINKS.

Clicquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer. ...2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root- beer at home, 1 doz	1.60
Hires Carbonated, pints, 2 doz.....	2.00
“ Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4 oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice—	
Quarts, 1 doz	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
5 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description.	Less than Bars. Lbs. 5 boxes.
Young's Pearl Borax Soap Chips..	40 16-oz.	3.20
Acme, Lantz	100	3.75
Ark, Fairbank's, yellow laundry..	100	2.00
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
" N. Y. C.	60	3.40
Best, B. T. Babbitt	100 75	3.90
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.85
" Novelty, Day & Frick	40 40	2.90
" Red Seal, Tom on	100	4.00
Big Master, Lantz	100	3.90
Circus, Lantz	100	3.75
Clairette, Fairbank's, yel. laundry	100 5ct.	3.00
Cream Borax, Lantz	100	3.90
Coal Oil Johnny	100	3.85
Dandy, Fairbank's, yel. laundry..	100	2.00
Fairy, Fairbank's	100 5ct.	4.00
" "	100 10ct.	6.75
Fels-Naphtha, Fels & Co	100 75	4.00
5-case lots	100	3.95
Gloss, Lantz	100	3.75
Ivory, P. & G	100 10 oz.	7.00
" "	100 6 oz.	4.00
Jewel, Fairbank's, yel. laundry..	100	2.20
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G	100	3.05
Lotus, white, Lantz	100 1dry.	5.20
" "	100 5ct.	3.90
Mascot, Fairbank's, yel. laundry..	100	2.20
Marseilles, Lantz	100 5ct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co	100	4.00
Miners', Lantz	100	3.05
Mystic White Borax, Lantz	100	4.00
Noxal, Penna. Soap Co.	100 7 oz.	1.55
New Process, Lantz	25	3.80
" "	30	3.80
Oak Leaf, Lantz	100	3.05
Oleine, Oxide, P. & G.	72 60	3.05
" Penna., Miller	60 50	1.95
" Phila., Lantz	60	3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 5ct.	2.40
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad, Lantz	120	2.50
Queen Anne, Lantz	100	3.20
Queen White, Lantz	100	3.90
Santa Claus, Fairbank's, yel. ldy.	100 5ct.	3.00
Star, P. & G.	80	3.20
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G	100	3.90
White Flake, Kirk's	100	3.75
White Fleece, Lantz, laundry size.	50	2.50
" 5c. size	100	3.25
Wool Soap Flakes, boraxated, 50 10c. size	3.75	
" 20 25c. size	3.75	

Swift & Co.—
Arrow Borax, 100 bars..... 3.85
Classic White Laundry, 100 bars..... 3.85
Naphtha, 100 bars..... 3.85
Old Mill, 100 bars..... 2.50
Pride, 100 bars..... 2.85
Wool, 100 5c. bars..... 3.85
" 100 10c. bars..... 6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.05
" 100 bars.....	3.90
Cygnat, floating, Young & Co., 6½ oz., 50 cakes.....	2.00
A-1 Floating Castile, Lantz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Conti, white.....	.75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5½-oz. cakes, 1 doz box.....	4.50
Fairy, Fairbank's, 100 cakes.....	4.00
" 100 10c.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Hand Sapolio, ¼ gross.....	9.50
Marseilles, white, Lantz, 100 pkgs.....	4.00
" 50 pkgs.....	2.10
Miller's.....	1.75
Pumino, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Pumiss, Jergens', 100 cakes.....	3.85
" Haskin's, 36s.....	1.45
Witch Hazel, 3 cakes.....	3.50
White Fleece, Lantz, 200 cakes.....	2.50
Swift & Co.—	
Vulcan Pumice, 100s.....	3.50
" 50s.....	1.80
Raven Tar, 100s.....	3.50
" 50s.....	1.80
Queen Regent, 100s.....	3.50
" 50s.....	1.80
Witch Hazel, 100s.....	3.50
" 50s.....	1.80
Jergens' Violet Glycerine.....	.75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.....	Per case 3.60
Gold Dust, Fairbank's.....	4.30
" 100 5c.....	3.85
Oak Leaf, Lantz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 3, 100 12-oz.....	4.00
Pearline, 36 10c. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Red Star, Gowan's, Lantz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Snow Boy, Lantz, 60 5c. size.....	2.40
" 48 10c. size.....	3.75
" 100 5c. size.....	3.75
" 24 family size.....	3.75
" 20 laundry size, 6 teaspoons in each pkg.....	4.00
Queen Anne, Lantz, 60 5c. pkgs.....	2.40
" 24 pkgs.....	3.75

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Lautz Naphtha Soap Powder.....	60 pkgs. 2.40
" 100 pkgs.....	3.75
Kirkoline, Kirk's, 24 4s.....	3.80
Grandma, 100s.....	3.65
Polly Prim, Scouring, Fairbank's, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerline, 100s.....	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" 100s, 5c. size.....	3.60
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" 100 16-oz. pkgs.....	3.75
" 24 4-lb. pkgs.....	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
10 ".....	2.20
25 ".....	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naphtha Soap	

Laundry Crystals.

Chase-O, ¼ gross.....	per gross 5.00
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MUSTARD—Prepared.

Stohrer's, 5c. tumblers, 4 doz.....	Per doz .45
Beer Mug, fancy, large size, 2 doz.....	.67½
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.35

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.....	.80
50 lb. 6, 10, 25 lb. Per lb.	
McCormick & Co., Ground—	Per lb.
Allspice.....	.10½
Cinnamon.....	.13½
" Col. Cinnabar.....	.18½
" Saigon.....	.21
Cloves.....	.25
Cream Tartar.....	.40
Ginger, African, Crystal.....	.11½
" Cochin.....	.14½
Mace.....	.24
Nutmegs, ground.....	.24
Pepper, Singapore.....	.17
" Butchers'.....	.17
" Red.....	.19
" White.....	.25
Tumeric.....	.09½
Whole—	Per lb.
Allspice (Pimento), original bags.....	.05
less quantity.....	.05½
Cinnamon, Canton, fancy.....	.11
" Java, thin quill, about 5-lb. rolls.....	.30
" Saigon.....	.55
" Mandalay, stick, 48 5c. cartons.....	.38
Cloves, choicest Zanzibar, bags.....	.17½
less quantity.....	.19½
Green Ginger Root.....	.15
Mace, choicest Penang.....	.75
Nutmegs, medium.....	.20
large.....	.21
Pepper, black, original bags.....	.14½
less quantity.....	.16½
Pickling—	
Mixed, 6 or 10-lb. boxes.....	.14
Mayflower, Isinglass front, 10c., 2 doz.....	.70
" 5c., 4 doz.....	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.....	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	.07½
Best, 24 1-lb. pkgs.....	.07½
" 48 1s.....	.03½
Duryea's, 40 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	.07½
Niagara, 48 1-lb. pkgs.....	.05½
" 24 1-lb. pkgs.....	.05½
Cream, 48 1-lb. pkgs.....	per case 3.60
Argo, 24 5c. pkgs.....	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06½
" Silver Gloss, 40 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
Duryea's, Superior, 3-lb. cartons.....	.06½
" Satin Gloss, 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
" Superior B, bulk, 40 lbs.....	.03½
Best Gloss, bulk, 50 lbs.....	.03½
Niagara, Laundry, 50 lbs., bulk.....	.05½
" 48 1-lb. pkgs.....	.05½
" 16 3-lb. cartons.....	.05½
" 6-lb. boxes.....	.06½
Celluloid, 64 10c. pkgs.....	5.00
" 64 5c. pkgs.....	2.50
Elastic, 64 10c. pkgs.....	4.80
" 64 5c. pkgs.....	2.40
Ivory, 72 10c. pkgs.....	5.00
" 36 10c. pkgs.....	2.50
" 72 5c. pkgs.....	2.50

STOVE POLISH.

Enamel Paste, small, ¼ gross.....	Per gross 4.50
" large, ¼ gross.....	7.20
" Liquid, large, ¼ gross.....	7.50

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Mason's Challenge Paste, boxes, ¼ gross.....	5.00
Electric Paste, ½-gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" 10c. size.....	7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	9.00
Packed ½ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs.....	per lb. .07½
Weikel's, 24 pkgs.....	per doz. .90
Bird Gravel—	
Red, 36 pkgs.....	per doz. 1.05
Silver, 36 pkgs.....	1.05
Bath Brick, 25 bricks.....	per box .77½
Toothpicks, Eureka, 100 boxes.....	per case 1.80
" Saginaw, 3 doz.....	per doz. .37½
David's Liquid Glue.....	.90
" Mucilage.....	.75
" Cone General Mucilage, 2 oz., 1 doz.....	.30
Le Page's Glue, bottle.....	.80
" tube.....	.80
Royal Glue, 3 doz.....	.80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count.....	.08½
10 oz., ".....	.10
12 oz., ".....	.12
Wooden keg, ½-gross case, assorted, 6, 8, 10s.....	per case .92½
Matting Tacks—	Per doz.
No. 11, blued.....	.12
No. 12, ".....	.17
Fly Paper—	
Sticky.....	10 cartons 2.35
Tanglefoot.....	10 cartons
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .40
Poison.....	1 doz. sheets .20
I-X-L Poison.....	50 envelopes .60
Wire Fly Swatters, leather bound.....	per gross 3.60
Wax, white and yellow.....	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet.....	.90
" 60 feet.....	1.10
" 75 feet.....	1.35
" 90 feet.....	1.50
" 100 feet.....	1.70
Coils or spools, ¼ inch.....	per lb. .11½
Jute.....	Per lb.
Reels.....	.08
Tie Yarn—	Per lb.
5-lb. balls.....	.21
Colored assortment.....	.26
Cones.....	.20
SYRUP AND MOLASSES.	
All Molasses in ¼ bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.28
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Cora.....	.33
River Front.....	.36
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26
Glucose.	
Best, for confectionery.....	per cwt. 2.65

HONEY.

Selzer's, small bottles, 2 doz.....	per doz. .95
" medium bottles, 2 doz.....	1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" medium bottles, 2 doz.....	1.40
" small bottles, 2 doz.....	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, Imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound.....	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2½, 2 doz.....	2.32
Karo, cane flavor, 24 2 lb.....	per case 1.90
" 24 2½ lb.....	2.30
" 12 5 lb.....	2.25
" 6 10 lb.....	2.15
" crystal white, 48 1½ lb.....	3.50
" 24 1½ lb.....	1.80
" 24 2 lb.....	2.15
" 24 2½ lb.....	2.55
" 12 5 lb.....	2.50
" 6 10 lb.....	2.40
Lassies, 24 2 lb.....	2.00
Duff's—	
No. 2½, screw cap, 2 doz.....	1.90
10c. size, 4 doz.....	.94
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.10
No. 2½, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2½, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 15.....	1.15
" 25.....	1.90
" cups.....	1.25
Turkey, No. 2, 2 doz.....	per doz. .85

-28-

MAPLE SYRUP.

Old Colony, large, 1 doz.....	2.35
" medium, 2 doz.....	1.45
Golden Tree, large, 1 doz.....	2.40
" medium, 2 doz.....	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy.....	2.90
" ".....	3.15
7, Household.....	2.85
" ".....	3.15
7, Monogram.....	3.35
" ".....	3.60
Daisy.....	2.50

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector.....	
No. 101, Tidal Wave.....	
No. 123, Seal Globe.....	
No. 126, Ruby.....	
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector.....	
No. 80, Double Seal Globe, Protector.....	
No. 85, Double Stag, Wide Head.....	
No. 687, Double Leader Swing, Protector.....	

Buckets.

Painted, 2 hoops, flat.....	Per doz. 1.70
" 3 hoops, flat.....	1.80
Galvanized, 10 qt.....	
" 12 qt.....	
Indurated Fibre.....	2.40

Butter Dishes.

Wire ends, 1 lb.....	per 1000 1.45
" 2 lb., oval.....	per 1000 1.85

Clothes Pins.

5 gross.....	Per box .45
--------------	-------------

Mops.

O-Cedar—	Per doz.
Polish Mop, large size.....	15.00
" smaller size.....	9.00
Triangle Mop, large size.....	15.00
" small size.....	9.00
Dusting Mop, black, large size.....	15.00
" small size.....	9.00

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, December 20, 1915.

No. 25.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

1 Filbert 3286
1 Filbert 3287
Private Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3-50
Great Britain and Continent of Europe
and Asia 4-50
Single Copies10

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Contributed.

Coffee Peddler Exists Because of Joint Fault of Retail Grocer and Unintelligent Roaster

No Standard of Price or Quality. The Real Place of Private Brands in the Fight Against Cheap Peddling Competition. Contributor Thinks They Have No Weight Whatever.

There is altogether too much agitation on the peddler coffee question. Particularly is this so for these striving times. The roaster, the grocer, the coffee shark and the peddler are continually striving for the business.

At the present stage of operations, the roaster and the grocer are engaged in trying to place the blame on each other. The grocer and the roaster are both wasting time and allowing the shark and peddler to sell the coffee.

We will eliminate the coffee shark from this argument, for his methods are so crooked and dishonest that he soon hangs himself. He buys only one grade of coffee (the cheapest) from the cheapest of cut price roasters, and sells it from 12½ to 40 cents a pound, according to what the customer is used to paying the dealer.

Now consider the roaster. Where do you find one that is honest with himself? He is so afraid that his competitor will sell a pound or two of coffee that he is really unable to establish a selling price and stick to it. In the first place he does not know what his coffee costs him to put on the market. When he sends his salesmen out to sell his coffee he gives them what would be termed a legitimate selling price, then as he fears his competitor will sell a pound of coffee, he immediately gives his salesmen several provisos, in the shape of special and inside discounts, in order that his salesmen can cut the ground from under his competitor. Such price cutting demoralizes the coffee business, for the next competitor's salesman has yet another inside price and so on.

Now, what can be expected of the fair-minded grocer? He gets sore and begins to wonder. He is loaded up with fifteen or twenty brands, both bulk and package, and from his viewpoint the end is not yet.

No coffee roaster fears honest competition, for costs are costs the

world over. Any roaster whose establishment is managed by men who know, never cuts and slashes prices, for his cost sheets are accurately figured out and his selling price must be a certain figure—if he cuts that price he is losing money, and he has brains enough to know that he must have his legitimate profit or quit.

Not so with our brainless wonder. He cuts and slashes and if given enough rope finds out too late that he is out of business.

At this stage of the game the peddler enters, selling coffee right to the grocer's customers.

What does our grocer do now? He at once gets busy—with the roaster—and complains that there is another peddler in his locality.

Our brainless wonder of a roaster tickles himself under the chin and tells Mr. Grocer to cut his price for a certain week and his problem is solved. The grocer tries it, and from any manner in which he can figure it, he has lost money.

At last a bright idea hits him. It is bright, for the brilliant salesman told him so. His Private Brand—that's it. He will put out his own brand of coffee. Put all other grocers out of business as far as coffee is concerned. Our cheap roaster will gladly put up his cheapest coffee in a fancy package, and Mr. Grocer will soon be independent. On paper it looks great—and it is great—for the peddler.

The new Private Brand is placed on the shelves and the next natural thing for our grocer friend to do is to get out his hammer. The anvil chorus rings on all but the Private Brand. The time-tried and true standard brands are hammered into nothingness. In the meantime—where has the coffee trade gone? The peddler has it. How did he get it? The grocer can find out by asking his former patrons, if he has nerve enough to do so.

The competitive grocer around the corner is still in the coffee business. He is pushing a standard

brand, the price and high quality of which are always the same. Yes, his trade is gradually increasing.

Now Mr. Grocer, isn't this about the condition?

The peddler question as it looks from the inside-out as well as from the outside-in, is clearly a problem for you, Mr. Grocer. If the peddler's methods are cutting into your business, there must be some merit to his methods. If he gives premiums you can give premiums. You can give the same or even better. Your percentage of profit is greater than any through whose hands the coffee passes, including the grower, the shipper, the broker or the roaster. If the peddler's service is better than yours why are you asleep at the switch?

You have that peddler skinned a mile. Your prestige in your neighborhood with a complete line of groceries enables you to go that peddler one better at any game he wishes to play.

A little team work between grocers and clerks would do wonders. It would place the coffee trade in the channel where it belongs in a very short time.

Cut out your price cutting—your throat cutting—your private brands—your substitutions and go to it.

J. W. KAHLE.

Seattle, Wash.,

December 13, 1915.

Packers Inclined to Make an Issue Out of Adding Cereal to Sausage.

Begin Campaign Which Seems Intended to Prove That Present Policy of the Law to Sharply Restrict Use of Cereal in Sausage is a Mistake, That Cereal Makes Sausage Both Better and Cheaper. Armour & Co. Fire First Gun.

For some reason which has not yet been disclosed, the big Chicago packers are beginning to wage a campaign in defense of the use of cereal in sausage. The present policy of the law is not to allow that, except under sharp restrictions, for in the past unscrupulous manufacturers have loaded their sausage with cereal because cereal cost less than meat, and also because it absorbed a lot of water. They would add this water and thus get paid for cereal and water at the price of meat.

The packers are now claiming, through articles which they are

producing and circulating over the country, that there should be a change in the law; that because some manufacturers have abused cereal, is no reason why the honest use of cereal should be forbidden; and that a certain percentage of cereal actually improves sausage.

A portion of an article written by H. B. Bogg, of Armour & Co.'s fresh meat department, is here reproduced:—

Objection to the use of cereal in sausage appears to men who have spent their lives in the study of meat packing to be without sufficient basis. There is no doubt that a better sausage in every way can be made by the use of cereal in one form or another.

The fact that cereals are cheaper than meat, that cereals will absorb and hold the same percentage of water as meat, and even that the use of cereal and water in sausages may have been abused by certain manufacturers in the past, altogether do not alter the fact that a better grade of sausage at a lower price can be made by the inclusion of cereal than without it.

The use of cereal in various forms of sausage has been regarded in all ages as a useful and desirable, if not a necessary, ingredient.

Bread crumbs, cracker crumbs, potato flour and other forms of cereal are regularly used in sausage in various countries of the Old World to improve quality, flavor and appearance as well as to lower cost, as may be amply established by investigation.

New England farmers, for the past 200 years have been accustomed to include in their sausages a large percentage of sage and cracker meal, the purpose of the cracker meal being to give the proper fullness and consistency to sausage in process of cooking, and to give body to the fatty element and make it more palatable and more digestible.

Cereal in sausage serves a multitude of purposes, wholly aside from cheapness, the benefit of which cheapness, by the way, is always passed along to the consumer in the form of a lowered price.

Cereal in sausage form is highly nutritious in itself. In addition to this, it serves both to retain the moisture in sausage, which constantly tends to escape, particularly in the smoked varieties. It gives body to the large proportion of fats in fresh pork sausage and prevents them from melting and escaping in the frying pan.

With the evaporation of moisture which takes place between the packing house and the pan and the dissolution of fats in the frying pan, the product is more than apt to be shrunken, dry or crumbly and more or less unpalatable dish when cooked.

The addition of cereal to fresh pork sausage retains the moisture, some of which would otherwise escape, and it prevents the degeneration of valuable sausage into worthless grease in the pan. To this extent it conserves flavor and juiciness and prevents waste in cooking.

As to the decreased cost of production of sausage with cereal added, the prices of various kinds of sausage are enough lower in each case where cereal is added to support our contention that the consumer enjoys the benefit.

An Advantage You Need This Winter

In favorable weather an Overland Delivery Car can do two or three times the work of a horse and wagon.

But on slippery, snow-covered pavements in zero weather the car shows its really great advantage.

For while a horse's value is impaired by winter weather and winter traffic conditions, the Overland is not affected.

Hundreds of grocers are discarding their

old-fashioned horses and wagons for up-to-date motor delivery cars.

Of these, many are using Overlands with much success. These cars are quicker, more dependable, and more economical under all conditions of service.

You will find the Overland a big advantage in your business. Improved service will not only help you hold your present trade, but will extend your delivery limits and make new business possible.

Write for a special delivery catalog. Please address Dept. 196

"Made in U. S. A."

\$725

Open Express
Delivery Car

The Willys-Overland Co.

TOLEDO, OHIO

Overland
TRADE MARK REG.

DELIVERY
CARS

Prices f. o. b. Toledo

\$750

Panel Body
Delivery Car

The Willys-Overland Co.

TOLEDO, OHIO



What Percentage Does Your Rent Bear to Your Gross Business?

Harvard Bureau Says in a Grocery Business it Should Be About One and Three-tenths Per Cent. How Often Do You Turn Your Stock? Conclusion of a Most Important and Interesting Article.

[We present herewith a continuation of the matter sent us for publication on "Expenses in Operating Retail Grocery Stores," which has been prepared by the Bureau of Business Research of Harvard College, and the first of which appeared last week. We have published other matter regarding business problems from the same Bureau, all of which has been exceedingly practical and valuable. Every retail grocer in business, whether he has a large or small store, should read this through.—Ed]

(Concluded from last week.)

Rent. Owing to the possibility of utilizing less expensive sites, rent is a smaller expense in the retail grocery business than in the retail shoe trade. Groceries are convenience goods in which there is no style element and which are bought daily in relatively small quantities by almost every family. Consequently, the grocery stores, unless they are dealing in fancy groceries, are located near residential districts in close proximity to their customers, and generally occupy comparatively inexpensive sites. Inasmuch as service to counter customers is rapid, or should be rapid, and since many of the customers give their orders by telephone or to order solicitors, the floor area of a grocery store is not relatively large. Shoes, on the other hand, are more in the nature of a shopping line. Each customer purchases at rather infrequent intervals and wishes to make a selection from a varied stock. Many purchasers of shoes also desire to compare styles and prices in different stores. In order to attract a sufficient volume of trade the shoe store must ordinarily have a prominent location in a shopping district where rents are higher than in residential districts. Moreover, although the average individual sale is larger, the time required for making a sale is greater than in a grocery store, and relatively more stock must be carried. This requires more floor space for a shoe store.

The common figure for rent expense in retail shoe stores is 5 per cent.; in retail grocery stores it is 1.3 per cent., varying from 0.3 per cent. to 4.1 per cent. In grocery stores the tendency is for rent to be less than 1.3 per cent. rather than more, and a significant number of

stores have a rent percentage of less than 1 per cent.

The other items of expense are comparatively small, and little can now be added to the statement of the figures given in the table. These figures, as they are classified, emphasize the fact that only comparatively slight economies can be realized in these expenditures. The chief opportunities for economy are in selling and delivering expense.

Total expense ranges in these stores from 10.4 per cent. to 25.2 per cent. The most common figure is 16.5 per cent., but there is also a marked concentration of a smaller group of stores around 13 per cent. The Bureau considers it especially significant that the stores whose expense is 13 per cent. or less can generally give exact and detailed information concerning their businesses. Apparently they have been able to reduce their expense, because of the accuracy of their accounting methods which reveal to them opportunities for economy.

Net profit figures vary widely. In fact, several stores have proved to be operating at a net loss when the proprietor's salary and other items were properly charged as expense. The highest percentage of loss is 3.3 per cent. of the net sales in a store which had inadequate accounting methods. Net profit commonly ranges between 2.5 per cent. and 5.5 per cent. of net sales, with 4.5 per cent. probably as the most typical figure.

Interest. In stores which show a net profit, from which interest can be met, the lowest figure is 0.2 per cent. of the net sales, and the highest 1.7 per cent. The common figure for interest appears to be 0.8 per cent., with probably a tendency to be lower rather than higher. Dividend payments have been omitted in these figures.

Stock-turn, one of the most vital points in retailing, is measured by dividing the cost of merchandise sold during the year by the average inventory of merchandise on hand. Since inventory, which is the divisor, is taken at cost, the cost of merchandise sold, and not the net sales, must be used as the dividend. In the retail grocery trade, as in other businesses, retailers tend to carry more stock than is necessary; their stock-turn is relatively low.

In stores which sell groceries only, the annual stock-turn has been found to range from 3.5 to 23.8. In a majority of stores of this class the annual stock-turn is from 4 to 10, centering around 7, which is therefore the common figure. Enough stores, however, are turning their stock once a month to warrant stating 12 turns per year as a standard to be aimed at.

Grocery stores which sell meats and provisions have a higher average stock-turn than stores which sell groceries only. This is to be expected, since the former have a larger proportion of perishable goods which cannot be carried for so long a time. The lowest annual stock-turn in this class of stores is 7, the highest 26.4, and the common figure 9. A significant group of these stores have an average stock-turn of 14 times per year, and if their provision business is relatively large, the stock-turn is higher.

Average annual sales per sales person is another particularly significant figure. It has a direct relation to sales force expense. Although some figures indicate an even wider variation, it can be stated conservatively that in retail grocery stores the average sales per sales person range from \$5,000 to \$20,000 per year. In the average grocery store it is about \$10,000, apparently tending to be somewhat higher in stores which also carry fresh meat. Although the average unit of sale is smaller in a retail grocery store than in a retail shoe store, the Bureau has found that the average annual sales per sales person are commonly about \$10,000 in each. The greater frequency in the sales of staples and standardized goods in retail grocery stores offsets the higher average unit of sale in shoe stores.

The figures from which this summary of expenses and other items was prepared were obtained from 253 stores in both large and small cities, mainly in the East and in the

Middle West. In addition to these 253 stores, the Bureau has obtained schedules and incomplete figures from over 250 retail grocers who could not furnish reliable profit and loss statements. The total number of retail grocers who have furnished specific information about their businesses is therefore over 500. The annual sales in the smallest of these stores were \$4,000 and in the largest \$311,000. A majority of the stores, however, were of medium size, with annual sales varying from \$20,000 to \$65,000. Despite the wide geographical area represented and despite the wide range in size, the experience of the Bureau indicates that the proprietor of any ordinary grocery store will be warranted in accepting the figures as a reliable guide; he can advantageously compare his own results with them. The lowest expense ratios were not found in the largest stores, nor the highest in the smallest stores. The greatest variations were commonly between stores of approximately the same size operating under similar conditions in a single locality. As a general rule, the common figures for the stores in one city correspond closely to the common figures for similar stores in other cities.

Secretary of the Treasury Asks Congress to Reduce the Tax on Oleo.

Wants Flat Tax of Two or Three Cents Per Pound Imposed Both on Colored and Uncolored. Says Present Tax Doesn't Stop Fraud, But Incites It. Enormous Increase in Demand for Oleo.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

Dec. 16, 1915.

The Secretary of the Treasury has again recommended to Congress that some of the burdens which the law has laid upon oleomargarine in the way of taxes, particularly the tax of 10 cents per pound on colored oleomargarine, be removed, and a uniform tax be imposed on colored and uncolored oleo. The same recommendations have been made to previous Congresses, but the butter interests have always been able to defeat them.

The following is taken from the recommendations of the secretary, which have been laid before Congress:—

It is again recommended that the present oleomargarine law be amended by repealing those provisions imposing a double rate of tax on the product and special taxes on dealers, and substituting therefor a flat rate per pound and single rates of special taxes upon wholesale and retail dealers, with provision for individual or original packages of certain sizes fixed by law, each of which shall bear the tax-paid stamps, marks and brands so as to clearly identify the character of the product to the purchaser.

Under such a law imposing a flat rate of 2 or 3 cents per pound and special taxes of \$240 per annum upon wholesale and retail dealers, respectively, without regard to the color of the product, it is estimated, upon the basis of production for the fiscal year ended June 30, 1915, that the total collections would amount to from \$4,500,000 to \$7,000,000 per annum, with a continued increase in the collections from this source in proportion to the increase in the production of oleomargarine.

It is believed by placing the flat tax of 2 or 3 cents on oleomargarine, colored or uncolored, would reduce fraud in the country and thereby reduce the expenses of the Government in enforcing this law. This is an economic consideration which has great weight with the executive branch of the Government, but it believed by many in the legislative branch that to reduce the tax on colored oleomargarine would bring that product into greater competition with butter.

Four cases of fraud were brought where colored oleomargarine taxable at 10 cents a pound under the law had been withdrawn at one-fourth of 1 cent per pound as uncolored. These four cases reached the enormous tax total of \$17,692,410.47, representing the tax on practically all of the oleomargarine produced and placed on the market as uncolored under one-fourth cent stamps by these manufacturers since the inception of the present law. During the past year one additional case was discovered, which, it is hoped, will be decided before another year. It has been estimated that this fifth case represents a fraud totaling \$1,503,203.30 in taxes.

The principal officers and employees of the companies involved in these frauds were indicted, and in three cases where trials have been held all were convicted or dead guilty. Prosecutions in a large number of cases for illicit coloration of white oleomargarine and various other violations of this law resulted in conviction or a plea of guilty in every case tried since January 1, 1915. Notwithstanding these results growing out of the thorough and sweeping investigations and vigorous efforts to enforce the law, it only emphasizes the incentive to fraud under the present oleomargarine statutes and the need of amendatory legislation to correct these faults and at the same time afford adequate protection to the revenues and to the public.

The growth of the oleomargarine industry, despite the hampering statutes, is apparent to any one who has examined the statistics of production. In 1903, the records show, there was produced in the United States a total of 5,710,407 pounds of colored oleomargarine and 67,73,689 pounds of the uncolored. In 1907, five years after the passage of the law, there was produced 758,529 pounds of the colored and 3,608,246 pounds of the uncolored oleomargarine. In 1912, just ten years after the passage of the act, there was produced 6,235,639 pounds

of the colored and 122,365,414 of the uncolored oleomargarine. During the fiscal year ended June 30, 1915, the records show that there was produced a total of 7,595,141 pounds of the colored and 138,214,907 pounds of the uncolored oleomargarine.

It appears from this that the increase in the production of the colored oleomargarine has been about one-third, whereas the production of the uncolored has increased two-fold since the passage of the law of 1902. Of the 7,500,000 pounds of colored oleomargarine produced during the past fiscal year 3,081,356 pounds were exported, whereas of the 138,000,000 pounds of the uncolored produced only 31,172 pounds were withdrawn for export. The figures prove the growing popularity of oleomargarine.

Late in the week Representative Dyer introduced in the House a bill destined to carry out the recommendations of the Secretary of the Treasury as to a flat tax. The bill also permits the coloring of oleo to look like butter, when "the said process of coloration and ingredients are not in any way injurious to the health of the consumer."

HOLT.

Thomas Martindale Seventy Years Old.

About One Hundred Leading Philadelphians Give Him a Dinner to Commemorate the Accomplishments of His Long and Useful Life.

Thomas Martindale, of Philadelphia, perhaps the best known retail grocer in the United States, known not only commercially, but also for his writings, his explorations and his public work, was 70 years old last Wednesday. About 100 of his friends, unbeknown to him, arranged a dinner at the Poor Richard Club at 6.30 o'clock that evening. Some of the biggest men in the city were present and felicitated Mr. Martindale upon his many accomplishments and achievements, particularly that of reaching 70 years in his present physical condition.

CORRESPONDENCE.

Auto Supplies.

Indiana, Pa., Dec. 11, 1915.
To the Editor.

Dear Sir:—Kindly advise me where to buy auto supplies and tires.

Thanking you in advance, I am,
Yours very truly,
T. M. BEATTY.

For tires, Frank M. Bell, Thirteenth and Arch street. For auto supplies, J. H. McCullough & Son, 219 N. Broad street, both Philadelphia.

HARISCO STANDARDIZED COFFEES

Royal Special	Royal Crest	Royal Cup
Royal Stag	Royal Lance	Red Seal
Royal Signet	Royal Mail	Jamestown
Royal Pennant	Royal Seal	Sirrah
Royal Currier	Royal Scepter	Astor House
Royal Gauntlet	Old Hermitage	Waldorf
Royal Helmet	Harisco Special	Royal Stag Java
Royal Standard	Blend	and Mocha

"KUP KWALITY FIRST KONSIDERATION"

Are You Afraid of Coffee Peddlers?

¶ You have one thing on the coffee peddler which is an invincible weapon of defence against him—if you will use it.

¶ There has never been a coffee peddler whose coffee ran uniform. We know something about how dealers of this class buy coffee and we know that they constantly do the thing which is destructive of a permanent coffee business.

¶ If you will use *Harisco Standardized Coffees*, your coffee will run uniform and "that 39-cent coffee" will always mean the same to your customer that it means to-day. No customer who has been so served has any reason to buy of a coffee peddler, for he is perfectly satisfied.

¶ The finest coffee grown, standardized to a hair. Green or roasted.

¶ We can increase your coffee business.

WILLIAM B. HARRIS, Pres.

CHAUNCEY H. MARSH, Treas.

William B. Harris Company Old Dutch Mills

COFFEE ROASTERS

COFFEES, TEAS, SPICES AND COCOA

65 Front Street

NEW YORK

WITH THE EDITOR

What an opportunity to improve the status of their product the packers of American sardines have had since the European war began!

As readers of this paper know, almost all fine sardines come from France, Norway and Portugal. Some of the sardines packed in Maine are good enough, though never as good as the foreign. Most of them are unsavory trash, carelessly packed from any old kind of fish in cheap cottonseed oil. The United States Government has been trying for several months to raise the standard of domestic sardines, and perhaps has made some progress, but the quality of the current production is still such that no lover of fine sardines would have a tin of the average American pack on his table under any circumstances.

The opportunity which I mentioned in the beginning is the opportunity to improve the quality of American sardines so as to get some of the demand for fine imported sardines which cannot be filled because there are almost no fine imported sardines. Could that be done? Without doubt. It is probable that not by any stretch of imagination could a sardine be packed in this country as good as the fine French sardine. The fish are not the same, for one thing, and we don't know how to pack them like the French do. But there is no reason at all why we could not

pack a sardine, and sell it, as good as some of the Portuguese. We could select the fish, we could pack them better, and use olive oil like the foreign packers use. Such goods would undoubtedly get trade from a class of consumers who now despise the average American sardine, and justifiably.

Are the American sardine packers making any effort to seize this opportunity? Not as far as anybody can see.

In spite of all that the butter interests have been able to do, their restrictive laws, their high taxes and their license acts, the increase

in the consumption of oleomargarine has been enormous. No other food product can show such tremendous strides in the last few years. Figures given by the Government and published elsewhere, show that the consumption of oleo in 1903, colored and uncolored, was 73,284,096 pounds. In 1915, the consumption, colored and uncolored, was 145,810,048 pounds, practically one hundred per cent. increase in twelve years! And the most wonderful thing about it is that 138,214,907 pounds of the 1915 consumption was uncolored oleo. The butter interests pretend to be greatly pleased with that. They say they don't care how much oleo sells so long as it isn't colored in imitation of butter. Their state-

ment is hypocritical and untrue. They are against the sale of oleo in any form. They were sure they had *killed* it when they passed their laws which practically insured its being sold white. They said the sale of oleo was absolutely dependent on its yellow color, and if that were eliminated and the product compelled to come out in its true colors, it would die over night. What an answer to all this is supplied by the Government's figures!

Some business men have less than nothing to show for it after a long commercial life. Sometimes it is due to the bad luck that seems to pursue some men all through their lives in spite of everything they can do. Sometimes it is due to carelessness, shiftlessness, rotten management.

A suburban retail grocer who has been doing business for ten years, and buying goods of Philadelphia jobbers for the whole of that time, asked a certain jobber during the week if he would give him ten days' time on an order amounting to \$20. The jobber refused and said he would sell him only for spot cash. There was no feeling about it—the two met in a perfectly friendly way; the grocer after ten years' acquaintanceship, was simply not good for a \$20 credit! Which, incidentally, is pretty close to being good for nothing.

Inquiry was made as to what ailed this grocer. Was he crooked? Not at all. Was his business so small that he really wasn't entitled to credit? On the contrary, he did a good business and was considered well-to-do. What, then, was the trouble? "He was simply careless—shiftless—undependable." Had he any financial resources? Yes, he owned property and any reasonable bill could probably be collected. Creditors, however, did not like to have to go to the trouble and expense of using the courts to collect every bill they sold him, so they put him on a strict cash basis.

There is something approaching the pathetic about this: that a man—there are dozens of others—has so little sense as to kill himself commercially, *without the slightest necessity for it*. There are men in the trade who can't help having this happen to them. They cannot get ahead, try as they will. They are always behind, despite superhuman efforts to keep up. Such men have little or no financial standing purely through misfortune. But here is a fellow who does a good business and owns property, yet who let *carelessness* put him in a class where jobbers, after ten years' dealings, will not trust him ten days for \$20!

Think of a man who after ten years' work can only show for himself, in the minds of the men with whom he has dealt, a reputation for not being worth \$20 worth of credit!

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Do You Know How to Sell a Broom?—Sell it first in your mind.

If you are waiting upon a customer who does "all her own work," and she suddenly says, "What have you got in a good broom?" you don't talk a 60-cent Joy Special, but you pick out a good No. 7 and you stamp it on the floor and say, "There's a working broom for

35 cents, and it's the best broom for the money that we sell."

It has five strands, it's wire tied, it's good, seasoned corn and the handle is straight and smooth.

Now, you have another customer. She, too, needs a broom, her "maid never gets a broom to suit her." Get

down your Joy Special—paper covered, perfectly smooth handle, perfectly pretty, unruffled and unsoiled—60 cents!

Yet 60 cents will buy a No. 9—three times heavier and the kind that you should have in the rack when Big Bill wants his,

Coming down to the fine point, selling a broom is little different from selling anything else that represents different grades. And it isn't always the well-dressed woman who selects the varnished handle and who insists on the unruffled corn. The sale is up to you. It's in knowing what to offer and to whom.

One day last summer a well-known woman of means stepped out of her car and entered a grocery to buy five pounds of coffee. The clerk commenced

to talk his 25-cent blend, knowing, mind you, the customer to be a discriminating buyer.

Easy Thinking.—One of the biggest mistakes you can make is to put your brain to rest with the thought that the manager is paid to do all the thinking. Why, man alive, no man is paid to do all the thinking, not even Woodrow Wilson.

Every part of your work needs a fresh thought, new displays, shifting displays (which means a utilization of seasonable store space).

Missing customers, competitors' prices, remedying for good your own mistakes, lessons from the mistakes of other customers' remarks, scale testing, points of salesmanship, advertising methods of your own and other co-

ns, listening, causes of fall and de-
ne of prices. Why, in business, a
ing fellow who really wishes to get
has no earthly show to devote any
his time during business hours to
thing but business thought; and the
fitting rock is the rock of rot.
All this may sound like a long de-
ture from black tea, but if you'll
on your thinking cap you'll find the
nection fast enough.

Important Alum Baking Powder Hearing for January 14th Next.

A hearing to consider the standards
baking powder will be held on Jan-
y 14th next in Washington, D. C.
e hearing will be on baking powder
its ingredients, and will be before
joint committee on definitions and
ndards of the Bureau of Chemistry.
view of the heated controversies
ich have been going on in a number
the States on this subject during the

last few years, it is anticipated that this
hearing will be of considerable interest.
It is anticipated that the hearing will
revive the old question of the use of
alum and other ingredients in baking
powder and whether such ingredients
are harmful or are intended to deceive.
At this hearing the trade and all in-
terested parties will be given an oppor-
tunity to present to the committee
their views as to what should constitute
a proper definition or standard for bak-
ing powder. The joint committee on
definitions and standards is composed
of representatives of the United States
Department of Agriculture, the Associa-
tion of American Dairy, Food and Drug
Officials and the Association of Official
Agricultural Chemists. This committee
recommends standards and definitions
for food and drug products for the
guidance of Federal and State officials
in the enforcement of food and drug
laws.

How Some Clerks Do Not Sell Goods

Conversations at Three Well-known Retail Stores Between Clerks and Customers, Overheard by Representatives of This Paper.

The following are accurate re-
ports of conversations overheard by
representatives of this paper during
the week, between clerks in retail
stores and customers at the counter.
They are all offered as examples
of how not to sell goods:—

What Happened in Finley Acker Co.'s Chestnut Street Store.

Customer.—Have you any im-
ported raspberry jam? Huntley's or
Keiler's, or any of them?

Clerk.—No, we have only Acker's.

Customer.—How much is it?

Clerk.—Twenty-five cents.

Customer.—Why it's about as
much as the imported, isn't it?

Clerk.—Well, it's made in a clean
kitchen, under the most sanitary
conditions.

Customer, evidently not convinced
by this powerful argument, leaves
without buying.

What Happened in Evans' Chestnut Street Drug Store.

Customer.—Please show me some
silver picture frames.

Clerk (a girl).—Certainly.
(Hands down several.)

Customer.—Are these solid sil-
ver?

Clerk.—Why, I can hardly say.
The price of that one in your hand
is \$3.50.

Customer.—Well, I know you can
get a solid silver frame for \$4;
\$3.50 is pretty close to it.

No reply from the clerk, who
hands down a frame costing \$9.

Customer.—Is this one solid?

Clerk.—Why, I wouldn't think so
exactly at that price, would you?

Customer (testily).—But can't
you tell me positively?

Clerk goes away and consults
another clerk, then returns and
says they are all sterling.

Customer buys one at \$3.50 and
tenders a \$5 bill. Clerk rings up the
register and hands \$2.50 in change.

Customer.—You're giving me a
dollar too much.

Clerk.—Oh, yes. Thank you.
(Goes away and fiddles with the
cash register and finally comes
back.)

Clerk.—Why this change is right.
The frame was \$3.50 and you gave
me \$5—\$2.50 is right.

Customer (coldly).—\$3.50 from
\$5 leaves \$1.50, not \$2.50.

Clerk, still unbelieving, goes away
and consults two other clerks. They
confirm customer's statement;
whereupon she asks one of the
other clerks to "fix it up with the
cash register," she doesn't know
how.

What Happened in William B. Margerum's Meat Market in Reading Terminal Market.

Lady standing in front of coun-
ter, waiting some time. While she
stands there, another woman comes
up. Clerk finishes waiting on his
customer and turns to the woman
who came to the counter last.

First Lady.—Won't you wait on
me?

Clerk.—One minute, lady, I can't
wait on two people at once.

First Lady.—But I was here be-
fore the other woman. I've been
standing here some time.

Clerk.—No; you wasn't.

First Lady.—I was so! I stood
here several minutes before she
came. (Second lady says nothing.)

Clerk (disagreeably).—Well, have
it your own way, lady.

First Lady.—What good will it do
to have it my own way, when you
give my chance to somebody else?
(She then in high dudgeon leaves
stall and buys her meat somewhere
else.)

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell Spruce 2608-2609
Keystone Race 746



Ask Your Customers!

AFTER all, the people who buy
your goods are the "big inter-
est" to be considered.

You will find the vast majority
of them know all about *N.A.* Green
Stamps and Hamilton Coupons and
furthermore they have investigated
the value of the merchandise
obtained in exchange for these
stamps and coupons.

If you want to become thor-
oughly convinced as to the National
strength of the "*Sperry*" System,
just drop in at any *N.A.* Premium
Store and draw your own conclu-
sions.

Let us refer you to some live,
wide-awake dealers who have picked
up an increase of 25% by using our
Service.

Address Dept. "H" Service

**THE SPERRY & HUTCHINSON CO.
THE HAMILTON CORPORATION**

GEORGE B. CALDWELL, President

2 West 45th St. NEW YORK CITY

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 10.—By John A. Lake, Retail Grocer, and First Vice-President of the Michigan State Retail Grocers' and General Merchants' Associations.

NOTE.

Mr. Lake testified before the Committee on Interstate and Foreign Commerce of the House of Representatives in favor of the Stevens bill. His testimony became really an argument between himself and the various members of the committee as to whether the retail prices of food products should ever be fixed by the manufacturer. The argument was so intensely interesting and so closely touches the business of the readers hereof that we have obtained a stenographic report and here present it. It is not only intensely interesting, but

gives a vivid glimpse of the feeling of the members of the Congressional Committee on the subject of price regulation.—Ed.

(Continued from last week.)

Mr. Sims. It costs 4 cents and retails for 5 cents?

Mr. Lake. Yes, sir. By the way, I am going to furnish you gentlemen with an illustration of cut prices on that very article. Do you know that three bars of 10-cent Ivory soap, sold three for a quarter, weigh exactly the same as five 5-cent bars? The man who buys one bar of Ivory soap for 10 cents is the loser in volume. It is made so as to sell three for a quarter. The weight of three large bars or five small bars is identical. The man who buys the 10-

cent bar does not get value received for his money in comparison with two 5-cent bars. Here is a cut made in quantity to meet a certain price.

Mr. Sims. This legislation, of course, will not prevent competitive manufacturers from fixing prices at either wholesale or retail for their own goods as against each other?

Mr. Lake. No, sir; I would not want it to.

Mr. Sims. And as a means of distribution by parting with the title instead of the more expensive method, in many cases, of establishing an agency—I mean establishing a direct agency? For instance, it was brought out here in the hearings with reference to the Ford Motor Car Co., that it is a large manufacturer and sufficiently strong to establish in every city of any size their own sales department and retain the title and sell their machines, keep up the price, and everything of that sort; but another motor car company, not being so large and strong, could distribute better by selling through dealers in the particular locality rather than by establishing a direct agency.

Mr. Lake. My belief along that line is that goods can pass from the manufacturer or producer to the consumer cheaper by parting with the title.

Mr. Sims. Yet fixing the price?

Mr. Lake. On some articles.

Mr. Sims. So as not to put it up or down on selling?

Mr. Lake. So as not to put it up or down, but to give a value for a fixed price on an article. The life of his business depends upon him giving value for the price asked.

Mr. Sims. It has been insisted here that without some provision of law on this that only the larger concerns with the greatest amount of capital can deal through the agent directly and, as was referred to by the chairman, that it would restrict the production rather

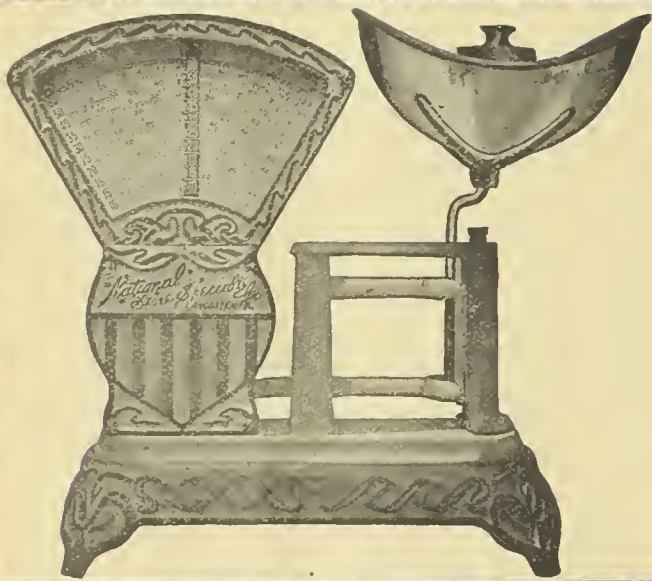
than increase it by this kind of legislation.

Mr. Lake. I do not feel that it would restrict it. In the first place, the fee charged would be so little that any manufacturer, if he is manufacturing an article that should be offered to the trade at all, can readily part with the small fee if he wants to put it under this law; if he does not want to, give him the right to continue as a free article, allowing the retailer to do as he pleases with it.

The objection I raise to a great many of those standard articles being cut is the fact they are used for bait to get people into stores, and then the store will take an unknown article and pass it off on the man, some other article, possibly, to make up for his loss on this article. Under the present conditions that is his own privilege, but it is competition that is lowering our class of merchants and drawing a poorer class into the retail business.

Now, let me offer as an illustration of this that our Pure Food Commissioner, Mr. Helm, made the statement at a recent convention in Grand Rapids that the only colored oleo license in the State of Michigan was owned in the city of Detroit, and not by reputable retail dealers, but by people who would put in a small store for the winter season during the high price of butter and then he had trouble to keep those men from selling oleo for butter at 4 or 5 cents per pound under the butter price, but at 5, 6 or 8 cents per pound above the oleo price.

Another illustration that he furnished: He had several postal cards in his pocket from outside canners of beans or tomato sauce, where they were advertising within the State of Michigan. Michigan is the great bean State of the Union. These cards asked for cut beans. They wanted them for canning purposes, and on the card they said



Watch Your Leaks

Buy a COMPUTING SCALE

TO WEIGH YOUR CHRISTMAS CANDY

Only \$5.00—Delivered by Parcel Post

Weighs from half-ounce to two pounds; computes from 10c. per pound to 60c. per pound; size, 10½ inches long, 10½ inches high, 4 inches wide. Will pay for itself many times over.

THE HOWE SCALE CO., 508 Market Street, Phila., Pa.

SALESMEN WANTED

We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 50% of the Grocers of the country.

An Excellent Opportunity for men with proven selling abilities.

For particulars, apply

STAR EGG CARRIER & TRAY MFG. CO.
Rochester, N. Y.

Winter Bargains

\$85 for a National Check Throwing Cash Register

\$40 for a Refrigerator, 5 x 3 x 7 feet high

\$22 for a No. 218 Enterprise Coffee Mill, equal to new

\$20 for a Toledo Computing Scale

\$16 for a large size Star Counter Coffee Mill

\$12 for a Ten-pound Grocers' Scale with brass scoop

I also manufacture a full line of Grocers' Tinware, and would be pleased to estimate on what goods you require in fitting out your store. Write for catalog

H. F. HEACOCK, 51 N. Second St., Philadelphia, Pa.

Two Hundred "Turnovers" a Year

Two hundred times a year you turn over capital invested in

Fleischmann's Yeast—

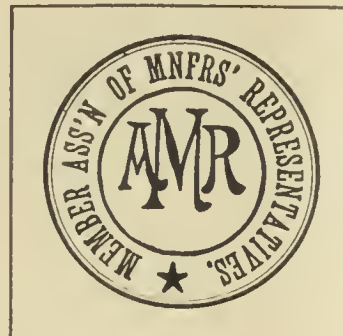
that's about an average.

True, the amount involved is small but the principle is profitable and there's not one cent's worth of dead stock, waste, or loss to figure.

This Order Guaranteed Genuine

MEMBER
AMERICAN
SPECIALTY
MANUFACTURERS'
ASSOCIATION

Wording of stamp of the American Specialty
Manufacturers' Association



Facsimile of stamp of Philadelphia Association
of Manufacturers' Representatives

The Chance Is Bad

We don't say that something unsatisfactory will happen to *every* specialty order which doesn't bear one or the other of the above stamps. We do say that the chance of it is very great with an unstamped order, while the chance of it with a stamped order is practically nothing.

The stamp guarantees fair, prompt, satisfactory treatment for the order, and without the stamp there is, of course, no guarantee of that kind.

There are grocers who would no more sign a specialty order without a stamp on it than they would pay for a piece of solid silver without the word sterling on it. It saves a multitude of worries and uncertainties and closes a lot of loopholes.

THIS IS THE ADVERTISEMENT OF

Franklin Sugar Refining Co., Philadelphia, Pa.
Shredded Wheat Co., Niagara Falls, N. Y.
Fels & Co., Philadelphia, Pa.
Puritan Food Products Co., Inc., Chicago, Ill.
Seaboard Rice Milling Co., Galveston, Texas
Hills Brothers Co., New York, N. Y.

B. J. Johnson Soap Co., Milwaukee, Wis.
Scott Paper Co., Philadelphia, Pa.
Franklin Baker Co., Philadelphia, Pa.
Philadelphia Match Sales Co., Philadelphia, Pa.
Chas. W. Young & Co., Philadelphia, Pa.
Freihofer Baking Co., Philadelphia, Pa.

"You would be surprised at the low quality of the beans that we can use." Now, those canners were not some reputable firm, such as Heinz, Snyder or Van Camp, whose goods the majority of our people who care about our business wish to give our customers, yet they served the stores who did not care what they passed out, and I can not see either honor or good conditions following a business that would permit such an article to be recognized by the market.

Mr. Sims. As a practical result to the consumer, what difference would it make to him whether the goods are sold as you want them sold, with the power to fix the price to the consumer, or that they should be sent there and put in the hands of the agents of the manufacturer and sold, at least to the consumer, at a lower price?

Mr. Lake. I will answer that by saying that I believe the manufacturer with a good article can reach the consumer cheaper, give a better article for the money, and at a fixed price, than he can on the open price.

Mr. Sims. You do not catch what I am trying to get at. The chairman, you will remember, said in substance that you could do that; that you could fix your price without any law by retaining title to the goods. Now, if that can be done, the consumer after all would have to buy from the manufacturer who had fixed his prices. What difference is it to the consumer whether he fixes his prices by the device of retaining title or by parting with the title and yet retaining the right to fix the retail price? What is the practical difference to the consumer?

Mr. Lake. If I get your question correctly, I would say that under the present conditions if the consumer got the article at the same price, it would make no difference. But I am convinced that oftentimes he is paying more, and oftentimes less. They are not uniform.

Mr. Sims. You mean paying more by reason of the manufacturer retaining title to his property until he sells it to the ultimate consumer?

Mr. Lake. Not understood.

(To be continued.)

Henry Troemner Claims That Ball Scales Are the Handiest.

It is mighty interesting to talk to a firm that was established in 1840. It is more interesting to listen to the experiences of such a firm, particularly is this so when that firm is the recognized leader in their line. Such a firm is Henry Troemner, of Philadelphia, who have been manufacturing scales since 1840.

They are greatly interested in ball scales and have this to say about the ones perfected by them: Ball scales are the handiest of scales, perfect weighers and reliable in every sense; they are simple in construction and free from complication of all kinds. One of its attractive features is that you have no heavy weights to handle. To weigh one pound you place the ball in the first hole; to weigh two pounds you place it in the second hole, and so on until the full capacity is reached. The fractions of the pound are weighed on a side beam in front, each notch on it represents one-quarter ounce.

Our ball scale is a strictly reliable and accurate weighing scale of the first class. The same painstaking care is exercised in their construction as has always been observed in the manufacture of our regular line of counter scales.

This scale has the indorsement of the official Government inspector of scales and weights at the United States Mint at Philadelphia.

It certainly must be pleasant for the present head of this firm to know that all the fine traditions of the firm have been lived up to under his careful management.

The Grocery Markets

Tea.

The principal event of the week in the tea market was a resolution introduced in the United States Senate by Senator Gore, asking that the Secretary of the Treasury inform the Senate as to how much revenue would be yielded by a tax of 10 cents per pound on tea. As a matter of fact, the information is easily forthcoming. We import 95,000,000 pounds of tea a year and a tax of 10 cents would therefore mean somewhat less than \$10,000,000. While nobody is speculating very much in tea on account of the prospect of duty, at the same time everybody is keeping the possibility in mind. There has been no change in the situation during the week. The English market for Ceylons and Indias is higher, but this has not yet extended to this country. Interference with shipping is also having an effect. The consumptive demand for tea is good.

Coffee.

The coffee market is heavy and inclined to be weak. There are several hundred thousand more bags of coffee available this year than last year at the same time, and the effect of this is marked. Buyers are staying out of the market and sellers are feeling inclined to shade prices somewhat. No important change has occurred during the week, however. Prices of all grades of Ceylons are about where they were a week ago, good Santos 4s and Rio 7s being, in fact, inclined to be a shade higher. Milds are unchanged for the week, but the outlook is somewhat weaker, as the new season is opening and new crop milds are beginning to come forward. Mocha and Java are unchanged and dull.

Sugar.

The sugar market remains about as it was a week ago. Most refiners are quoting granulated at 6.15 cents, one or two quoting 6.10 cents. The Cuban season is getting under way and quotations on new Cuban raws for early shipment have been made as low as 4.65 cents. This price is somewhat higher as the week closes. From now on the tendency of the market should be downward. Domestic beet granulated is much in evidence and the price ranges in Eastern markets from 5.75 to 5.95 cents. Undoubtedly this grade of granulated is all that has kept the market from going higher. The consumptive demand for sugar is good.

Later.—As the week closes some refiners are cutting granulated to 5.95 cents.

Fish.

The mackerel situation is about as it has been for two or three weeks. No important change has occurred in price. The supply of Norway mackerel is still very light and will continue to be. Cod, hake and haddock in fair demand at

about unchanged prices. Salmon shows no change and light request. Imported sardines are still very scarce, especially the French brands, which are virtually out of the market and prices are well maintained. Domestic sardines working up a trifle, but without any particular demand.

Syrup and Molasses.

Glucose is unchanged for the week and quiet. Compound syrup in good seasonable demand at unchanged prices. Sugar syrup steady and dull. Molasses continues to be firm and reports from the South tell of very short supply. The demand is quiet.

Canned Goods.

Tomatoes continue to soar, and it is not easy to-day to buy Maryland 3s in a large way, f. o. b. factory, at less than \$1, but some packers will still sell at 97½ cents. The publication of the statistics apparently showing the 1915 pack to be much under the probable consumption is responsible for the present firmness. It seems reasonably certain that prices will go still higher. The demand for tomatoes is good, especially for anything that can be picked up below the top price. Corn and peas are unchanged, corn being relatively firmer than peas. The demand is seasonably fair. Apples are unchanged and quiet. California canned goods show no particular movement from first hands, although retailers and jobbers report some business and prices are unchanged. Small Eastern staple canned goods unchanged and in fair demand.

Dried Fruits.

The market for medium grades of prunes is somewhat weaker on the coast, but small sizes are firm on account of scarcity. In the East the situation is about unchanged. Eastern holders of prunes who bought early are reaping a very large profit. Peaches and apricots are unchanged and dull, both being firm. Raisins, currants and all other dried fruits remain unchanged on last week's basis. Demand seasonably fair.

Beans and Peas.

Pea beans are about where they were a week ago; demand good. Marrows continue firm; demand fair. California limas show a possibility to advance slightly, largely in sympathy with Eastern beans. Green and Scotch peas unchanged and quiet.

Butter.

The butter market is active, with a good consumptive demand at unchanged prices. Receipts of butter are very light and the withdrawals from storage very heavy. The market is healthy throughout on the present basis, and probably will remain about as it is now for some little time.

Eggs.

The egg market is firm at an advance of 1 cent per dozen. An active con-

sumptive demand is absorbing the receipts of fresh eggs on arrival, and storage eggs have been called upon at an advance of 1 cent per dozen. Everything good in eggs is in good demand, and the situation is very strong and healthy.

Cheese.

The cheese market is firm, with a normal consumptive demand for the season and a fair export demand. Stocks are reducing rapidly and the situation is steady to firm.

Provisions.

All cuts of smoked meats are firm at unchanged prices and with good consumptive demand for the season. Pure lard is firm and unchanged, while compound is also firm at an advance of ½ to ¾ cent. This is due to the high cost of cotton-seed oil. Dried beef, canned meats and barreled pork are all unchanged and in fair demand.

Poultry.

The outlook is for a good supply of high-grade turkeys and this will certainly be so if the weather continues cold and dry, as it has been this week. This allows free shipments and makes everybody feel better. The outlook for the price of prime turkeys is 25 to 26 cents per pound, which is below the Thanksgiving range. Chickens and fowls bid fair to rule from 19 to 20 cents; ducks, around 20 cents, and geese at 16 to 18 cents. The situation is healthy throughout.

AMONG THE TRADE.

Following is a list of the newly elected officers of the Philadelphia Association of Manufacturers' Representatives: President, Mr. Robert Stewart, Corby, Cobb & Co.; vice-president, Mr. W. W. Terry, Charles E. Hires & Co.; second vice-president, Mr. Walter C. Thomas, Franklin Sugar Refining Co.; secretary, Mr. Harry A. Moore, merchandise broker; treasurer, Mr. M. L. Root, Williams & Root, brokers. Executive Committee, Messrs. J. H. Apel, Freihofer Baking Co.; G. W. Burnham, Franco-American Food Co.; David Hunter, S. H. Levin's Sons; M. L. James, James & Washington, brokers; Geo. Nowland, Fels & Co.; T. L. Palmer, J. H. Huston Co.; J. J. Reily, merchandise broker; W. H. Rohr, Postum Cereal Co.; E. W. Tallman, Shredded Wheat Co.; Thos. J. Trotter, Scott Paper Co.

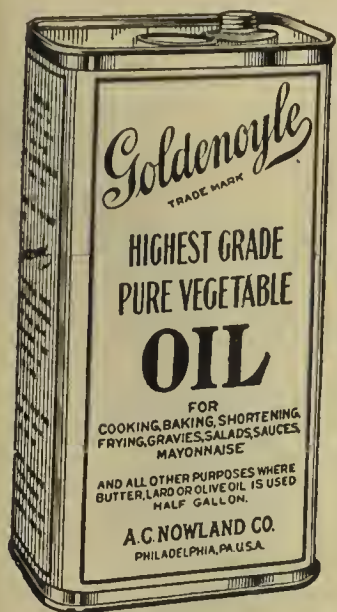
Boom on in Dry Goods Business.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods for the week was in greater volume than in previous years.

Many lines have been advanced and the market continues firm.

Collections are better than last year at this time.



This Brand Will Stand Any Good Thing You Can Say

Goldenoyle, which we advertise here, is a higher-grade article than any other cooking oil you can possibly have in stock.

We know all the others and we know **Goldenoyle**. It is the finest grade of cooking and salad oil which has ever been put on the market. You can sell it under the most enthusiastic recommendation you can give—you cannot say too much.

One thing to say is that Professor Allyn, the widely-known Westfield, Mass., chemist, has passed **Goldenoyle** as conforming with the Westfield standard. Has he passed the brand you are selling?

Packed 4 doz., 7-oz. bottles; 2 doz. small cans, 21 $\frac{3}{4}$ oz. each; and 1 doz. $\frac{1}{2}$ -gal. cans. On 3-case order we prepay the freight. Beautiful recipe book for retailers' customers.

A. C. Nowland Company

257-259 North Front Street

PHILADELPHIA

When the next customer comes in for a nationally advertised brand of something, try just for experiment to sell her an unknown brand, and have somebody time you. When you are told how long it took—and you may not succeed—you will have the main, the vital difference, between selling nationally advertised brands, which sell themselves, and unknown brands, which have to be sold.

Time is not only money, it is profit.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's
Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's
Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa
and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure
Food Products"

The Hills Brothers Company, "Dromedary
Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Dom-
ino Products"

The Reputation and Standing of Walter Baker & Co.'s Cocoa and Chocolate Preparations

Have been built up by years of fair dealing, of honest manufacturing, an



Registered,
U. S. Pat. Off.

unwavering policy of maintaining the high quality of the goods and by extensive and persistent advertising.

This means for the grocer a steady and increasing demand from satisfied customers with no risks to himself on account of unsold or damaged goods; in the long run by far the most profitable trade.

The genuine Baker's Cocoa and Baker's Chocolate have this trade-mark on the package, and are made only by

WALTER BAKER & CO. Ltd.
Established 1780 Dorchester, Mass.

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, Fresno, Cal. 113 Hudson St., New York

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager



Is SHIPPED ON APPROVAL.

They are adjustable and attached to fruit boxes or vegetable crates without nails or screws. You get a better display in less floor space.

Installed and extolled by successful merchants in all the States. Facts free. Act to day.

I. F. D. COMPANY, La Crosse, Wis.

The New York Letter

Trade Interested in Plan to Tax Tea and Put an Extra Tax on Sugar. New Ordinance Puts Patent Medicines Under Ban. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Dec. 17, 1915.

The resolution which was introduced in the Senate at Washington during the week by Senator Gore, asking the Treasury Department to furnish information as to how much revenue would be produced by a tariff of 10 cents per pound on tea and a tariff of 1½ cents per pound on sugar, has aroused great interest here. Many of the local trade have been expecting that now there is a deficit in the Governmental revenues, the eyes of Congress would turn to tea as an easily available source for raising a large sum of money. The imports of tea are between 90,000,000 and 100,000,000 pounds per year, from which it could easily be calculated that the proposed tax would produce around \$10,000,000 of revenue. This of itself is not a large sum, but would be useful in connection with smaller sums raised on other products. The proposed increase in the sugar tariff is also very interesting. The present tariff on raw sugar is 1 cent per pound, and the proposed increase of 1½ cents would therefore mean an increase in the revenue of 50 per cent, which would run into a very large sum of money, probably, if my recollection serves me, at least \$30,000,000.

Most of the trade here who are in a position to know appear to believe that one or the other, perhaps both, of these plans will be adopted.

The proposal to tax automobiles and gasoline has proven very unpopular among a section of the population which has come to be very large indeed. Automobileists feel that they are already bearing more than their share of the

expense of the Government. The proposed tax on sugar would not meet with any particular opposition, nor would, perhaps, the tax on tea, and it is generally thought that the Government will choose some such plan rather than in the Presidential year fly in the face of public opinion.

News reached the city during the week that the Consolidated Meat and Grocery Co., a chain of seven retail stores of New Bedford, Mass., had gone into bankruptcy with the consent of the directors. It was able to pay nearly 100 cents on the dollar, but did not see any particular future for itself.

The liabilities were about \$25,000 and so were the assets.

On January 1st next, a new ordinance will go into effect here which will revolutionize the conditions surrounding the sale of patent medicines. After that day what is known as the "Goldwater Formula" ordinance will go into effect. It requires patent medicine manufacturers to do one or two things; first, to print on the labels the names and proportions of the ingredients contained in their medicine. This will give the health authorities a standard by which to measure claims of efficacy which manufacturers may make for their medicines. Second, the manufacturer, if he does not wish to print his formula upon his package, may file it with the Department of Health. Thus it will not get to the public, but will still be where the Department can use it in case there is fraud. It is expected that most manufacturers will adopt the latter course.

Retail and wholesale dealers will be requested by the Department to handle

no patent medicine after January 1st which does not comply with the ordinance.

It is said that the patent medicine manufacturers will fight the ordinance on the ground that it compels an unreasonable disclosure of a private formula.

SUMMARIZED MARKET CONDITIONS.

Tea quiet, but steady.—Coffee irregular, with market somewhat heavy. Values fairly steady for the week. Rio 7s scarce.—Sugar very uncertain, with raws declined on account of coming Cuban season. Refined unchanged.—Canned tomatoes very strong and about 5 cents per dozen higher for the week. Short supply is the reason. Other canned goods unchanged and in moderate demand.—Imported sardines still scarce and firm. Norwegian brand slightly easier. Domestic sardines steady to firm. Salmon unchanged and quiet.—Apricots firm and advanced, mainly on account of foreign demand. Domestic demand very light. Prune easier on the coast, particularly for medium sizes. Eastern markets unchanged. Other dried fruits all firm and seasonably active.—Wheat irregular, but close the week slightly higher.—Flour about unchanged for the week. Scarce in the market and in good demand.

How Does This Appeal to You?

Just think, a computing scale for \$5—one to weigh candy or anything else—from half ounce to two pounds at from 10 cents per pound to 60 cents per pound. Prevents leaks and will soon pay for itself. Being put out by the Howe Scale Co., of Philadelphia, insures its quality.—Advt.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio



1000 Cases Corn



We have this lot at factory and want to move it by January 1st; it is a good quality Maryland Crushed Corn, packed by a well-known firm :: :: ::

Carroll Brand

We will sell it in 5, 10 and 25-case lots

For Prompt Shipment at 65c. a Dozen

F. O. B. Factory

A real bargain; not over 25 cases to any one buyer

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Everybody
Knows Them

Established 1845.

Knight's
EXTRACT
OF
VANILLA

MANUFACTURED BY
KNIGHT'S COOKING EXTRACT CO.
211 ARCH STREET
PHILADELPHIA, PA.

ICE CREAMS, PUDDINGS, PIES, CUSTARDS, CAKES,
BLANC-MANGE, SAUCES, SOUPS, GRAVIES, ETC.

NEVER GENUINE WITHOUT THIS SIGNATURE
Charles D. Knight
PRICE 25 CENTS.

New Grade ATMORE'S MINCE MEAT in Bulk

"WHEN you weigh
'Extra Family' (Blue
Label) brand in bulk,
on the scales of trade
satisfaction, you'll find
it's not wanting.

"I've made a big hit with my
finest trade by serving this extra
quality grade in bulk, and there's
a better margin in it for me."

20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842
Philadelphia



You Really Only Do It Once

☞ You aren't constantly changing your Coffees and Teas, are you? Certainly not. Then after you have once picked out what you want, by mail, buying by mail is no different from buying through salesmen. Except that it's cheaper, that's all.

☞ Had you ever thought of that?

☞ If you want to meet competition, you'll have to let the salesmen pass and buy of us direct by mail. No salesmen, no salesmen's salary. We specialize in high-grade coffee, and you are protected every minute of the deal.

☞ Send a sample to match and price.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK

ESTABLISHED 1897

THE VALUE OF BRIGHT STORES

☞ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

KNIGHT

Cooking Extract Co.

No. 211 Arch Street
PHILADELPHIA, PA.



What D'ye Know About This.

Did you see that stuff in last week from the Harvard people about how much it costs to do business? I mean specially that about how much some stores were making gross? Some of 'em weren't making 15 per cent.! When it costs 'em around 17 to do business! What d'ye know about that?

The Harvard people found that one man was losing over 3 per cent. because he wasn't doing his book-keeping right. It's a cinch he thought he was making money.

By gravy, there's one thing I ain't *ever* been able to get into my skull, and that's why there's any excuse at all for a man not knowing whether he's making money. He knows what his goods cost him and he knows what it costs him for rent and clerks' wages—everything. Why in thunder there's any room for doubt about it I can't see and I ain't ever been able to see.

But take it from me, there's a whole lot of 'em that don't know. A blamed lot more than you'd think. How do they get away with it? There's only one kind that get away with it and that's the kind that really are making money. The kind that ain't making any but think they are, never get away with it. You say they'd go to pieces whether they knew they were making it or not. Not by a jugfull, because if they really knew they were losing instead of making, they might be able to pull up. Don't you see that?

I talked with a customer last week who has been in business for just about one year. That fellow—fine chap—is the carelessst Indian in the world. His ideas are all right and he always means to do things right, but he never does.

I was talking with him about his first year in business.

"I've made out all right," he said.

"That's great," I said. "I'm tickled to pieces to hear it. I knew

you'd done a good business, but I didn't know how much money you'd made."

"Of course I haven't made a lot of money," he said, "but I've made my living out of it and paid my expenses. That's good enough for the first year, ain't it?"

"It sure is," I said, "there's a lot that don't do that."

I wasn't going to ask him any questions about his private business, but I didn't have to. He came right out with it.

"I did a business of about \$20,000," he said. "I haven't any bad money on my books—not a dollar. In fact I'm pretty well collected up. I've paid all my bills except a few small current things that don't amount to anything. I've had my living, which I suppose amounts to \$20 a week—I've lived close and there's only the wife and me. That means I've made about a thousand dollars, don't it?"

Do you get that? Think of it, for a minute, will you?

"Well, of course there's something else to it beside that, old man," I said. "What about your stock? How much did you have to begin with?"

"My opening stock was about \$2,000."

"Well, that was a pretty big stock," I said. "How much have you got now?"

"I don't know that. I haven't had time to take any inventory. I've expected to get around to it, but I've been so tied up with other things that I haven't seemed to get at it. I think it's pretty well up, though."

"But don't you see that you can't tell whether you've made anything till you know how much stock you've got?" I said. "Suppose you took an inventory and found you only had \$1,000—you'd have lost a thousand, wouldn't you? Sup-

pose you found you only had \$1,500, you'd have lost \$500, wouldn't you?"

"Oh, I think the stock's pretty well up," he said.

"But thunder, man, you don't know until you take inventory!" I said. "Have you got as much stock as you had when you started?"

"No, I don't think I've got quite as much as that," he said.

Why he don't know how he's done in his first year. He may have got his living out of his stock and not out of the business at all. Ain't that right? And if that's so, and if his second year's like his first, he'll be plumb busted at the end of it, although he thought he was doing fine.

Good Lord, I know a better way of living than that. Just go buy a \$2,000 stock and live on it till it's gone. No need to work at all.

"Another thing," I said. "Did you charge in any salary for yourself in your expenses?"

"What are you talking about?" he said. "It's my business, isn't it—am I working for anybody?"

"Sure you are—you're working for this business, and if it ain't carrying a salary for you it ain't supporting itself. If your inventory showed you had \$2,000 on hand yet, and you hadn't charged up your own wages, the business didn't make a dollar—it just broke even.

"How much did you have in bank when you started?" I said.

"After I paid for my stock I had about \$500."

"How much you got now?"

"I got about \$400."

"And how much do you owe?"

"About \$300."

"Then there's \$400 gone there. My advice to you, old man, is to go over your stock right away and know where you are. You may be in great shape and you may be in mighty bum shape."

"I'll get around to it as soon as I can," he said. I didn't worry him any.

He'll be all right, if he's really making money and as long as he don't *guess* he's making more money than he is. If he's in wrong in either of those ways, then it's good night in a mighty little while.

THE STROLLER.

Getting an Association Before the Trade and the Public.

Secretary J. M. Brady, of the Williamsport (Pa.) Retail Grocers' Association, has a unique way of calling the attention of the trade and public attention to the activities of his organization. In a recent issue of his local paper, the Williamsport "Sun," he had the following letter:—

Editor of "The Sun":—

Hoping you will allow me a space in your valuable paper I will thank you in advance. As secretary of the Retail Grocers' Association I wish to place a few facts before the retail grocers of the city. In the first place we will have an open meeting in the committee rooms of the Y. M. C. A. this evening at 8 o'clock and hope to see all the retail grocers of the city present, as there will be nomination of officers for the ensuing year. We also intend to try to arrange a regular programme for advertising in the daily papers.

We also want the grocers to know that they are in danger of being surrounded by the chain store system and that if something is not done in a short time you will be in the same boat which the Pottsville and Harrisburg grocers found themselves when they woke up after the chain stores hit them. Now, with the assistance of the jobbers, they are putting up a great fight, but it is costing them a great deal more than if they had been prepared. The Employees' Compensation Act will also be discussed this evening.

Now, Mr. Retail Grocer, you think the present organization has not been of any benefit to you, but let me tell you that if it were not for the few grocers who have hung together in the past you would be awake, and wide awake, at present, trying to hold your business together. So sacrifice a little of your time, attend this meeting, put your shoulder to the wheel and push for yourself and for your fellow grocer and see if it will not benefit the whole community.

Respectfully,

J. M. BRADY,

Secretary Williamsport Retail Grocers' Association.



AT HOLIDAY TIME there's a greater demand than ever for

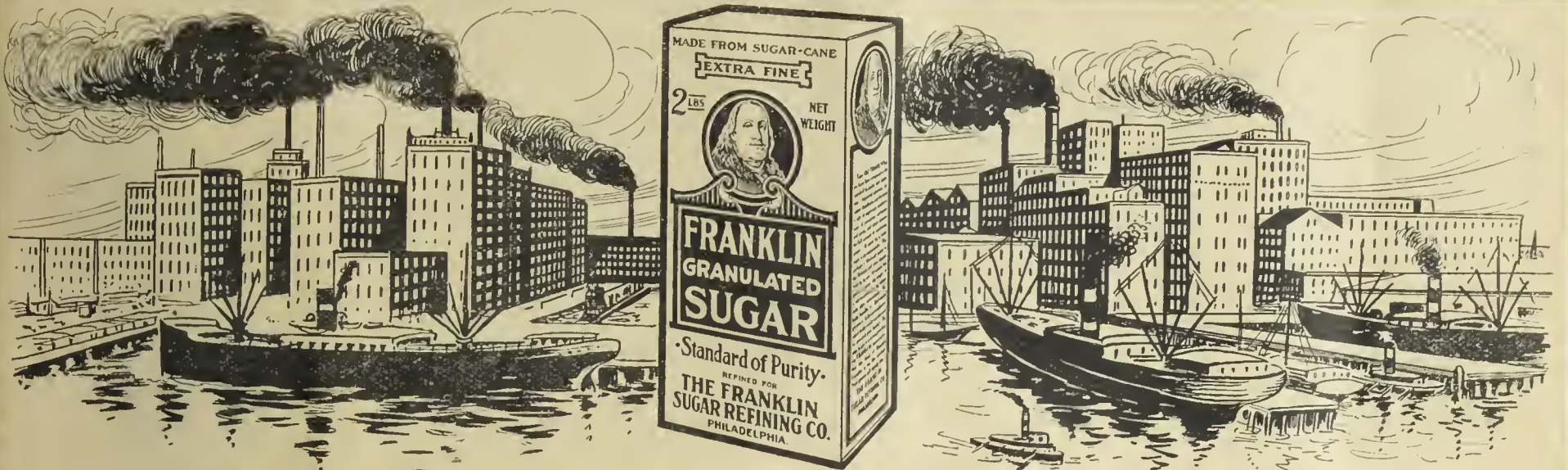
MAPLEINE

the "maple" flavor for making syrup and flavoring desserts and dainties.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.



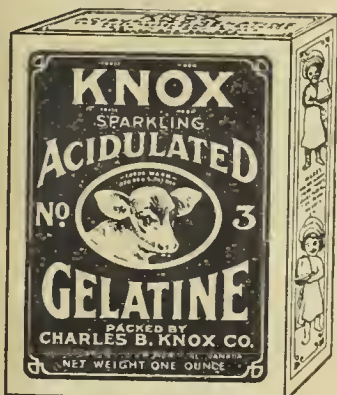
SAVING WORK for the GROCER

These enormous refineries are where FRANKLIN CARTON SUGAR is manufactured. We refine it from CANE SUGAR, using the most modern processes and producing pure, sweet sugar of uniform quality. We weigh it, pack it in cartons, seal the cartons, send them to you in strong fibre containers or in wooden cases, **READY FOR YOU TO SELL.** Why bother with barrels of bulk sugar which means *work* for you, when you can handle FRANKLIN CARTON SUGAR *without work*? Your hours are long—your work is hard enough without doing anything that has been made unnecessary by modern methods. Order a few containers of ready-to-sell FRANKLIN CARTON SUGAR from your jobber and you'll never go back to bother with the barrel. All grades wanted by your customers are packed in Franklin Cartons. Try them.

*Original containers hold 24, 48, 60 and 120 lbs. FULL WEIGHT of all
CARTONS and CONTAINERS guaranteed by us*

THE FRANKLIN SUGAR REFINING CO., PHILADELPHIA

YOUR CUSTOMERS KNOW



KNOX GELATINE AT A GLANCE



Our extensive advertising has not only taught them to look for the familiar package, but has proven to them the quality of the contents.

They want KNOX GELATINE because it is good; it is easy to prepare; a package will make two quarts of wholesome, delicious jelly, as well as desserts, puddings, salads, ices, candies, etc.

It requires little effort to sell it, and to display it prominently secures your customer's confidence and handsome profits.

When your customer uses KNOX GELATINE she will tell her friends—this means more sales for you.

Our new 1916 recipe book is ready. Would like to send you a copy, and if you will send us a list of your best customers we will mail them a copy with your compliments.

■ **"THE BIGGEST SELLING GELATINE IN THE UNITED STATES"** ■

*New, attractive display advertising matter that is sure to
increase sales will be furnished free on request. Write us*

CHARLES B. KNOX COMPANY, Inc. : Johnstown, New York

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



No. 342.—Unsuccessful Ways of Evading a Restrictive Agreement.

Brooklyn, N. Y.

I was greatly interested in a recent article by you on tying one's self up, when he sells his business, not to go in that business again for the time mentioned in the agreement. That agreement is of great importance to the man who buys a business; as a matter of fact, it may ruin him if he has not thought to give himself that protection. This is especially true of a stranger who goes into the neighborhood knowing no one. The man from whom he buys the business knows every one, and if he can take another store nearby, the chance is he can pretty soon get all the trade which he sold to the other man.

I am deeply interested in this subject, for I bought the above business last February. In the agreement the man of whom I bought agreed not to go into the business again within fifteen squares of me in all directions, for two years. He was well known in the neighborhood and a very popular fellow, while I was almost a stranger.

A new store has started up about three squares from me, which I believe he is in some way interested in. It is not run in his name, but in the name of a company. I believe it to be a corporation. He has been seen going in there nearly every day, and I believe he has something to do with the management. The advertising of the new store is done in a peculiar, characteristic way which he used to use, but which I did not carry on when I bought the business, because I was not able to do so. What I should like to know is, whether if he has anything to do with this business I can interfere with him. I have been told that he is already sending solicitors through the neighborhood, and I am confident that he will make inroads into my trade if he cannot be interfered with.

D. K. R.

If this correspondent is right in his suspicion, what a contemptible thing it is, outside of any question of law, to take a man's money under the positive agreement not to go in business in competition with him, and then sneak in behind other men's backs! I have seen many such cases, and I never found even one man who had the shadow of a decent argument to justify himself.

Now as to the case cited. It is fundamental in law that what a man may not do personally, he may not do through an agent, employee or representative. What he cannot do

directly, he cannot do indirectly. The books are full of cases where men have sold their businesses under agreements not to re-engage in business for a certain time, and later tried to get in through some underhand route. Although as I explained in the previous article, the courts don't like these restrictive agreements—they consider them in restraint of trade—but where they find a man who has made one and then meanly tried to escape it, they usually smash him and smash him just as hard as they can. In decision after decision it has been held that a man who has tied himself up by such an agreement cannot evade it in somebody else's name or by any subterfuge whatever.

For example, in one well known case, the owner of a business sold it under a restrictive agreement. Within a short time after that a man who had been a sort of servant of his opened the same kind of a store within the limited territory. The buyer of his business got after him, and proved that he was supplying the money and the brains, while the servant was supplying only the name. The court made short work of that enterprise.

In another case a man who sold out under a restrictive agreement put his son in the same business within the time and the territory named in the agreement. It was shown that it was really the father who was operating the business and an injunction was granted to stop him.

It is not even safe, when one has positively agreed not to go into a certain business, to take stock in a corporation that is doing that kind of a business. And there are many cases that say a man may not, under such circumstances, help to organize or manage such a corporation, whether he has stock in it or not.

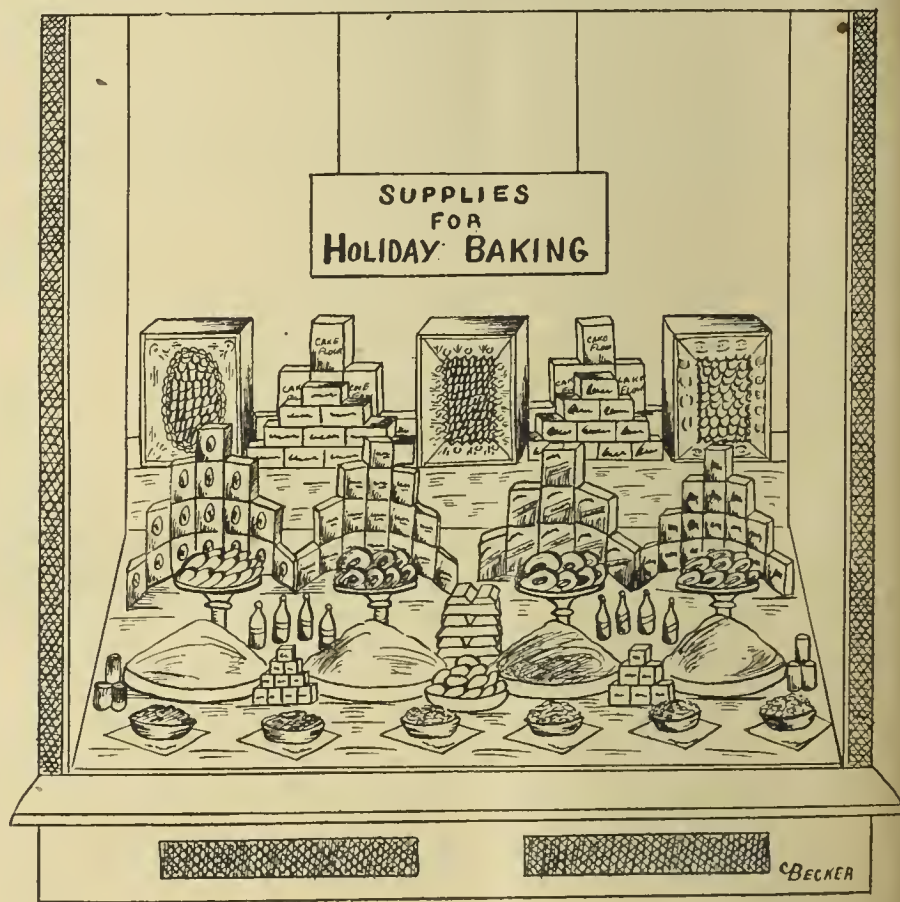
In one case a man, after selling his business under a restrictive

agreement, loaned money to another man who was doing business within the restricted territory. His buyer took him into court, on the ground that loaning money to a rival business was becoming interested in it. The court said no. It appeared that the lender of the money had merely advanced money on a mortgage, and was not ac-

tually interested in the business, so that the loan was not disturbed. It is interesting to wonder, however, what would have happened if the debt had not been paid and the lender had had to take the business over. It seems clear that if the courts were consistent they would not let him run it.

I recall another interesting case in which the owner of the business was a woman. She sold out under a restrictive agreement, but some time afterward married a man who was in the same business in the same territory. An attempt was made to stop her from doing anything in connection with her husband's business, but it failed. Even though she admitted that she helped her husband conduct his business, the court refused to enjoin her, on the ground that her new husband's business was already established and in helping him, she was not

Weekly Window Display Suggestions



Holiday Baking Display.

Beginning at the front of the window the items displayed are:—

First row—glass dishes of shelled nuts on white squares.

Next row—four paper-covered cheese box lids containing respectively: Mounds of brown sugar, powdered, granulated and soft white. Between these are packages of cream of tartar, baking soda, baking powder, a dish of eggs.

Third row—high stand dishes of citron, lemon and orange peel alternated with bottles of extracts and baking chocolate.

Fourth row—semi-circular pyramids of package raisins, currants and coconut.

Fifth row—on a platform set newly opened boxes of fine prunes, apricots and peaches, and alternate with packages of figs, dates and cake flour.

e-engaging in the same business in the legal sense.

Speaking directly to the above correspondent, he can undoubtedly stop his seller from going ahead, if

his suspicions are correct. His agreement is reasonable, and would be enforced.

(Copyright, December, 1915, by Elton J. Buckley.)

Grocers' and General Merchants' Insurance Premiums Under Workmen's Compensation Act

All Companies Have Made Rates for New Act, Which Becomes Operative January 1st Next. Rate Depends on Risks of Accident in the Particular Business and Premium Depends on Size of Pay Roll.

Readers of this paper have been adequately prepared for the enforcement of the new Pennsylvania Workmen's Compensation Act, which goes into effect on January 1st next. For several weeks we have published "Possible Cases" under the new act, showing how the small employer like the retail grocer and general storekeeper will be affected by it. For every employer in Pennsylvania, outside of housekeepers and farmers, will be subject to the law after January 1st. If he accepts its provisions, he will have to pay employees wages after they are injured because of accidents happening in connection with the business, even though he is not to blame for the accidents, and even though the accidents do not even happen on his premises. If he rejects the act, as he can do, he must take his chances, if an accident happens, of being sued for damages by the injured employee, with three of his strongest defenses denied him by the act.

A complete digest of the act was published several weeks ago. It explained how the small employer must take out insurance somewhere, in order to make injured employees sure of getting their damages. He can insure with regular liability insurance companies, which most of them are doing, or with the State, which seems to be considered rather uncertain, as it is not clear whether the State is going to have sufficient money to handle the insurance losses. All the stock companies have adopted rates for employers' insurance under the Workmen's Compensation Act, and are quoting the same figures. The table of rates is very elaborate and complicated, with different rates for different lines, depending

on the different grades of risk which the different lines involve for employees. The basis of all rates is the yearly payroll. If a retailer has a payroll of \$100 a week, which is \$5,200 per year, his rate will be so many cents per \$100 of his payroll.

For instance, the rate which general stores will pay is 56 cents. Take a store with \$100 a week payroll or \$5,200 per year; it will pay 56 cents for each \$100 of that \$5,200, or \$29.12. This buys him one year's insurance against all accidents which can happen to his employees.

The grocery store which handles no meats and provisions will pay 28 cents, which figured out in the same way, would be \$14.56 per year. If the grocery store sells meats and provisions, its rate will be 56 cents.

The above are among the highest rates charged for any retail business. Cigar stores and clothing stores pay only 12 cents. The other stores pay more because of the greater chance of accidents, as in cutting meats.

The small store with one clerk will pay a minimum of \$10 per year. This is where a particularly small payroll would bring the premium below \$10.

Pennsylvania Organization Notes.

Mr. Smedley visited leading merchants of Lewisburg on December 7th in an effort to interest them in organization. Found a live lot of business men and in January an effort will be made to revive the old association or establish a new one.

The Sunbury Association is still adding to its roll of members. At a meeting held on December 7th, it was voted to rent rooms for permanent office and meeting room. A request has been

made to the Public Service Commission to secure better lighting service and the Pennsylvania Railroad is being petitioned to remove an obstructing bridge over the main street and to build a subway.

The Johnstown Association offers a prize of \$10 for the best name for its coming food and industrial exposition.

The Indiana Association held a reception for members and their clerks on December 7th. It was a big event, practically every clerk in the city was present. There were some stirring talks, good refreshments and a splendid social time. This is a first step towards

securing the hearty co-operation of the employees with employer.

Mr. Smedley visited the Danville Association on December 7th. Rival attractions proved too much for the merchants and the attendance was small. We enjoyed meeting those present and some seed was sown for future work.

Danville is a prosperous town and the organization has a great opportunity to be of service to the community.

Mr. Smedley visited the newly organized Milton Association on December 6th. The meeting was held in the Y. M. C. A. Hall and was well attended. This association is making progress—it



GOLD DUST

sales easy to make

Just the time it takes a woman to say "Give me a package of Gold Dust" and you reach for it, is the time consumed in making the sale.

The woman knows Gold Dust—knows how it reduces her daily housework—and has bought it for years.

Check over your supply of Gold Dust. It is the merchant that has a full stock of Gold Dust that makes the most sales.

THE N.K. FAIRBANK COMPANY
MAKERS

"Let the GOLD DUST TWINS do your work"

The Fidelity and Casualty Company

OF NEW YORK

Assets, \$11,764,957.75 — Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.

is about to establish a credit rating system and will inaugurate several other important matters in the near future. A banquet is contemplated. Just now a membership campaign is in full swing. Milton is booming—lots of work and a busy lot of merchants.

The Retail Grocers' Circle of Scranton held a rousing big meeting in the Board of Trade rooms on December 9th. There was a large attendance. Senator Walter McNichols presided and Secretary James read a report showing the achievements of the organization for the past year. Organizer Smedley was then introduced and he talked to the members on the Workmen's Compensation Act and Business Building. He was followed by R. H. Keffer, who answered many questions propounded by the members relative to the Compensation Act. Lunch was then served, after which the meeting reconvened and addresses made by several of those present. It was voted to hold another open meeting early in January. It was one of the best grocers' meetings ever held in Scranton.

Chester merchants were addressed by several insurance men on the new Workmen's Compensation Act on December 9th.

The Honesdale Board of Trade has secured an important industry that will mean the employment of many men.

The Wellsville Association opened its new Community House on December 4th. It is thoroughly equipped for its purposes and consists of a parlor, well furnished, has an Edison diamond disc talking machine, the latest magazines, good rugs, etc. The adjoining room is fitted up with couches and there is a crib for infants, rocking chairs, etc. Another room is fitted up as a dining room, where visitors may eat their luncheon. Another room is a well equipped kitchen. A bath room and lavatory has been provided. The rooms are all steam heated and well lighted.

A competent woman is in charge. On the opening day 150 women from rural districts used the building and were loud in their praise of the service and convenience rendered.

The Retail Merchants of Scranton held a rousing good meeting on Monday, December 13th. The annual election was held. President Conrad, with his able assistants, is doing good work.

The Pittsburgh Butchers' Association held an open meeting on November 21st at their rooms in the New Century Building. It was agreed to employ a business agent to solicit new members and to do missionary work among the trade. Mr. M. Hoechstetter was appointed to the new position. The association will hold a banquet at the Hotel Anderson on December 28th. After the business had been disposed of several new members were elected and refreshments were served. Songs, recitations and a wrestling match added to the evening's enjoyment.

The Science of Retail Advertising

I have from the Cupp Grocery Co., Johnstown, Pa., a clipping of a full double column advertisement



Morellville Store City 51-41-42 Bell 3-51. Moxham Store City 33 55-56 Bell 97-19. Kernville Store City 22-70. Bell 1-61.

THE little daily savings on grocery purchases mount up—in a short time amount to substantial sums. Economy opportunities every day—here's a listing that should interest thrifty housewives now—

Stop!
Look!
Profit!

At the
Three
CUPP
Stores

39c Ivory Soap 39c
10 Cakes—Saturday Only

Saturday Specials

Sugared Popcorn, 3 quarts for 10c. Dried Apricots, 2 lbs for 25c. Tomatoes, small cans (6 for 25c), 5c. Famous Biscuits, special Saturday, 3 boxes for 10c. Crutbro Apple Butter, worth 25c, at 21c. Oil Sardines or Mustard Sardines, 1 for 25c. Loose Starch, 7 pounds for 25c. Cloverine Talcum Powder, worth 25c, special at 18c. Macaroni, 5c a box, 4 for 25c.

Saturday Candy Specials

Fancy Chocolate Covered Cherries, worth 40c, at 29c. Bryn Mawr Liquid Creams, worth 90c, at 59c. Hershey's Chocolate Kisses, worth 60c, at 39c. Chocolate Almond Bar, worth 5c, at 3 for 10c. Chewing Gum, 5c kind at 3 for 10c. Marshmallow Squares, worth 20c, at 15c. French Cream Buns, worth 15c, at 10c.

Good Things to Eat

And Other Items to Interest You

Country Sausage, 1 lb 18c. Cranberries, best Cape Cod berries, qt. 10c. Sweet Potatoes, sound quality, 1/4 peck 8c, peck 30c. Best Jersey Sweet, 1/4 peck 12c. California Evaporated Peaches, 3 lbs for 25c. Large Layer Cakes, heavily iced, each 25c. Doughnuts, dozen 10c. Limburger Cheese, very best quality, 1 lb 22c. Sauerkraut, 1 lb 6c, 3 large cans 25c. California Talc Peaches, 2 cans for 25c. Downey's Delight Butterine will delight you, 1 lb 23c. Canned Pumpkin, 10c; 3 for 25c. Best Beefsteak, 1 lb 22c. Ready Cut Macaroni, box 10c, 3 for 25c. Ethel Allen Flour, always good, 49 lb sack \$1.75. Dayton Self-Rising Buckwheat Flour, sack 18c. Peanut Butter, homemade, pound 18c. Good Country Potatoes, bu. 85c. See us before buying your winter stock. Matches, 3 boxes for 10c. House of Lords Tea, package 25c. Postum, large size 22c. Lake Herring, new pack 55c. Buckwheat Flour, Somerset Co. make, 10 lb sack 36c. Cruikshank's Ketchup, best quality, 3 bottles for 25c. Fig Newtons, pound 10c. Jelke's Good Luck Butterine, 2 lb prints 45c. Butterine Rolls, 3 lb, ea 50c. Nut Margarine, 1 lb prints, 25c. Baked Beans, Cruso brand, can 10c. Babbitt's Laundry Soap, very special Saturday 3 cakes for 10c. Toilet Paper, 10 rolls 25c. Combination Gas Burner, Globe and Mantle, worth 50c, special at 39c. Pudding, worth 10c a box, at 3 for 25c.

Jitney Cigars, the Popular 5c Cigar, Special Saturday at 7 for 25c

FOR "PIN MONEY" SAVE STERLING STAMPS

You have a book filled almost before you know it—and the full book means \$2 for you—in money—two crisp new one dollar bills. Take advantage of the special offers and get Extra Stamps. Here are some of them.

20 Extra Stamps with pound Best Rio Coffee	20c	10 Extra Stamps with 1 box Cocoa	10c
20 Extra Stamps with 1 box Stewart's Washing Wax	10c	120 Extra Stamps with 5 lbs Best Rio Coffee	\$1.00
10 Extra Stamps with 1 box Lye	10c	100 Extra Stamps with 1 can Baking Powder	50c
60 Extra Stamps with 1/2 lb Mixed Tea	30c	10 Extra Stamps with box T-X-L Starch	10c

Our California Canned Goods

Our big car load shipments are in and all orders will be filled within the next week or two. If you have not yet bought your winter's fruit supply now is the time to do so.

which they carried recently in their local paper. Apparently it filled two columns of the paper—I don't know whether it was placed next to reading matter or not. I am reproducing the advertisement very much reduced in size.

I hate to think that the readers of this department are getting the idea that "that fellow is always knocking," and yet it seems as if I had to knock a good deal if I express what I really believe to be the truth. Now take this advertisement of the Cupp Co. I may be entirely wrong about it—they may have found this system very profitable to them—but as I see it, a great deal of it is wasted. Take the items under "Good Things to Eat." Apparently no effort has been made to cut prices very much, so what is there appealing about "California Table Peaches, 2 cans for 25 cents"? I would be willing to lay a modest wager that the Cupp Co. cannot point to one order for California peaches that they got from this advertisement, or for that matter, for the other items in that list which are offered in the same way. It takes more than that to induce people to buy goods to-day. Take "Country Sausage, pound 18 cents." I know that they would get more business if they would advertise sausage in something like this fashion:—

If You Like Good Sausage, Read This.

Lots of "country" sausage offered to-day never saw the country—it is factory made entirely, and nothing at all like real country sausage. We have some sausage here now that will take you back to the old days on the farm, if you ever lived on one. Tender, clean, young pork, combined with savory herbs and spices. Delicious! A splendid beginning for a cold day.

18 Cents a Pound.

I'll leave it to anybody whether something like this—I don't mean my wording at all, but something like it—wouldn't be certain to sell more sausage than "Country Sausage, pound 18 cents." If that is so with sausage, it is so with everything. Of course you can't advertise as many articles, but that is a benefit rather than a detriment. I believe too many things are adver-

tised here—half or three-quarters as many would have been better in the same space.

I should have started this advertisement with "The little daily savings," etc. Everything that appears above that I would have put at the bottom. It prevents the heading from getting proper attention. If the Cupp Co. will take a copy of this advertisement and fold it over so that their name and the addresses of their three stores will not show, they will agree with me that the whole advertisement looks better and more ship shape.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Written for the "Modern Merchant and Grocery World."

The High Cost of Package Meats.

Philadelphia Contributor Says He Has Been Able to Increase His Sliced Meat Business By Showing Customers What Very High Prices They Pay for Canned Meats.

Any reader of your paper wishing to sell sliced meats rather than canned, will find as I did that he has a powerful argument in the greater cheapness of the former. The average consumer has no conception of what he is paying for the package.

When a customer buys preserved sliced meats she pays dearly for the fancy jar or can. Take, for instance, dried beef in jars weighing about 21 ounces, retails at from 30 to 35 cents. You may be surprised that there's only about 9 ounces of beef in the jar, so the consumer is paying at the rate of from 53 to 60 cents per pound for her dried beef.

She pays 30 to 35 cents for bacon in jars—gross weight about 21 1/2 ounces. The jar weighs 12 1/2 ounces—in reality she gets 9 ounces net weight of bacon. At this price she is paying at the rate of 53 to 62 cents per pound for bacon and, further, not always cut to the thickness she prefers—isn't that extravagance—a nonsensical way of buying? I have persuaded many of my customers that it is and am doing a growing business in the sliced meats.

D. C.
Philadelphia, Pa., Dec. 17, 1915.

ROYAL BAKING POWDER

Absolutely Pure

A liberal stock of "ROYAL BAKING POWDER" on the grocer's shelves is as staple as gold. This value lies in the knowledge of consumers everywhere that "Royal Baking Powder is Absolutely Pure."

Fully
Guaranteed



It is easy to sell an article which is in constant demand. Royal Baking Powder is known all over the world and will pay you more and surer profit than any other baking powder.

Contains No Alum

ROYAL BAKING POWDER CO.
NEW YORK



BABBITT'S CLEANSER

The Big Seller

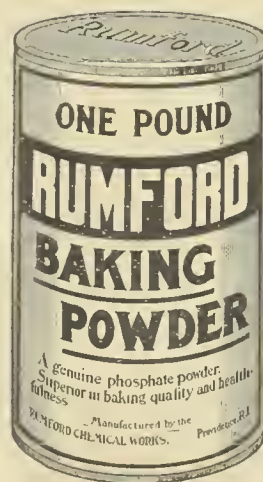
The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.



B. T. BABBITT, Inc.
NEW YORK CITY

RECOMMEND RUMFORD

The Wholesome Baking Powder.



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

RECOMMEND RUMFORD.

RUMFORD CHEMICAL WORKS, Providence, R. I.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, that we will sell for \$20, with about \$5 worth of supplies thrown in at the \$20 price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell

cheap, as we have discontinued delivering, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS, Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of one six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles. All the things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, 3 doz. silver spoons, 8 doz. tumblers, 1 doz. 10-cent and 1 doz. 5-cent Sundae cups, 1 doz. banana split dishes, ice

cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used but three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 1913 model Eagle Motorcycle, rated at nine horse-power, but will develop thirteen horse-power. Is equipped with headlight and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—

Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (as desired) Cherries, 90 cents per dozen.

All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list prices, less 10 per cent., Yellow Label, Red Label, Pink Label, Olive Label, ½-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., ½s, ⅓s and 1-pound tins; Chocolate, ¼ and ½-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

Offer No. 105.

Muriate of Potash for sale, 1,200 pounds 48 per cent. muriate of potash, in sealed bags, for immediate delivery, for which we seek a bid.

THE MEDFORD GROCERY CO.,
Medford, Md.

Offer No. 106.

We offer the following:—

L. C. Smith No. 2 Typewriter, Serial No. 6,336, in perfect order.

One Beam Nickel Plated Scale Stand, 35 inches high.

One modern Safe, in good order, width 33 inches, depth 26 inches, height 41 inches.

Can be seen at 31 N. Thirty-fourth street.

RICHARD DEVINE,
31 N. Thirty-fourth St., Philadelphia.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 248 Lafayette St., New York City.

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)

American Aluminum Mfg. Co., Le-mont, Ill.

Buckeye Aluminum Co., Wooster, Ohio.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (21)

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Games.

J. W. Hance Foundry Co., Water-ville, Ohio.

Wm. Fuld, 1226 N. Central Ave., Baltimore, Md.

Household Specialties.

United Royalties Corporation,
1133 B, Broadway, New York City.
(18tf)

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Kitchen Cabinets and House Desks.

Buchanan Cabinet Co., Buchanan, Mich. (24)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Post Cards, Etc.

Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Raincoats and Specialties.

Cantrell Co., 3 and 5 W. Nineteenth St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 1 N. Second St., Philadelphia, Pa. 12tf

WANTED

WANTED.—A good scale for weighing parcel post packages up to 50 pounds. Please give name of scale and if possible send cut and name price. Address V. L. Burd & Co., Swengcl, Pa. 1

WANTED.—A good second-hand, medium size counter coffee mill, Enterprize preferred; state lowest price f. o. b. Address Geo. P. Everhart, Hrehwsbury, Pa. 25

WANTED.—One dozen or more strong second-hand tea caddies, not more than 6 inches high. Address T. C. Fluke Co., 1309 Walnut St., Philadelphia. 26

FOR SALE OR RENT

STORES.

FOR SALE.—Fine grocery and meat business in Northern Central Pennsylvania. Dwelling attached to the store, with apartments over same. Good reason for selling. This store does one of the best businesses in the city. Address Box 159, Williamsport, Pa. 4

FOR SALE.—One store room, 25 x 50, ven-room flat, one stable, 25 x 18 x 16 rear of store; corner lot, situated in

Woodlawn, Pa., a manufacturing town of 10,000 inhabitants. Reason for selling is on account of health. Price \$4,500. Address R. W. Miller & Co., Woodlawn, Pa. 26

FIXTURES.

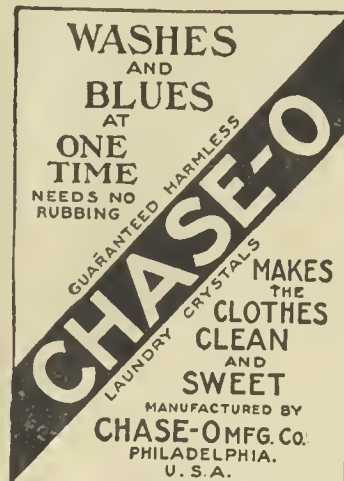
FOR SALE.—Fixtures of a first-class store going out of business; includes glass counters, counter cases, cigar cases, coffee grinder, scales, scoops, stoves, etc. Address J. E. Elliott, Bridgeville, Del. 2

MISCELLANEOUS.

FOR SALE.—One 80-gallon, extra heavy galvanized hot water boiler, manufactured by Fleck Bros. Co., Philadelphia, Pa.; five-year guarantee; price \$6, f. o. b. Wilkes-Barre, Pa.; been used three months. Address B. B. Crompton, Wilkes-Barre, Pa. 26

BUSINESS OPPORTUNITIES

FOR SALE.—One of the oldest established grocery stores in Easton, Pa., good location and in growing part of city; stock and fixtures, \$1,500; will rent or sell property. This proposition will stand close investigation. Reason for selling, present owner conducted this store for nearly half a century and wishes to retire from the business. For further particulars address A. A., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

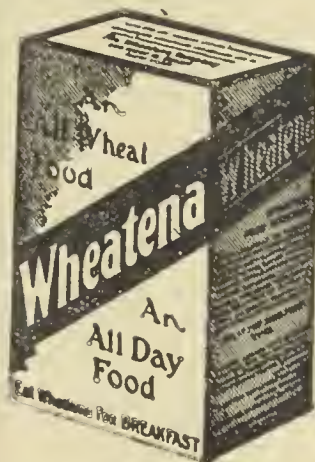


This Washes

¶ This is not an advertising exaggeration. Chase-O, put in with the clothes and a little soap, will wash and blue those clothes better than human hands can do it. For a nickel!

¶ Do you doubt that your women customers will buy Chase-O? Pays a good profit, and sells—sells—sells.

CHASE-O MFG. CO.
Hancock and Columbia Ave., Philadelphia, Pa.



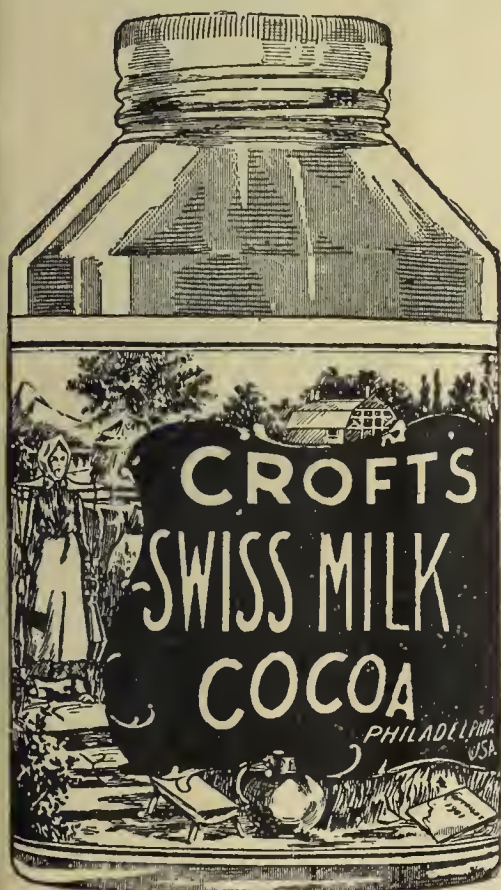
Don't Make This Mistake

¶ If you don't handle Wheatena, don't put it down as "just another of those breakfast foods." Wheatena is as different from the others as tea is different from coffee. If it wasn't it wouldn't sell as it does, for we spend one dollar in advertising where the others spend ten.

¶ Wheatena is the hearts of fine wheat, prepared as no one else could do it. Guaranteed without limit to everybody.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as Croft's Swiss Milk Cocoa.

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Modern Merchant and Grocery World" when you write?

40 cents a pound

Packed in 1/2-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. Philadelphia
PENNSYLVANIA

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCT



WRITE NEAREST BRANCH

CONCERNING LICENSE, ETC.

120-122 FIRST AVE.
PITTSBURGH

117 CALLOWHILL ST.
PHILADELPHIA

MICHIGAN & PERRY STS.
BUFFALO, N. Y.

This Will Be a Good Year

Let us help you out of a whole lot of trouble with our books this year. Will get you the cash—will hold your transient trade—will control your credit customer—save bookkeeping—prevent disputes and forgotten charges. If you do not use them generally you need some for the grouchy fellow and other annoying people. Sent f. o. b. destination anywhere in the U. S. Sell them a book and have only one entry where you have 20 to 50 for an account. Inexpensive. We have sent them by the thousands to the same people for years. We want you.

No Charge for Samples and Literature. No Obligation



FORBES INDEXED COUPON BOOKS
WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, Forbes Building, Coshocton, Ohio

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. DECEMBER 20, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma		Table and Cooking Oil.....	19
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	14
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	1
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug.....	28
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Pure Olive Oil.....	19	Toilet Soaps.....	25
Blacking—Shoe.....	2	Drugs.....	22	Live Poultry.....	21				
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Raisins.....	17	Vinegar.....	20
Bluing—Liquid.....	3	Evaporated Milk.....	10			Refined Molasses and Syrups.....	27	Wood and Willow Ware.....	28
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Macaroni.....	15	Rice.....	23	Yeast Cakes.....	28
Brushes.....	28	Extracts and Essences.....	22	Mapleine.....	23	Roasted Coffee in Bulk.....	3		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Maple Syrup.....	28	Rope, Tie Yarn, etc.....	27		
Butter.....	4	Farinaceous Goods.....	14	Matches.....	18				
Candles.....	4	Floor Polish.....	24	Mince Meat.....	18	Salad Dressing.....	23		
Canned Goods.....	5	Flour.....	13	Mint Tablets.....	28	Sal Soda.....	24		
Canned Meats.....	6	Fresh Fish.....	16	Mops.....	28	Salt.....	23		
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Mustard—Prepared.....	26	Saratoga Chips.....	16		
Cereal Specialties.....	14	Green Coffee.....	3	Nuts.....	20	Sardines.....	6		
Cheese.....	12	Hominy.....	14	Oatmeal.....	14	Sauces.....	24		
Chewing Gum.....	23	Honey.....	27	Oils.....	19	Scouring Soaps.....	24		
Chocolate and Cocoa.....	8	Horseradish.....	17	Oysters.....	16	Scrapple.....	20		
Cider.....	23	Ink.....	17	Package Coffee.....	3	Seeds.....	16		
Clams.....	16	Jars and Jar Rubbers.....	4	Paper.....	9	Shoe Dressing.....	2		
Cleansers and Polishing Compounds.....	24	Ketchup.....	4	Peas.....	14	Smoked Fish, Codfish and Mackerel.....	15		
Cocoanut.....	17	Lamp Goods.....	18	Peanut Butter.....	19	Smoking Tobacco.....	28		
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickled Meats and Fish.....	11	Soap Powder.....	25		
Cornmeal.....	14			Pickles.....	20	Soda—Bi-Carb.....	24		
Cornstarch.....	26			Plum Pudding.....	24	Soft Drinks.....	24		
Condensed Milk.....	10			Popping Corn.....	15	Soups.....	7		
Cortolene.....	12					Spices.....	26		
Crackers and Cakes.....	10					Stove Polish.....	26		
Cut Plug Tobacco.....	28					Sugar.....	1		
						Sundries.....	27		
						Syrup and Molasses.....	27		

ADVANCES.

Sugar.....	1
Butter.....	4
Eggs.....	13
Lard.....	20

DECLINES.

Flour.....	13
Provisions.....	20
Hogs.....	21
Fresh Pork Loins.....	21

—1—
SUGAR.

	Barrels.
Cut Loaf.....	7.20
Eagle Tablets.....	7.70
Crystal Dominoes, 24 5-lb. pkgs.....	8.80
“ “ 60 2-lb. pkgs.....	9.30
Patent Cubes.....	6.55
Confectioners' Lozenge.....	6.45
Powdered.....	6.40
Fruit Powdered.....	6.30
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.60
Granulated, fine or standard, McCahan.....	6.30
“ “ Frank in.....	6.35
“ extra fine, bbls.....	6.30
“ 2-lb. bags.....	6.60
“ 5-lb. bags.....	6.50
“ 10-lb. bags.....	6.45
“ 25-lb. bags.....	6.45
“ 100-lb. bags.....	6.30
“ coarse.....	6.40
Confectioners' Crystal A.....	6.30
A Confectioners'.....	6.20
A No. 1.....	6.05
A No. 2.....	6.00
Franklin B.....	5.85
Extra C.....	5.60
C.....	5.45

TEA.

	Per lb.
Formosa—	
Extra choicest, 1/2 and 1/4 chests.....	.40-.45
Choice, 1/2 and 1/4 chests.....	.35-.38
Finest, 1/2 and 1/4 chests.....	.27-.30
Fine, 1/2 and 1/4 chests.....	.23-.25
O long, black—	
Extra choice, 1/2 and 1/4 chests.....	.30-.35
Choice, 1/2 and 1/4 chests.....	.27-.29
Finest, 1/2 and 1/4 chests.....	.25-.27
Superior, 1/2 and 1/4 chests.....	.22-.24
English Breakfast, black—	
First picking, 1/2 and 1/4 chests.....	.30-.35
Choicest, 1/2 and 1/4 chests.....	.26-.28
Good to superior, 1/2 chests.....	.22
First crop, about 25-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, 1/4 chests.....	.35-.40
Firsts, 1/4 chests.....	.28-.30
Extra seconds, 1/4 chests.....	.25-.27
Seconds, new, 1/4 chests.....	.24
Imperial, green—	
Firsts, 1/4 chests.....	.38
Seconds, 1/4 chests.....	.25-.30
Japan, green—	
May pickings, 1/2 chests.....	.38-.40
First crop, 1/2 and 1/4 chests.....	.30-.35
Second crop, 1/2 chests.....	.28-.30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green—	
Firsts, 1/4 chests.....	.35-.40
Hyson, green—	
Ext. a firsts, 1/2 chests.....	.38-.40
Firsts, 1/2 chests.....	.28-.32
Seconds, 1/2 chests.....	.25-.27
Assam, black—	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetty's, 1, 1/2 and 1/4 lbs. tins, in 25-lb. cases—	
1 lb., 1/2 lb., 1/4 lb.	
Gold Label, I. and C.....	.71-.72-.73
Buff Label, I. and C.....	.55-.57-.58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50-.51-.52
Orange Pekoe.....	.55-.56-.57
Red Label, I. and C. or Mixed.....	.46-.47-.48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60-.60-.60
Red Label, I. and C., 100 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

—2—

Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
	Per lb.	Per lb.	Per lb.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52
“ “ Blue.....	.45	.46
Formosa Oolong, Salmon.....	.51	.52
“ “ Cream.....	.45	.46
Ceylon Green, Purple.....52
"A" Blend, 2 oz., 100 tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
"B" Blend, 75 gr., 100 tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 25 oz.....	.85
Parson's, 25 oz., 2 doz.....	2.40
“ 100, 3 doz.....	.92

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, 1/4 gross.....	per gross 8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.65
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
50 tins, 4 doz.....	.45
100 tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2 50
Davis' O. K.—	
1/4 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., 1/2 doz.....	7 20
Leslie's—	
1/4-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	per case 3 60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
100 size, 4 doz.....	.86
1/4 lb., 4 doz.....	1 30
1/2 lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
“ No. 2, 1/4 gross.....	3.00
“ No. 3, 1/4 gross.....	3.30
“ No. 4, 1/4 gross.....	3.40
Blackola, 100 size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

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Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.25
Mocha Seed Santos, fancy, choice.....	.13
Carcacas fancy, washed.....	.16
Maracaibo, strictly fancy, mild, choice.....	.14
Santos, Peaberry, extra fancy.....	.12
Santos, fancy.....	.11 1/2
Rio, Golden, fancy.....	.10 3/4
Rio, prime.....	.09 1/4

ROASTED COFFEE IN BULK.

	100 lbs.	60 lbs.
Java, extra fancy, genuine.....	.27 1/2	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4	.27 1/4
Mocha, finest.....	.30 1/2	.30 1/2
Mocha Seed Santos, extra fancy.....	.16 1/4	.16 1/4
Caracas, extra fancy, washed.....	.19 3/4	.19 3/4
Maracaibo, extra fancy.....	.17 1/4	.17 1/4
Santos, Peaberry, extra fancy.....	.14 3/4	.14 3/4
Santos, extra fancy.....	.14 3/4	.14 3/4
Rio, Golden, extra fancy.....	.14 3/4	.14 3/4
Rio, prime.....	.11 1/2	.11 1/2

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16.50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12 35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4 15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2 60
“ imp., 1/2 gross.....	2 15
Floto's, improved, 1/2 gross.....	“ 2 15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2 75
“ large, 3 doz.....	5 40
Sawyer's, No. 1, 6 doz.....	2 75
“ No. 3, 3 doz.....	5 00
Colburn's, No. 1, 4 doz.....	1 60
“ No. 2, 3 doz.....	2 50
“ Mammoth, 3 doz.....	3 60
“ Ball Blue, No. 1, 3 doz.....	2 60
“ No. 2, 3 doz.....	4 80
Reckitt's, 32 sc. pkgs., 16 100 pkgs.....	per box 2 15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7 1/2 oz., 1/4 gross.....	4 25
French Laundry, large, 1/2 gross bbl.....	per bbl. 2 10
Admiral, 4 oz., 3 doz.....	4 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9 50

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BUTTER.

Tub Butter—	Per lb.
Creamery specials.....	.35
“ extra, 60-lb. tubs.....	.38
“ first, “ “.....	.37
“ second, “ “.....	.34
“ third, “ “.....	.32
“ dairy, extra, bakers' use, 30-60 lbs.....	25-.30
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	.33-.40

Print Butter—	
Prize.....	.30
Gurnee, lbs. and 1/2 lbs.....	.40
Awltru.....	.38
Milhen Farm, lbs. and 1/2 lbs.....	.40
Honebe.....	.35
Star or S. D., 1 lb., 20-50 lb. boxes.....	.43
B. B., E. D., 20-50 lb. boxes.....	.42
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.41
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.40
Sheaf.....	32-.38
White Rock.....	.42

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.....	.10 1/4
“ 16s, 30 lbs.....	.11 1/4
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.07 1/2
Searchlight, hotel, 16s, 30 lbs.....	.06
Peerless, hotel, 16s, 30 lbs.....	.08 1/2
Bright Light, 16s, 30 sets to box.....	per box 1.60

JARS AND JAR RUBBERS.

Mason's—	Per gross
Half gallons.....	7 15
Quarts.....	4 95
Pints.....	4 70
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	.70
Single lip, wide, 1 doz. cartons.....	.63
Acme, wide, 1 doz. cartons, 5 gross boxes.....	.42
“ medium, 1 doz. cartons, 5 gross boxes.....	.38
Lightning, pure rubber, bulk.....	Per lb.
Reliable, white rubber, wide.....	.45
“ “ medium.....	.25 1/2
Black rubber, medium.....	.24
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	Per gross
1/2-gross boxes, no rubbers.....	1.80
Jelly glasses, fluted, bbls. 24 doz.....	per doz. .17

CATSUP.

Snider's—	Per doz.
16 oz., 2 doz.....	2 40
8 oz., 2 doz.....
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	.95
Tobasco, 1/2 pint, 2 doz.....	.95
Beck-Nut—	
Pints.....	2 25
1/2 pints.....	1 35

KETCHUP.

Curtice's "Blue Label," Tomato—	Per case
Small, 25 bottles.....	2 75
Medium, 25 bottles.....	4 25
Large, 12 bottles.....	3 25

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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CANNED GOODS.

aked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style—	per case
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
ima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
ring Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
ed Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
orn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
cas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
ets—	
Standard, New York, No. 2	1.25
" No. 3	1.25
" New Jersey, No. 2	1.10
" No. 3	1.10
ccotasb—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.20
garagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
impkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
lnach—	
Standard, Maryland, No. 3	.95
ur Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75
California Canned Fruit.	
ricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
rtlett Pears—	
Extra, No. 3	2.50
" No. 2½	2.30
Extra Standard, No. 2½	2.15
Standard, No. 2½	2.15
ite Cherries—	
Extra, No. 3	2.90
" No. 2½	2.50
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
aches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
aches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
aches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40
Eastern Canned Fruits.	
ples—	
ew York State, No. 3	.90
" No. 10	2.90
ckberries—	
a syrup, No. 2	1.35
a water, No. 2	1.35
ries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
ches—	
able, No. 3	1.35
econds, No. 3	1.15
ie, No. 3	.85
rs—	
artlett, Extra Standard, No. 2½	2.00
elfer, syrup, No. 3	1.35
" water, No. 3	1.35
ms—	
avy syrup, No. 2½	1.25
ght syrup, No. 2½	1.00
berries—	
aine, in water, No. 2	1.40
berries—	
stra preserved, No. 2	2.80
reserved, No. 2	1.60
water, No. 2	1.30

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Pineapples—
Hawaiian, Extra, No. 2½ 2.00
" Standard, No. 2½ 1.75
" Extra, No. 2 1.45
" Standard No. 2 1.30
Canned Crabs, Clams, Lobsters,
Shrimps, Mackerel, Kipperd
Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamin's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. ½, flat, 4 doz.	2.65
Star, No. ½, flat, 4 doz.	1.50
" No. ½, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, roos.	15.00
" Soused, ½s, oval, roos.	10.00
" high oval, roos.	10.00
" Fresh Mackerel, roos.	23.00
dgl., Young Mackerel in Olive Oil, ½s, roos.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain	1.00
Normanna, Tomato Sauce, roos.	1.00
" Boneless, ½s, ova, roos.	14.00
Roe—	
Normanna, Mackerel, red, oval, roos.	15.00
" Cod, 1-lb. round tns, roos.	24.00
" high oval tins, roos.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet.	1.10

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.	14.00
" ½s, Tomato Sauce, roos	14.00
" ½s, oval, Royans a la Bordelaise, roos.	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, roos.	26.00
Boneless and peeled, ½s.	24.00
" D. & G., ½s.	26.50
" Ispa, ½s.	28.00
" Gondolier, ½s, 100.	20.00
" Landell, ½s, 100.	9.50
" Martell, ½s, 100.	10.50
" Loyal, ½s, 100.	15.00
Argonauts, ½s, 100.	14.00
Orion, smoked, ½s, key, 100.	8.00
Tomato sauce, ½s	15.00
Truffled, ½s, key, 100.	12.50
Spiced, ½s, 100.	10.00
Royanette, oval, ½s, 100.	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100.	15.00
" ½s, tomato sauce, 100.	15.00
" ½s, olive oil, 50.	13.25
" ½s, tomato sauce, 50.	13.25
Sea Queen, ½s, olive oil, 100.	11.25
Sea Pearl, ½s, olive oil, 100.	9.40
Tea Time, ½s, olive oil, 100.	8.00
"Herringlets," olive oil, 50.	7.50
Bouillon "Herringlets," 50.	5.60
Norwegian—	
King George, ½	14.00
Nansen brand, ½	10.50
Portuguese—	
Marie Elizabeth, ½, plain	11.00
" ½, boneless	15.00
" ½, peeled and boneless	17.00
French—	
Jockey Club, fancy, ½	25.00

Domestic.

American Oil—	
Seminole, standard, key, carton, ½s	2.90
No. 2, ½s, 100	2.50
½s, key, 100	2.75
Irma, ½s, 100	4.00
Pickert's, Rival brand, carton, ½s, 100	3.90
" ½s, 100	6.00
Mustard—	
Irma, ½s, 100	4.00
½s, 100	2.25
½s, 48	3.60
Continental, ½s, key, 48	3.15
Irma, fancy, ½s, 50	3.80
Gold Label, ½s, 50	4.50
" ½s, 100	7.00
Underwood's, ½s, 50	4.50
Pickert's, Crown brand, ½s, 48	4.00
" Columbias, ½s, 48	3.00

CANNED MEATS.

Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. ½, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

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Chipped Beef.

Armour's—	
Sliced, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.65
" large, 1 doz.	3.35
Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. ½, glass, 2 doz.	1.65

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz.	.90
" No. 1, 2 doz.	1.25
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.20
Eric brand, large, 1 doz.	1.20

Loaf Goods.

Armour's—	
Beef, No. ¾	1.40
Chicken, No. ¾	2.25
Ham, No. ¾	1.40
Veal, No. ¾	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50
Armour's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.50
Ham, No. ½, 2 doz.	1.40
Tongue, No. ½, 2 doz.	1.40
Libby's—	
No. ½, 4 doz.	.45
No. ¾, 2 doz.	.90
Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	
Curtice Brothers' Blue Label, Potted—	
No. ½ Tin. No. ½ Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. ½ packed 4 doz. No. ½ packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.	27.00

Potted Chicken.

Armour's—	
Chicken, No. ½, 2 doz.	1.95
Libby's—	
No. ½, 2 doz.	1.70
No. ¾, 1 doz.	2.40
R. & R., No. ½, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. ½, 4 doz.	2.15
" No. ¾, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. ½, 2 doz.	3.40
" No. 1, 1 or 2 doz.	6.00
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.40
" No. 1	6.00
Turkey, No. ½	3.40
" No. 1	6.00
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

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Soups—	Quarts	Pints	½-Pints
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95
Armour's—			Per doz.
All kinds, No. 1, 4 oz.			.90
Campbell's, No. 1s, 10½ oz., 4 doz.			Per case
All kinds			3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case			3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus	per case
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable	per case
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 2 Ox Tail, 24 Tomato, 6 Vegetable	case
Curtice Brothers' Blue Label—	
Green Turtle	Quarts. Pints. ½-Pints
" clear	6.50 3.50 2.25
Terrapin	7.25 3.75 2.25
All others	7.15 3.75 2.25
Ritter's, Tomato	1.75 1.75 .90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
½-lb. tins, 6-lb. boxes	.32
¼-lb. tins, 6-lb. boxes	.31
1-lb. tins, 6-lb. boxes	.30
Wilbur's Premium Chocolate—	
½ lb., 6-lb. boxes	.34
¼ lb., 12-lb. boxes	.33
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, ½s, 6 lb.	per lb.
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.	.29
" ¼ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ½-lb. cans, 12 lbs.	.34
" ¼-lb. cans, 6 lbs.	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size	.33½
" ¼-lb. size	.33½
Premium Chocolate, ½s, 12 lbs.	.29
" ¼s, 12 lbs.	.29
Best Sweet Chocolate, ½s, 6 lbs.	.20
" ¼s, 6 lbs.	.20
Vanilla Chocolate, ½s, 6 lbs.	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars	.40
Cocoa, ½-lb. tins	.29
" ¼-lb. tins	.30
" 1-lb. tins	.33
" 6-lb. cans	.30
Baking Chocolate, ½s	.29
" ¼s	.28
Swiss Milk Chocolate, 48 sc. cakes	1.50
Hershey's—	Per box
Milk, 24s	.80
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
" ¼ lb. size, 6 or 12 lb. bxs.	.28
" 1 lb. size, 6 or 12 lb. bxs.	.29
Bloeker's Cocoa—	Per doz.
Grand brand, ½-lb. tins, 2 doz.	1.88
" ¼-lb. tins, 2 doz.	3.50
" 1-lb. tins, 1 doz.	6.50

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	1.65	
Almond Milk Chocolate, 24 sc. pkgs. in box.....	.83	
Milk Chocolate, 50 sc. pkgs. in box, per box.....	1.60	
Milk Chocolate, 25 sc. pkgs. in box, per box.....	.80	
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/2-lb. pkgs.....	.30	
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	.30	
Medallion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	.3	
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per lb.
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/2-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/4 lb. boxes, 90 boxes in case.....	.50	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/4-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....	.37	
No. 350, Princess, Triple Vanilla, sweet, 1/2-lb. cakes.....	.40	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....	1.15	
No. 3, 10 cent size, 24 tablets in box.....	1.90	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	1.15	
No. 51, 10 cent size, 24 tablets in box.....	1.90	
Stollwerck's Cocoa—	Per lb.	
No. 207, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.41	
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.41	

PAPER.

Scott Paper Co.—			
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4½x5, 50 rolls.....			3.00
Stock No 33, Sani Tissue Roll Toilet, 2,500 sheets, 4½x5, per carton of 3 rolls, 16 cartons ..			3.00
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4½x5, 100 rolls ..			3.25
Continental Paper Bags—			
Net price per 1,000—500 in a bundle			
Golden Rod S. O. S.	Republic(White)S. O. S.		
¼ lb.....	¼ lb.....		.23½
½ ".....	½ ".....		.28½
1 ".....	1 ".....		.38
2 ".....	2 ".....		.49½
3 ".....	3 ".....		.59
4 ".....	4 ".....		.73½
5 ".....	5 ".....		.85
6 ".....	6 ".....		1.04
8 ".....	8 ".....		1.20½
10 ".....	10 ".....		1.37
12 ".....	12 ".....		1.60½
14 ".....	14 ".....		2.03
16 ".....	16 ".....		2.17½
20 ".....	20 ".....		2.43½
25 ".....	25 ".....		2.69
Manilla—			
Alli No. 1 Manilla paper, full count, 480 sheets to the ream.		Per ream	
15x20, 5 reams in bundle.....			.48
20x30, ".....			.90
24x36, ".....			1.20
Butter, Parchment—			
8x11, 1000 sheets.....		Per pkg.	
9x12, ".....			.60
18x24, 50-lb. bundles of about 1200 sheets, per lb.....			.10
Toilet—			
Extra quality, 100 rolls.....		Per case	
Good " 200 ".....			5.75
			4.95
Butter, Wax—			
9x12, about 480 sheets.....		Per pkg.	
			.14½
Bags, price per M—			
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
¼ lb.	15M	.33	.25
½ "	10M	.41	.29
1 "	8M	.53	.39
2 "	6M	.71	.52
3 "	5M	.84	.61
4 "	4M	1.08	.78
5 "	3M	1.24	.90
6 "	3M	1.54	1.12
8 "	2M	1.78	1.26
10 "	2M	1.95	1.48
12 "	2M	2.30	1.73
14 "	1M	2.85	2.20
16 "	1M	3.15	2.35
20 "	1M	3.45	2.62
25 "	1M	3.95	2.71

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Flour Sacks, satchel bottom—		
Majestic	Plain	
Ex. Heavy	per 100	
12 1/2 lbs., 1 1/2 bbl.....	.42	
24 1/2 lbs., 1 1/2 bbl.....	.70	
49 lbs., 1 1/2 bbl.....	1.40	
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
25 rolls, 150 towels each, with holder and basket.....	3.75	
25 roll lots.....	2.75	

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.50
" 2 doz.....	3.25	
Challenge, 4 doz.....	4.65	
Magnolia.....	5.20	
Dime.....	5.90	
Baby, 1 doz., glass.....	2.10	
Peninsular.....	4.75	
Star, 4 doz.....	5.20	

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.75	
" " small, 6 doz.....	2.75	
" family size.....	3.25	
" hotel size.....	3.75	
" confectioners' size.....	3.75	
Silver Cow, small, 6 doz.....	2.75	
St. Charles, small, 4 doz.....	1.85	
" tall.....	3.75	
" hotel size.....	3.75	
" confectioners' size.....	3.75	
Pearl, tall.....	3.75	
" small, 6 doz.....	2.75	

HIRES CONDENSED MILK



Silver.....	Per case	\$4.95
Hires.....	4.65	
Queen.....	4.65	
Premium.....	4.25	
Gold (Baby).....	2.50	
Gold (Tall).....	3.50	
St. Elmo.....	3.75	

CAKES AND CRACKERS.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Raisin Cookies.....	.10	
Saltines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Water Crackers.....	.08	
7-lb. tin pails.....	.16	
Arrowroot Biscuit.....	.17	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fancy Jumbles.....	.16	
Fruit Sundae.....	.16	
Lady Creams.....	.20	
Lemon Sundae.....	.16	
Sweet Marie.....	.15	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	.90	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts, Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	Boxes
Butter Crackers.....	.09	.09 1/2
Oyster Crackers.....	.09	.09 1/2
Wine Scroll.....	.11	.11 1/2
Cracker Dust.....	.09	.09
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.

Wein Senf, Prepared Mustard.

Dove Brand.

Stone pots, small, 2 doz.....	per doz.	1.40
" " with horseradish.....	"	2.00
" large, 1 doz.....	"	2.00
" " with horseradish.....	"	2.00
Wein Senf, bbls.....	per gal.
" 1-gal. stone jars.....	per jar	.85
" 5-gal. kegs.....	per keg	3.50
Prepared Mustard, bbls.....	per gal.
" 15-gal. kegs.....	"
" 10-gal. kegs.....	"
" 5-gal. kegs.....	per keg	1.75
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	per pail	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sitting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....
" " loaf.....
Sap Sago, 3 to lb.....	case, per lb.
" " less than case, ".....
Roquefort.....	12 in case, ".....
" " less than case, ".....
Parmesan, about 30 lbs.....	loaf, ".....
" " less than loaf, ".....
Edam, 12 in case.....	case.....
" " single.....
" in tin.....	per lb.
" 1-lb. tins.....	per case
Camembert, domestic, wood boxes.....	per doz.
" Autocrat brand, large.....
" " medium, ".....
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....	1.75
Parmesan, grated, ready for use, small bottles, per doz.....	2.50
Olmutter Hand, 100 in box.....
Edelweiss, Romatour and Bier-Kase.....	per doz.
American Swiss, No. 1.....	loaf.....
" " less than loaf.....	.23
" square loaves, No. 1, about 25 lbs. each.....	per lb.
Limburger, No. 1.....	box and 1/2 box.....
" " less than 1/2 box.....	.20
Pinxter, from Holland, in tins.....	per doz.
Muenster.....	per lb.
Brick, No. 1.....	18-20
English Dairy.....	22 1/2
Pineapple, picnic size, 6 in box.....	per box
" gem size, 6 in box.....	2.25
Royal Luncheon—	Per doz.
Dinner size, 1 doz.....	4.50
Lunch size, 2 doz.....	2.40
Picnic size, 2 doz.....	1.35
Trial size.....	1.00
MacLaren Imperial, club size.....	1.00
" No. 1 size.....	2.40
" Roquelort, large size.....	2.95
" " small size.....	1.45
Fromage de Brie, M. C. C., 1 in box.....	1.55
Fromage d'Isigny, M. C. C., 6 in box.....	1.55
Neufchatel, Cow Brand, 25 in box.....	.95
Star Cream or Phila., 12 in box.....	1.90
Miniature Cream or Phila., 12 in box.....	.95
Hand, 8 doz.....
" 4 doz.....
" Thuringer, 4 doz.....	.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.
Weiner Wurstel, 16 in tin.....	per doz.
" 8 in tin.....
Imported Cervelat Sausage, Rolff's.....	per lb.
Imported Frankfurters.....	per doz.
Goose Breast, imported, marked weight, per lb.....
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes.	Less
Cervelat (Circle S.).....	.27	.28
" (Diamond S.).....	.26	.27
" Peutonic.....	.24	.25
" Gothaer.....	.32	.33
Salami (Circle S.).....	.27	.28
" (Diamond S.).....	.26	.27
" (G. A. P.).....
Landjager, short.....	per lb.	.35
" long.....
Mortadella, dry.....
Knackwurst, 25 in box.....	per box	4.75
" ".....	per doz.	2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....18
Lachs Ham.....	"	.39
Petit Delicatess Frankfurters, plain, per doz.....	1.00	
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beel Bologna.....	per lb.	20-22
Paprika Speck.....18
Mettwurst, half round.....25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.18
Smoked Thuringer Blutwurst.....	"
" Pfefferwurst.....	"

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" " quart glass jars.....	5.75	
" " 10-oz. jars.....	2.50	
" " tumbler.....	1.00	
Calves' Head, round tins.....	1.65	
Tripe, 5-gal. kegs.....	2.00	
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....
" 5-lb. pails.....	per pail	.65
" 10-lb. pails.....	"	1.25
Beef Salad, in glass.....	1.00	

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg
Milkers, Y. M.....	per keg

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Mixed, standard, bbls.....
" $\frac{1}{2}$ bbls.....
Milkers, standard, bbls.....
" $\frac{1}{2}$ bbls.....
Scotland—	
Mixed, large, fulls, bbls.....
" $\frac{1}{2}$ bbls.....
Milkers, ".....
" $\frac{1}{2}$ bbls.....
Marinerte Herring, imported, about 40 in pail.....
Roli Herring, imported, about 25 in pail.....
Spiced Herring, imported, about 40 in pail.....
Norway Stockfish, dry.....	per lb. .15
Matjes Herring.....	piece

Bismarck Herring.

Round tins, with key, pint.....	per doz.	2.65
" " quart.....	per tin	.42
" " 2 quarts.....75
" " 4 quarts.....	1.25
Roll Mops, 4-quart tin.....	1.30	
" 2-quart tin.....	.75	
" quart tin.....
Kruger's Roll and Brat Haring, oval tins, doz.....

Russian Sardines.

Imported, Wallkoff brand.....	per keg
" 5-lb. pails.....	per pail
" 10-lb. pails.....	"	1.25
Cut Spiced, 10-lb. pails.....	per keg	2.75
Russian, in glass jars.....	per doz.

Norway Anchovies.

Fancy, keg.....
“ 1/2 keg.....
“ 1/4 keg.....
“ 1/8 keg.....	per doz.	2.85
Original package.....	per 1/2 bbl.
Repacked, 5-lb. pails.....	per pail
“ 10-lb. pails.....
“ 5-gal. kegs.....	per keg
“ 1/2-lb. flat tins.....	per doz.
“ 1/4-lb. tall tins.....	“
“ 1-lb. tall tins.....	“	2 10

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EGGS.

	Per doz.
Yearby, candled and selected, 30 doz.....	.39
Western, selected.....	.38
Wilhen Farm.....	.42
Wiltru, packed in cartons.....	.40

FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans.....per lb.	.33
Anchovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle.....	3.25
Apples, Nonpareil, 1/2-gal. kegs.....per doz.	1.25
" " quart, glass.....	7.50
" " bottled, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
Antoni Ginger, large pots, 6 to case.....per case	4.25
" " medium, 12 to case.....	4.50
" " small, 24 to case.....	4.25
Cherries in Maraschino, glass, 1 doz.....	7.00
Cham Chowder, Burnham, 4 doz. 1-lb. per doz.	.90
" " 2 doz. 3-lb.....	2.20
Currie Powder, pints.....	3.60
" " 4 oz.....	2.40
" " 2 oz.....	1.40
French Peas, extra fine.....per case	21.00
McCann's Irish Oatmeal—	
5-lb. cans.....per doz.	3.00
5-lb. cans.....per tin	.65
Muntley & Palmer's Petit Beurre Biscuit.....lb.	.24
" " Dinner Biscuit.....	.33
" " Breakfast Biscuit.....	.33
" " Packed 7 and 5 lbs. in a can.....	
Red Pepper, ring, pints.....per doz.	1.25
" " 1/2 pints.....	.60
Red stone jars, 4 doz.....	1.75
Theodore Marquet Mushrooms—	
First choice.....per case	25.00
Choice, 100 tins.....	30.00
Extra, 100 tins.....	30.00
Ruffles, 1/2.....per tin	.25
" " 1/2.....	.40
" " 1/2.....	.75
" " 1/2.....	1.50
Shrimps, pickled, small size.....per doz.	1.10
" " Dunbars, 2 doz.....	6.50
Shrimps in Cordial, Bishop's, 1 doz.....	3.75
Crystallized Ginger, 1-lb. tins.....	2.25
" " 1/2-lb. tins.....	4.50
Time Juice, Rose's.....	2.25
Lector Rose Water.....	2.25
" " Peach Water.....	5.25
Little Olives.....	5.25
The Franco-American Food Co.—	
Broths for invalids, all kinds, 1/2 pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

Meero-Bouillon Cubes—	
Per tin, 100 cubes.....	1.70
" " 50 cubes.....	.90
Per doz. tins, 12 cubes each.....	2.75
Meko Clam Bouillon—	
7-oz. bottles, 1 doz.....	2.00
14-oz. bottles, 1 doz.....	3.75
Meko Tomato Bouillon—	
Pint bottles.....	6.00
Quart bottles.....	9.00
Gallon jugs.....each	2.75
Lebig's Oxo Cubes—	
12 1/2, 10c. size.....per doz.	.85
12 1/2, 25c. size.....	2.00
Cans, 100 cubes.....per 100	1.65
rmour's Beef, Clam and Chicken Cubes—	
Small boxes, 12 cubes, 1 doz.....	2.50
Medium boxes, 50 cubes.....per tin	.90
Large boxes, 100 cubes.....	1.70
rmour's Concentrated Bouillon—	
Jars, size 2, 1 doz.....	3.50
" " 4, 1 doz.....	6.75
" " 8, 1 doz.....	13.00
" " 16, 1/2 doz.....	25.00
rmour's Tomato Bouillon—	
Bottles, size 4, 1 doz.....	2.50
" " 12, 1 doz.....	6.50
" " 5.....per bottle	3.00
Fancy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

rmour's Solid Extract of Beef—	Per doz.
Jars, size 2, 1 doz.....	4.45
" " 4, 1 doz.....	8.20
" " 8, 1 doz.....	15.90
" " 16, 1/2 doz.....	29.75
rmour's Fluid Beef Extract—	
Bottles, size 4, 1 doz.....	5.00
" " 8, 1 doz.....	9.00
" " 16, 1/2 doz.....	17.00

FLOUR.

resota.....	Per bbl.
ng Midas.....	6.75
ld Medal.....	7.25
lboune.....	6.65
Top.....	6.75
lsbury's Best.....	7.20
mper Idem.....	6.75
ide of the West.....	6.10
abeam.....	5.75
ld Veil.....	5.65
aker.....	6.75
ie Seal.....	6.40
ny White.....	5.85
cker's Best.....	7.10
luth Imperial.....	6.25
	6.50

Prepared Flours.

scilla Prepared Doughnut, Cake, Ginger-bread and Tea Biscuit Flour—	Per case
doz. 14-oz.....	1.44
doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

cker's Buckwheat, medium, 12s.....	1.56
" " Flap Jack Flour, 18s.....	1.50
cle Jerry Buckwheat, 36 2s.....	2.75
" " Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.60
Aunt Jemima Buckwheat, 36s.....	2.70
" " Pancake, 18s.....	1.35

PEAS, BEANS AND LENTILS.

Beans—	Per bushel
California Lima, fancy, bags.....per lb.	.05 1/4
New York State Marrows, new, bags about 2 1/2 bushel.....	5.25
Michigan Pea, new, bags about 2 1/2 bushel.....	4.15
Red Kidney, 60 lbs. to bushel.....	5.40
Peas—	
Green, domestic, bags about 2 1/2 bushel.....	3.10
Yellow, split, domestic, 1 bushel bags.....	3.85
Lentils—	Per lb.
ooooo, 2 o-lb. bags.....	.16
Less quantity.....	.16 1/2

FARINACEOUS GOODS.

Corn Meal—	Per 100 lbs.
White Cream Table Meal, 100 lbs.....	1.95
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.00
" " table, 100 lbs.....	1.95
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....	
Less quantity.....	
Hominy—	
Lea's Grits, 24 2s.....per case	1.80
Pearl, 100-lb. bags.....per bag	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case).....	
Barley—	
No. 2, 100-lb. bags.....	3.00
No. 3, 100-lb. bags.....	3.00
Oatmeal—	
B, bbls.....per bbl.	5.75
B, 100 lbs.....per keg	3.00
Rolled Oats—	
Avena, 180 lbs.....per bbl.	5.50
" " 90 lbs.....per keg	2.90
" " 90 lbs.....per sack	2.63
Tapioca—	
Dromedary, 36 pkgs.....per case	2.50
Instantaneous, 50 1s.....	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose.....	.04 1/4
Flake.....	.06 1/4
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

Ralston Wheat Food, 18s, large.....	Per case
" " 18 pkgs., small.....	2.25
Egg-O-See, 36 pkgs.....	1.45
E-C Corn Flakes, 36 pkgs.....	1.75
Maple-Whole-Wheat Flakes, 18 pkgs.....	1.75
" " 36 pkgs.....	1.85
Washington Crisps, 24 pkgs.....	3.60
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 2 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" " 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" " Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" " Wheat Flakes, 24 pkgs.....	1.80
" " Bran Flakes, 1 doz. pkgs.....	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" " large, reg. asst., 20s.....	4.55
" " no china, 20s.....	3.85
" " aluminium asst., 20s.....	4.65
Royal Seal, 36s.....	4.65
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" " family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
" " 10s.....	2.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" " Cornmeal, large, yellow, square, 10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	1.90
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" " Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" " Unsweetened Zwiebach.....	.08 1/4

GELATINE AND PREPARED DESSERTS.

Knox Plain Sparkling Gelatine, 2 qt.....	Per doz.
" " Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant, powdered, large.....	1.20
" " " small.....	1.45
" " " large, gross.....	.90
" " " small, gross.....	17.25
Plymouth Rock, pink or white.....	10.80
Nelson's, large.....	1.17 1/2
Bromangelon, assorted, 3 doz.....	1.50
Jellycon, assorted flavors, 2 doz.....	.87 1/2
Chalmer's Shredded Gelatine, 10c. size—	.85
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/2 gross free.....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/2 gross free.....per gross	13.50
Mother's, small, 1 doz.....	.45
" " large, 1 doz.....	.87 1/2
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant, Wine Flavors: Port, Sherry, Madeira.....per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" " 50 10-oz. pkgs.....	1.75
" " 100 10-oz. pkgs.....	3.25
" " 24 20-oz. pkgs.....	1.75
" " 48 20-oz. pkgs.....	3.25
Brad's "I-X-L," 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.03 1/4
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 50 10-oz. pkgs.....	2.75
" " 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" " 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

Long, 25 1s.....	Per lb.
Short, 25 1s.....	.12
Cubes or Elbows, 24 1.....	
Spaghett, 25 1s.....	
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....	

Domestic.

The Franco-American Food Co.—	Per doz.
Spaghetti a la Milanais, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 1/4
Cubes or Elbows, 24 1s.....	.07 1/4
Spaghett, 25 1s.....	.07 1/4
Vermicelli, 25 1s.....	.07 1/4

Choicest Grades.

Macaroni, long, 25 1s.....	.07
Elbows, 25 1s.....	.07
Spaghett, 25 1s.....	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2.....	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3.....	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4.....	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5.....	500-650	20.00	10.60	5.50	1.25
Shore Bloaters.....	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1.....	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1.....	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2.....	225-250	24.00	12.60	6.50	1.45
Extra Irish, No. 2.....	300-350	27.00	14.10	7.25	1.60
Medium Irish, No. 2.....	350-450	26.00	13.60	7.00	1.55
Irish, No. 4.....	400-450	25.00	13.10	6.75	1.50
Large Cape Shore.....	100-120	16.00	8.60	4.50	1.05
Med. Cape Shore.....	180-220				

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1, Lab. Splts.....	8.00	4.60			
Herring, large No. 2, Lab. Splts.....					
Shore, round, large.....					
" " medium.....					
Ocean Whiting Fish.....	5.50	3.35		.50	.45
Salmon Trout, pink.....	17.00	9.10	4.75		
" " white.....	15.00	8.10	4.25		
Shad, Mess.....					

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumbler, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Thredded Cod.

"Gilt Edge,"

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs.....	.09½
“ 25 lbs.....	.09¾
“ 48 pkgs.....	.10
Apricots—	
Knighthood, 10-lb. boxes.....	.17
Dos Palmos, choice.....	.09½
Cherries—	
Red and Black, extra fancy, pitted, 25 lbs.....	.15
Eastern, pitted, 25 lbs.....	.16½
Peaches—	
Jumbo, Yellow, 25 lbs.....	.08½
Fancy Muirs, 50 lbs.....	.07
Extra choice Muirs, 50 lbs.....	.07½
Extra fancy Muirs, 25 lbs.....	.08
Pears—	
Fancy California Bartlett, 25 lbs., G. & S....	.15
Plums pitted—	
Fancy Red, 25 lbs.....	.11¾
Nectarines—	
Extra choice, 25 lbs.....

Foreign.

Citron, 10 lbs.....	.16½
Orange Peel, 10 lbs.....	.13½
Lemon Peel, 10 lbs.....	.13
Currents—	
Knighthood, 40 pkgs.....	.14
Valca, 24 15.....	.13½
Gold Medal, 25 lbs., loose.....	.12
Dates—	
Dromedary, 36 pkgs.....per case	2.80
Valca, pitted, 30 pkgs.....	.11
Unpitted, 30 roc. pkgs.....	.07½
Fard, 14 lbs.....	.09¾
Hallowee, 70 lbs.....	.06½
Figs—	
Coronet, round boxes.....	.07½
Poppy brand, California, 12 pkgs.....per box	.85

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40-50.....	.10
50-60.....	.08¾
60-70.....	.08¾
California, 25-lb. boxes—	
40-50.....	.10½
50-60.....	.09¾
60-70.....	.09¾

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.....
Clusters, Imported—	Per box
Extra Desserts, 20 pkgs.....	3.80
Connoisseur, 20 pkgs.....	3.20
California Seedless—	Per lb.
Thompson, 50 lbs.....	.10
Sultana, fancy, 50 lbs.....	.09½
California, Loose—	
Muscatsels, 4 crown, 50 lbs.....	.08
“ 3 crown, 50 lbs.....	.07½
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.
Fancy Ondara Layers, 28 lbs.....	.08¾
Seeded—	Per pkg.
Knighthood, 36 pkgs.....	.09
Owl, fancy, 36 pkgs.....
Crystal, 40 pkgs.....	.09
Sun-Maid, 36s.....	.09
Seedless—	
Not-a-Seed, 36 pkgs.....	.11¾
Valca, Thompson, 40 15.....	.12

COCOANUT.

Dromedary—	Per case
48 ¼-lb. pkgs.....	3.25
24 ½-lb. pkgs.....	3.00
12 1-lb. pkgs.....	2.75
48 ½-lb. pkgs.....	1.80
24 ¼-lb. pkgs.....	1.75
12 ½-lb. pkgs.....	1.65
Dunham's—	Per lb.
¼-lb. pkgs., 15 lbs.....	.29
¾ and ½-lb. pkgs., 15 lbs.....	.28½
Baker's Premium—	Per case
120 5c. pkgs.....	4.40
60 5c. pkgs.....	2.20
30 10c. pkgs.....	2.10

HORSERADISH.

Diamond cut glass, 2 doz.....	Per doz.
Milleman's, No. 8 bottles, 2 doz.....	.82½
Schramm's, large tumbler, 2 doz.....	.82½
Sherbert glass, 2 doz.....	.45

INK.

Arnold's, black, 32.....	per bottle
Continental, red, 1 doz.....	.32½
“ black, 3 doz.....	.67½
“ Writing Fluid.....	.50
Royal, black, 3 doz.....	.25
Stafford, Commercial, 32.....	.60
Thaddeus Davids Co.—	Per doz.
Electro Chemical Writing Fluid.....	per qt.
Square, Oriental Red, 2 oz., 1 doz.....	.40
“ Green, Blue or Violet, 2 oz.....	.40
“ Magic Black, 2 oz., 1 doz.....	.40
“ Electro Chemical, 2 oz., 1 doz.....	.40
Letterine, show card ink, 2 oz., all colors.....	1.00

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LAMP GOODS.

	Per case of 6 doz.	No. o. No. 1.	No. 2.
Lamp Chimneys—			
Sun, Crimp, Lustre brand.....	3.00	3.60	4.50
Electric, No. 2.....			.80
“ No. 2, slim.....			.80
Rochester, No. 2.....			.80
“ No. 2, 12 inch.....			1.25
Success, No. 1, 10 inch.....			.90
“ No. 1, 12 inch.....			1.25
No. o. Tuhular Lantern Globes.....5 doz.			2.75
Cold Blast.....5 doz.			3.25
Jumbo Chimneys, plain.....per doz.		No. 1.	No. 2.
“ dec., 207.....	.75	.85	
“ No. o. No. 1.	.90	1.00	
Banner Burners.....	.40	.50	.70
No charge for packages.			
Oil Cans—			Per doz.
1 gal., glass.....			2.40
1 gal., galvanized, Pearl.....			2.00
5 gal., Lennox, spout.....			6.00
5 gal., “ spigot.....			6.75
5 gal., Columbia.....			8.00
5 gal., Banner.....			9.00
5 gal., Climax, pump.....			10.00
5 gal., Home Rule, pump.....			12.00
Lanterns—			
No. o. Standard.....			4.00
No. o. Dash.....			7.50
Cold Blast.....			7.50
Nu Stylic.....			8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Case of 4 doz.....	3.45
Case of 2 doz.....	1.80
Babbitt's Lye, 4 doz.....	3.50
“ 2 doz.....	1.80
Lewis' Lye, 4 doz.....	3.25
Red Seal, sifting top cans, 4 doz.....	3.75

MATCHES.

Non-poisonous. Strike anywhere safety matches.	
Safe Home, splints treated to prevent after-glow, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.....	3.50
Bird's Eye, No. 5 size, 5 boxes in pkg., 20 pkgs. in case.....	3.40
Search Light, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.....	4.60
Blue Bird, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.....	4.25
Blue Ribbon, No. 5 size, 6 boxes in pkg., 24 pkgs. in case.....	4.00
Black Swan, No. 5 size, 12 boxes in pkg., 12 pkgs. in case.....	3.90
Doric, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Doric, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.....	5.25
Buffalo Bill, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Buffalo Bill, No. 1 size, 12 boxes in pkg., 60 pkgs. in case.....	5.25
Goose, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.10
Goose, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.....	3.15
New Fast Mail, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.05
New Fast Mail, No. 1 size, 12 boxes in pkg., 36 pkgs. in case.....	3.00
Bull's Eye, No. 1 size, 12 boxes in pkg., 12 pkgs. in case.....	1.00
All above brands subject to a free case deal of 1 case free with 10 cases, ½ case free with 5½ cases, ¼ case free with 2¾ cases.	

MINCE MEAT.

	Per case
None Such—	
¼ gross.....	2.70
½ gross, with 3 pkgs. free.....	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs.....	.09¾
Barrels and halves, 400 and 250 lbs.....	.09½
Wooden pails, 20, 40 and 68 lbs.....	.10
Keystone—	
Quarters, 110 lbs.....	.08
Barrels and halves, 400 and 250 lbs.....	.08
Wooden pails, 20, 40 and 68 lbs.....	.08½
Condensed, cartons.....3 doz. to case	2.70
Extra Family—	
Barrels, halves and quarters.....	.13
Wooden kits, 20, 40 and 68 lbs.....	.13½
Armour's—	Per doz.
Veribest, Concentrated—	
1½-lb. pails, 2 doz.....	2.40
3-lb. pails, 1 doz.....	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz.....	5.50
“ ½ doz.....	3.00
Canakins, 10 lbs.....	.13½
“ 20 lbs.....	.13
“ 40 lbs.....	.12½
Homemade Style, Moist—	
Kits, 10 lbs.....	.11¾
“ 25 lbs.....	.10¾
“ 50 lbs.....	.10½
Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.....	.09½
Tubs, 70, 35 and 18 lbs.....	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.....	.08
35 and 18-lb. tubs.....	.08½
Packages not returnable.	

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LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes.....	.05¾
“ Banner, sifting, 25 15.....3-box lots	.05
“ Banner, sifting, 25 15.....	.06½

OILS.

	Per gal.
Stove Gasolene.....
Headlight, 150 test.....

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz.....	1.40
“ No. 19, 1 doz.....	4.25
“ No. 32, 1 doz.....	6.50
“ No. 8, 4 doz.....	90
Stuffed—	
Ring, 4 doz.....	.90
Fancy, No. 15, panel bottle, 2 doz.....	2.15
“ No. 10, panel bottle, 2 doz.....	1.40
Olives in bulk— 1-gal. pails. 2-gal. pails 5-gal. kegs	
X.....	1.30 2.45 5.30
XX.....	1.45 2.60 5.75
XXX.....	1.50 2.70 5.70
XXXX.....	1.60 2.90 6.10
Mammoth.....	1.95 3.50 7.70
Pails, large, 1 gal.....	1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles.....	8.50
Large bottles.....	6.50
Medium bottles.....	7.00
Small bottles.....	4.50
½-gal. tins, 5 gal.....	16.00
¼-gal. tins, 10 gal.....	28.50
½-gal. tins, 10 gal.....	27.00
1-gal. tins, 10 gal.....	26.00
Sublime Lucca Olive Oil—	
½-gal. tins, 5 gal.....	15.00
¼-gal. tins, 10 gal.....	26.50
½-gal. tins, 10 gal.....	25.00
1-gal. tins, 10 gal.....	24.00
Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.	
Trois Croix, French, 8 ½-gal. cans.....	12.00
Beech-Nut—	Per doz.
Bottles, 24 oz.....	10.50
“ 16 oz.....	7.75
“ 4 oz.....	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon.....	2.70
“ “ half gallon.....	2.75
“ “ quart.....	2.80
“ “ pint.....	2.90
“ “ half-pint.....	3.00
Normanna Olive Oil—	Per gal.
1 gallon.....	2.80
½ “ 2 tins.....	2.90
¼ “ 4 tins.....	3.00
⅛ “ 8 tins.....	3.10
“ 16 tins.....	3.20
Re Umberto Oil—	
4-oz. bottles.....per doz.	2.25
16-oz. bottles.....	6.50
1 gallon.....	2.50

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 ½-oz. bottles.....	.90
48 ½-oz. bottles.....	.90
Pint cans, 24 to case.....	1.90
Quart cans, 24 to case.....	3.35
Gallon cans, 6 to case.....	12.60
Cottonseed, large, 2 doz.....	.87½
“ medium, 2 doz.....	.77½
Wesson's Cooking, 30 No. 2.....per case	7.50
Fancy, 8 cans.....per case	7.50
Loubon, large, 1 doz.....	1.62½
“ small, 2 doz.....	.45
Goldenole—	
4 doz. 7-oz. bottles.....	3.60
2 doz. 21 ¼-oz. cans.....	4.80
1 doz. ½-gal. cans.....	6.50

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large.....	2.00
Medium.....	1.35
Small.....	.90
McLaren's—	
Small, 2 doz.....	.85
Medium, 2 doz.....	1.35
Large, 1 doz.....	2.25
Beardsley's—	
Acme, 14¾-oz. jars, 1 doz.....	2.35
“ 10-oz. jars, 1 doz.....	1.90
“ 6½-oz. jars, 2 doz.....	1.35
“ 4½-oz. jars, 2 doz.....	.90
Peanutene, No. 2 jars, 2 doz.....	1.85
“ No. 4 jars, 3 doz.....	.92½

DA'ENUT BUTTER.

	Per doz.
Large, 1 doz.....	2.30
Medium, 2 doz.....	1.40
Small, 2 doz.....	.90

NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.....	.20
Almonds, Ne Plus Ultra, bags, about 75 lbs.....	.17½
Walnuts, No. 1, soft shell, bags, about 110 lbs.....	.17½
“ Filberts, bales, about 220 lbs.....	.13
Brazils, large, bags, about 180 lbs.....	.14½
Pecans, large, bags, about 160 lbs.....	.14½
“ medium.....
Mixed Table Nuts, 25 lbs.....	.15¾

—20—

Peanuts, Green—

	Per bush
Jumbo.....	.06¾
Fancy, hand picked.....	.05¾
Virginia, choice.....	.04¾
Peanuts, Roasted—	
Jumbo.....	1.70
Fancy, hand picked.....	1.40
Virginia, choice.....	1.65
B g Nickel.....	100 cartons 3.75

PICKLES.

Sweet—	
16-gal. keg, 2100s.....	15.25
10-gal. keg, 1300s.....	10.25
5-gal. pail, 650s.....	5.25
16-gal. keg, 3600s.....	18.25
10-gal. keg, 2200s.....	12.25
5-gal. pail, 1100s.....	6.25
16-gal. keg, 5000s.....	20.50
10-gal. keg, 3000s.....	13.75
5-gal. pail, 1500s.....	7.00
16-gal. keg, 7500s.....	22.75
10-gal. keg, 4500s.....	15.25
5-gal. pail, 2250s.....	7.75
Sweet Mixed—	
16-gal. keg.....	12.00
10-gal. keg.....	8.50
5-gal. pail.....	4.35
Sour and Dill—	
45-gal. bbl., 1800s.....	17.50
32-gal. bbl., 1200s.....	12.00
16-gal. keg, 600s.....	6.50
45-gal. bbl., 2400s.....	19.00
32-gal. bbl., 1600s.....	13.00
16-gal. keg, 800s.....	7.00
5-gal. pail, 250s.....	2.50
45-gal. bbl., 3600s.....	20.50
32-gal. bbl., 2400s.....	14.00
16-gal. keg, 1200s.....	7.50
5-gal. pail, 350s.....	3.00
Chow-Chow—	
16-gal. keg.....	10.00
10-gal. keg.....	6.75
5-gal. pail.....	3.50
Sweet Pickle Relish—	
16-gal. keg.....	11.50
10-gal. keg.....	8.25
5-gal. pail.....	4.25

VINEGAR.

	Per gal.
Pure Cider, 45 grain.....	.13
“ 40 grain.....	.12
Distilled, 45 grain.....	.09
“ 40 grain.....	.08½
Fermented, 45 grain.....	.09¾
“ 40 grain.....	.09
Beech-Nut, quarts.....per doz.	2.50
“ pints.....
“ ½ pints.....
Cruikshank, distilled, white.....per gal.	.13

PROVISIONS.

Premium Brand Hams, 8-10 lbs.....	18½
“ “ 10-12 lbs.....	18½
“ “ 14-16 lbs.....	18½
“ Skinned Hams	17½
“ Cooked Hams	26
“ Bacon.....	24½
“ Dried Beef, insides	28½
“ Beef, knuckles.....
Empire Brand Hams, 10-12 lbs	16½
“ Skinned Hams, 18-20 lbs.....	15
“ Picnic Shoulders.....	13½
Hams, skinback, 18-20 lbs.....	13½
“ 14-16 lbs.....	16½
“ 8-12 lbs.....	17
Picnics, 6-8 lbs.....	13
Dried Beef, sets, city smoked.....	27
“ tenders and knucks.....	27
“ air dried, sets.....	27
“ “ tenders and knucks!.....	27
Brisket Pork.....	21.00
Jersey Pork, butt.....	21.50
“ family.....	22.50
Breakfast Bacon, rib in.....	16
“ boneless.....	17
S. P. Bellies, 14 lbs. average	13
Bologna, 25-lb. boxes.....
Boiled Boneless Ham	22
Beef Tongues, smoked, 5-6 lbs..... per l .	20
Cooked Compressed Ham, 25-lb. boxes
Covered Hams ¼ ct. extra. Covered Shoulders, Picnics and Bacon, ½ ct. extra.	
Vogt's Baked Meatkake, 2 doz. 3½-oz. cans...	1.80

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DRESSED MEATS.

City Dressed Stock—	Per lb.
Steers	.10 - .14
Heifers	.09 - .13
Cows	.08 - .11
Veal Calves	.14½ - .15½
Extra Calves	.16 - .16½
Southern and Barnyards	.09½ - .11½
Country Dressed	.14½ - .15½
Extras	.16 - .16½
Sheep	.09½ - .10½
Extra Wethers	.11 - .11½
Lambs	.14½ - .15½
Extra Lambs	.16 - .16½
Hogs	.09¾ - .10

BUTCHERS' SUNDRIES.

resh Steer Tongues.....each	.80
ow Tongues.....each	.60
alf Heads, scalded.....	.50 - .75
weethreads, veal.....per pair	.75 - .80
“ beef.....per lb.	.25 - .30
alf Livers.....per doz	.25 - .30
cef Kidneys.....per doz	1.25
cef Livers.....per doz	.10
xtails.....per doz	1.20
ears, beef.....per lb.	.05
olls, beef.....per lb.	16.00
enderloin, beef, western.....	.22
resh Pork, loins, city.....	.13
resh Pork, western.....	.13

DRESSED POULTRY.

Per lb.	Per doz.
urkeys—	
Western, young hens, 8 to 10 lbs.....	.25 - .27
“ young toms, 15 to 18 lbs.....	.25 - .27
Old hens and toms.....	.20 - .23
Common to good.....	.18 - .20
roilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy.....	.30 - .32
Philadelphia, fresh killed, 3½ to 4 lbs. to pair.....	.30 - .32
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy.....	.30 - .32
owls—	
Western, fancy, heavy.....	.17 - .18
Heavy Roasters, 4 to 5 lbs.....	.18 - .20
Fair to good.....	.15 - .17
Old cocks.....	.13 - .14
Quabs—	
Prime, large, fancy.....per doz.	4.50-5.00
Mixed.....per doz.	3.00-3.50
Dark.....per doz.	1.75-2.00

LIVE POULTRY.

ring Chickens, nearby, 1½ to 2 lbs.....	.16 - .18
arge Springers.....	.16 - .17
owls.....	.15 - .17
osters.....	.12 - .13
ocks, young.....	.15 - .16
“ old.....	.14 - .15

PRESERVES, JELLIES, JAMS AND MARMALADES.

Per doz.	Per doz.
ies—	
Ritter's, pure.....	.95
Fruit jelly, apple flavor, 30 lbs. full weight, per pail, 1.00	
Schimmel's, 8-oz. tumblers.....	.80
National, 16 oz., 2 doz.....	.87½
“ 3-lb. tins, net weight.....	1.95
eserves—	
Schimmel's pure, 12-oz. jars, 2 doz.....per doz.	1.60
National, 30-lb. pails.....	.09½
outhwark, 30-lb. pails.....	.06½
“ 3-lb. toy pails.....per doz.	3.00
ns—	
Schimmel's, pure, 10-oz. jars, 2 doz.....	1.40
outhwark, assorted, jars, 2 doz.....	.90
ange Marmalade—	
Hartley's imported, 4 doz.....	1.90
Schimmel's, pure, 2 doz.....	1.50
ch-Nut Brand Conserves—	

Per doz., in glass	Per doz.
Large Medium Individual	
awberry.....	3.25 2.00 1.10
ed Raspberry.....	3.00 1.80 1.00
lackberry.....	3.00 1.80 1.00
each.....	2.25 1.40 .80
ranberry Sauce.....	2.25 1.40 .80
oncord Grape.....	2.40 1.50 .90
lum.....	2.25 1.40 .80
liced Plum.....	2.25 1.40 .80
amson Plum.....	2.25 1.40 .80
ies—	
ed Currant.....	3.00 1.80 1.00
lack Currant.....	3.00 1.80 1.00
uince.....	3.00 1.80 1.00
rape.....	2.25 1.40 .80
rab Apple.....	2.35 1.50 .90
apple, Spitzenberg.....	2.25 1.40 .80
uava Jelly.....	1.80
erves—	
ineapple, shredded.....	3.00 1.80 1.00
erry.....	3.25 2.00 1.10
malades—	
rape Fruit.....	2.25 1.40 .80
hubarb.....	2.25 1.40 .80
range.....	2.20 1.35 .80
arge jars packed one dozen, medium two dozen individual three dozen per case.	

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Per doz.	Per doz.
Fruit Butters—	
Apple, Southwark, 30 lbs.....per pail	1.15
“ full 5-lb. slip cover tins, 1 doz.....per case	1.60
“ Schimmel's, 30-lb. pails.....per lb.	.06¾
“ 3-lb. slip cover tins, 1 doz.....per doz.	2.60
“ 2½-lb. stone jars, cloth top, ½ doz.....per doz.	2.90
“ 40-oz. stone crock, glass top, ½ doz.....per doz.	3.15
“ Mother Cook's, No. 14, 2 doz.....doz.	.85
Peach, 30-lb. pails.....per lb.	.07½

DRUGS.

Family Medicines.

Guaranteed full U. S. strength.

5c. sz.	10c. sz.	25c. sz.
Castor Oil.....	.45	.85 1.95
Sweet Oil.....	.40	.85 1.95
Spirits Nitro.....	.45	.85 1.95
Spirits Camphor.....	.45	.85 1.95
Spirits Painters' Commercial.....	.45	.85 1.95
Paregoric.....	.45	.85 1.95
Glycerin.....	.90	2.00
Syrup Squills.....	.45	.85 1.95
Syrup Rhubarb.....	.45	.85 1.95
Syrup Ipecac.....	.45	.85 1.95
Turlington Balsam.....	.75	1.95
Golden Tincture.....	.45	.85 1.95
Tincture Arnica.....	.45	.85 1.95
Balsam de Malta.....	.45	.85 1.95
Bateman Drops.....	.45	.85 1.95
Godfrey's Cordial.....	.45	.85 1.95
Turpentine.....	.45	.85 1.95
5 per cent discount in gross lots assorted.		
Alum.....per lb.	.15	
Borax, powdered, bulk.....	.11	
“ lump, bulk.....	.09	
Butter Color, W. & R.....per doz.	2.00	
Bluestone, bulk.....per lb.	.12	
Copperas.....	.02½	
Camphor, gum, 1-oz. blocks.....	.70	
“ flakes, 250-lb. bbls.....	.18	
“ less quantity.....	.19	
“ Tar Balls, 250-lb. bbls.....	.17	
“ less quantity.....	.18	
Castoria, Fletcher's.....per doz.	2.80	
“ Pitcher's.....	.80	
Carbonate of Ammonia.....per lb.	.15	
Epsom Salts, bbls.....	.04½	
Glauber Salts.....	.02½	
Glue, ordinary.....	.11	
“ white.....	.20	
Gum Arabic.....	.50	
Haarlem Oil.....per doz.	.40	
Husband's Magnesia.....	2.90	
Jamaica Ginger, Hires', flasks.....	.90	
Licorice, P. & S., 5c. stick, imported.....	.36	
“ M. & R., 5-lb. boxes.....per lb.	.23	
“ lozenges, 5-lb. boxes.....	.27	
“ 4s, 6s, 8s, 12s, 16s 5-lb. boxes.....	.12	
“ root.....	.12	
Putty, 25-lb. cans.....per 100 lbs.	1.57½	
“ 50-lb. cans.....	1.47½	
Petroleum Jelly, screw top, 5c. size.....per doz.	.35	
“ 10c. size.....	.75	
Paris Green, 100-lb. kegs.....per lb.	.17	
“ ¼-lb. pkgs., 50 lbs.....	.22	
“ ½-lb. pkgs., 50 lbs.....	.21	
“ 1-lb. pkgs., 50 lbs.....	.20	
Rosin.....	.04½	
Roach Powder, BB, 4-oz. cans.....per doz.	2.00	
“ 10c. size.....	.80	
Roachsalt, 10c. size.....	.80	
Saltpetre, crystal, about 350-lb. bbls.....per lb.	.38	
“ granulated, about 100-lb. kegs.....	.38	
Sulphur, flour, 175-lb. bbls.....per 100 lbs.	2.50	
“ 100-lb. bags.....per lb.	.02¾	
“ less quantity.....	.03	
Venetian Red.....	.02	
Whiting.....	.02	
Goff's—		
Cough Syrup, 25c. size.....per doz.	2.00	
Herb Bitters, 25c. size.....	2.00	
Oil Liniment, 25c. size.....	2.00	
Kidney Pills, 50c. size.....	4.00	
Worm Syrup, 25c. size.....	2.00	
Herb Pills, 10c. size.....	.80	
Iron Glue, McCormick & Co.—		
No. 5.....	.45	
No. 10.....	.85	
Tube V.....	.75	
McCormick & Co., Bee Brand—		
Insect Powder, 25c. size.....per doz.	2.00	
“ BB, 10c. size.....	.85	
Root Beer.....	.80	
Talcum Powder.....	1.50	
Triangular Quinine.....	1.75	
Quinine Capsules.....	1.25	

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz.....per doz.	4.00
Bath Brick, 25 in box.....per box	.60
Sealing Wax.....	.03
Silver Sand.....per bbl.	1.20
Tar, pts.....per doz.
“ qts.....
“ gals.....each
“ ½ bbls.....
“ bbls.....
McCormick & Co.—	
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums.....per case	4.50
U. S. Nerve and Bone Liniment, 25c. size.....	2.25
McCord's Magic Medicine, 25c. size.....	2.00
“ 50c. size.....	4.00
McCormick's Tasteless Chill Tonic, 25c. size.....	2.00
“ 50c. size.....	4.00
Reliable Brand Headache Powders, 10c. size.....	.80
Borax, 20-Mule Team—	
48-lb. cartons.....	4.80
72 10-oz. cartons.....	4.80
96 ½-lb. cartons.....	3.20

Extracts and Essences.

McCormick & Co. Bee Brand—	Per doz.
Vanilla, No. 2 size.....	.90
“ No. 4 size.....	2.25

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Rose, No. 2 size.....	1.25
“ No. 4 size.....	2.75
Pistachio, No. 2 size.....	.90
“ No. 4 size.....	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry.....No. 2 size	.90
“ No. 4 size.....	2.25
Lemon, No. 2 size.....	.90
“ No. 4 size.....	2.00
Orange, No. 2 size.....	.90
“ No. 4 size.....	2.00
Crescent Manufacturing Co., Seattle	Per doz.
Mapleine Flavoring, ½ oz.....	.90
“ 1 oz.....	1.75
“ 2 oz.....	3.00
Crescent Brand, bottles, 4 oz.....	5.25
“ 8 oz.....	9.00
“ pints.....	16.50
“ quarts.....	30.00
“ ½ gallons.....	5.00
“ gallons.....	9.50

Sauer's Flavoring Extracts—

No. 2, Lemon.....	.90
No. 2, Vanilla.....	.90
No. 2, Rose.....	1.20
No. 2, assorted.....	.90
No. 3, Lemon.....	1.25
No. 3, Vanilla.....	1.50
No. 4, Vanilla.....	2.25
No. 4, Lemon.....	2.00
No. 2, assorted cases.....per gross	10.80
Nos. 2 and 4, assorted cases.....	11.80
F. F. V. Vanilla.....	2.00 3.75 7.25 14.00
XXX.....	1.75 3.25 6.25 12.00
XX.....	1.50 2.75 5.25 10.00
X.....	1.00 2.00 4.00 8.00
Lemon.....	1.00 2.00 3.50 6.75
Ginger, Clove, Peppermint, Cinnamon.....	1.00 1.60 3.00 6.00
Almond, Orange, Nutmeg, Mace.....	1.25 2.25 4.00 7.50
Violet, Rose.....	1.50 2.75 5.25 10.00
Raspberry, Pineapple, Strawberry, Banana.....	1.25 2.25 4.00 7.50

Liquid Rennet and Tablets.

Shinn & Kirk's Liquid Rennet.....per doz.	1.50
Hansen's Junket Tablets, 3 or 1½ doz.....	.80

CIDER.

Duffy's, bbls, about 45-50 gals.....per gal.	.18
“ ½ bbls., 28 gals.....per ½ bbl.	5.60
“ kegs, 14 gals.....per keg	3.10

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs.....	2.75
“ boxes, 20 pkgs.....	.55
Gee Whiz, 100 pkgs.....	.60
Fleer's Chiclets, 3 lbs. bulk.....	1.23
Spearment, 20 pkgs., 100 pcs.....	.60
Doublemint, 20 5c. pkgs.....	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks.....	3.10
Beech-Nut cases of 100 boxes.....	62.00

MINT TABLETS.

Certified Products Co.—	
Peppermint “Smiles,” display cartons, 18 5c. pkgs.....	.50
“ half case, 6 cartons.....	2.85
“ full case, 12 cartons.....	5.50

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons.....	.06
Queen Quality, whole head, 1 and 3-lb. cartons, 120-lb. cases, 2-case lots or more.....	.05½
Seaboard Rice Milling Co.—	
Comet Unkoted, 1 and 2½-lb. cartons, sterilized.....	.06½
Comet, natural brown, 1-lb. cartons, sterilized.....	.06½
Comet Cereal, 1-lb. cartons, sterilized.....	.06½
Sola Japan Unkoted.....	.06½
D. S. & H. Craig, Inc.—	
Imperator, finest, uncoated, white, whole head rice, 1-lb. dust proof cartons.....	.06½

SALT.

Worcester—	
Barrels, contain 280 lbs.....	2.50
“ 60 5-lb. bags.....	4.00
“ 22 14-lb. bags.....	3.75
“ 30 10-lb. bags.....	3.75
“ 115 2½-lb. bags.....	4.00
Irish Linen, 250-lb. bags.....	2.50
“ 56-lb. bags.....	.65
“ 28-lb. bags.....	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list.....	3.00
Pretzel, 280-lb. bbls.....	2.40
“ 180-lb. sacks.....	1.55
Packing, 70-lb. cotton bags.....	.40
“ 140-lb. cotton bags.....	.75
New Ivory, 24 large cartons to case.....	1.50
Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.	

SALAD DRESSING.

Durkee's, large, 1 doz.....	4.25
“ small, 2 doz. ½ pints.....	2.50
Schimmel's, small 2 doz.....per doz.	.90
My Wife's, large, 1 doz.....	1.50
“ small, 2 doz.....	.90

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SAL SODA.

Barrels, 400 lbs.....per 100	.70
Kegs, 150 lbs.....per 100	.80
Granulated, 60-lb. boxes.....per box	.60
“ Crystal Brand, 24 2½-lb. pkgs., per case	80

SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, medium.....	4.50
“ small.....	2.50
Worcester, Campbell's, No. 8, 2 doz.....	.90
North of England, No. 8, 2 doz.....	.82½

SODA—BI=CARB.

Babbitt's, ¼s, 25 lbs.....per lb.	.05½
Arm and Hammer, 1-lb. pkgs., 36 lbs.....	.05
“ ½-lb. pkgs., 36 lbs.....	.05½
“ ¼-lb. pkgs., 36 lbs.....	.06
“ 1½ and ¼-lb. pkgs., 36 lbs.....	.05½
Dwight's, 1-lb. pkgs., 36 lbs.....	.04½
“ ½-lb. pkgs., 36 lbs.....	.05½
“ ¼ and ½-lb. pkgs., 36 lbs.....	.05½
“ 1½ and ¼-lb. pkgs., 36 lbs.....	.05½
112-lb. kegs.....	.02½
Bi-Carb, bulk.....	.03

SOFT DRINKS.

Clicquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer.....2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz.....	1.60
Hires Carbonated, pints, 2 doz.....	2.00
“ Ginger Champanale, 50 pints.....	8.00
Welch's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
4 oz., 6 doz.....	4.50
Half-gals., 8 bottles.....	4.50
Schuhle's Grape Juice—	
Quarts, 1 doz.....	4.00
Pints, 2 doz.....	4.50
Half-pints, 3 doz.....	4.50
5 per cent. discount on 5 case lots.	
Walker's Grape Juice—	
Quarts, 1 doz.....	4.25
Pints, 2 doz.....	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual.....	.90
1 lb.....	3.00
2 lb.....	5

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LAUNDRY SOAPS.

Description. Less than

Brand and Manufacturer.	Bars.	Lbs.	5 boxes.
Young's Pearl Borax Soap Chips..	40	16-oz.	3.20
Acme, Lautz.....	100	...	3.75
Ark, Fairbank's, yellow laundry...	100	...	2.00
Babbitt's White Floating.....	100	...	3.85
" Naphtha.....	100	...	3.90
" N. Y. C.....	60	...	3.40
Best, B. T. Babbitt.....	100	75	3.90
Borax, Pearl, Young & Co.....	40	40	2.80
" Naphtha, Eavenson.....	100	br.l.	4.00
" Dreydoppel.....	40	40	2.85
" Novelty, Day & Frick.....	40	40	2.90
" Red Seal, Tom'on.....	100	...	4.00
Big Master, Lautz.....	100	...	3.90
Circus, Lautz.....	100	...	3.75
Clairette Fairbank's, yel. laundry	100	5ct.	3.00
Climax.....	100	...	3.05
Cream Borax, Lautz.....	100	...	3.90
Coal Oil Johnny.....	100	...	3.85
Dandy, Fairbank's, yel. laundry...	100	...	2.00
Fairy, Fairbank's.....	100	5ct.	4.00
Fels-Naptha, Fels & Co.....	100	10ct.	6.75
5-case lots.....	100	75	4.00
Gloss, Lautz.....	100	...	3.95
Ivory, P. & G.....	100	10 oz.	7.00
" ".....	100	6 oz.	4.00
Jewel, Fairbank's, yel. laundry....	100	...	2.20
Lautz Naphtha, 10 cartons.....	100	...	3.90
" Master.....	100	...	3.75
Lenox, P. & G.....	100	...	3.05
Lotus, white, Lautz.....	100	ldry.	5.20
" ".....	100	5ct.	3.90
Mascot, Fairbank's, yel. laundry ..	100	...	2.20
Marseilles, Lautz.....	100	5ct.	4.00
" laundry size.....	100	...	6.00
Miller's, C. Miller & Co.....	100	...	4.00
Miners', Lautz.....	100	...	3.05
Mystic White Borax, Lautz.....	100	...	4.00
Noxal, Penna. Soap Co.....	100	7 oz.	1.55
New Process, Lautz.....	25	...	3.80
" ".....	30	...	3.80
Oak Leaf, Lautz.....	100	...	3.05
Oleine, Oxide, P. & G.....	72	60	3.05
" Penna., Miller.....	60	50	1.95
" Phila., Lautz.....	3.15
" Conway.....	60	60	3.10
" Kirk's.....	84	...	2.75
" Monarch, Miller.....	60	...	2.10
" C. & C., Globe Soap Co.....	60	5ct.	2.40
Polo, P. & G.....	120	...	2.40
Pound Bleacher, Day & Frick.....	60	...	2.65
P. & G. Naphtha.....	100	...	3.90
Railroad, Lautz.....	120	...	2.50
Queen Anne, Lautz.....	100	...	3.20
Queen White, Lautz.....	100	...	3.90
Santa Claus, Fairbank's, yel. ldy..	100	5ct.	3.00
Star, P. & G.....	80	...	3.20
Sunny Monday, Fairbanks.....	100	...	4.00
Velvet, P. & G.....	100	...	3.90
White Flake, Kirk's.....	100	...	3.75
White Fleece, Lautz, laundry size..	50	...	2.50
" 5c. size.....	100	...	3.25
Wool Soap Flakes, boraxated, 50 roc. size.....	3.75	20 25c. size.....	3.75
Swift & Co.—			
Arrow Borax, 100 bars.....	3.85		
Classic White Laundry, 100 bars.....	3.85		
Naphtha, 100 bars.....	3.85		
Old Mill, 100 bars.....	2.50		
Pride, 100 bars.....	2.90		
Wool, 100 sc. bars.....	3.85		
" 100 roc. bars.....	6.50		
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.			

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars.....	2.05
" " 100 bars.....	3.90
Cygnat, floating, Young & Co., 6½ oz., 50 cakes.....	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg.....	6.50
Castile Conti, white.....	per bar .75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5½-oz. cakes, 1 doz box...gross	4.50
Fairy, Fairbank's, 100 cakes.....	4.00
" 100 roc.....	6.75
Glycerine Tar, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Hand Sapolio, ¼ gross.....	9.50
Marseilles, white, Lautz, 100 pkgs...200 cakes	4.00
" 50 pkgs...100 cakes	2.10
Miller's.....	1.75
Pummo, Fairbank's, 100 5c.....	3.75
" 50 5c.....	1.95
Pumiss, Jergens', 100 cakes.....	per box 3.85
" Haskin's, 365.....	1.45
Witch Hazel, 3 cakes.....	per gross 3.50
White Fleece, Lautz, 200 cakes.....	2.50
Swift & Co.—	
Vulcan Pumice, 100s.....	3.50
" 50s.....	1.80
Raven Tar, 100s.....	3.50
" 50s.....	1.80
Queen Regent, 100s.....	3.50
" 50s.....	1.80
Witch Hazel, 100s.....	3.50
" 50s.....	1.80
Jergens' Violet Glycerine.....	per doz. .75

Soap Powder.

	Per case
Young's Pearl Borax Powder, 60 16-oz.....	3.60
Gold Dust, Fairbank's.....	4.30
" 100 5c.....	3.85
Oak Leaf, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Soapine, No. 3, 100 12-oz.....	4.00
Pearline, 36 roc. pkgs.....	2.85
" 100 5c. pkgs.....	3.75
Red Star, Gowan's, Lautz, 24s.....	3.75
" 100s, 5c. size.....	3.75
Snow Boy, Lautz, 60 5c. size.....	2.40
" 48 roc. size.....	3.75
" 100 5c. size.....	3.75
" 24 family size.....	3.75
" 20 laundry size, 6 teaspoons in each pkg.....	4.00

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Queen Anne, Lautz, 60 5c. pkgs.....	2.40
" 24 pkgs.....	3.75
Lautz Naphtha Soap Powder.....60 pkgs.	2.40
" 100 pkgs.....	3.75
Kirkline, Kirk's, 24 4s.....	3.80
Grandma, 100s.....	3.65
Polly Prim, Scouring, Fairbank's, 60 10c.....	4.20
Star Naphtha, 100 5s.....	3.75
Miller's Powerline, 100s.....	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size.....	3.50
" 100s, 5c. size.....	3.60
Fairbank's Scouring, 100 5c.....	3.00
Novelty Borax, 40 1-lb. pkgs.....	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.....	1.90
" 100 16-oz. pkgs.....	3.75
" 24 4-lb. pkgs.....	3.75
Tomson's Red Seal Soap Powder, 50 pkgs.....	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes.....	4.00
Fels Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes.....	2.30
5 boxes or more.....	2.25
10 ".....	2.20
25 ".....	2.15
Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, ¼ gross.....	per gross 5.00
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MUSTARD—Prepared.

	Per doz
Stohrer's, 5c. tumblers, 4 doz.....	.45
Beer Mug, fancy, large size, 2 doz.....	.67½
Milk Jar, glass top, 2 doz.....	.85
Water Tumblers, glass, 6 oz., 4 doz.....	.35

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	
10c. tins, 4 doz.....	.80
McCormick & Co., Ground—	Per lb.
Allspice.....	.10½
Cinnamon.....	.13½
" Col. Cinnabar.....	.18½
" Saigon.....	.21
Cloves.....	.27
Cream Tartar.....	.42
Ginger, African, Crystal.....	.11½
" Cochin.....	.14½
Mace.....	.80
Nutmegs, ground.....	.06
Pepper, Singapore.....	.17
" Butchers'.....	.18
" Red.....	.19
" White.....	.26
Tumeric.....	.09½
Whole—	Per lb.
Allspice (Pimento), original bags.....	.05
" less quantity.....	.05½
Cinnamon, Canton, fancy.....	.11
" Java, thin quill, about 5-lb. rolls.....	.30
" Saigon.....	.55
" Mandalay, stick, 48 5c. cartons.....	.38
Cloves, choicest Zanzibar, bags.....	.21
" less quantity.....	.23
Green Ginger Root.....	.15
Mace, choicest Penang.....	.75
Nutmegs, medium.....	.25
" large.....	.28
Pepper, black, original bags.....	.16
" less quantity.....	.27
Pickling—	
Mixed, 6 or 10-lb. boxes.....	.14
Mayflower, hinged glass front, 10c., 2 doz.....	.70
" 5c., 4 doz.....	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz.....	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	" .07½
Best, 24 1-lb. pkgs.....	" .03½
" 48 1-lb. pkgs.....	" .03½
Duryea's, 40 1-lb. pkgs.....	per lb. .07½
" 20 1-lb. pkgs.....	" .07½
Niagara, 48 1-lb. pkgs.....	" .05½
" 24 1-lb. pkgs.....	" .05½
Cream, 48 1-lb. pkgs.....	per case 3.60
Argo, 24 5c. pkgs.....	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.....	.92
Kingsford's, Pure, 3-lb. cartons.....	.06½
" Silver Gloss, 40 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
Duryea's, Superior, 3-lb. cartons.....	.06½
" Satin Gloss, 1-lb. pkgs.....	.07½
" 12 6-lb. boxes.....	.08½
" Superior B, bulk, 40 lbs.....	.03½
Best Gloss, bulk, 50 lbs.....	.03½
Niagara, Laundry, 50 lbs., bulk.....	.03½
" 48 1-lb. pkgs.....	.05½
" 16 3-lb. cartons.....	.05½
" 6-lb. boxes.....	.06½
Celluloid, 64 roc. pkgs.....	5.00
" 64 5c. pkgs.....	2.50
Elastic, 64 roc. pkgs.....	4.80
" 64 5c. pkgs.....	2.40

STOVE POLISH.

	Per gross
Enameline Paste, small, ¼ gross.....	4.50
" large, ¼ gross.....	7.20
" Liquid, large, ¼ gross.....	7.50

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Mason's Challenge Paste, boxes, ¼ gross.....	5.00
Electric Paste, ¼-gross boxes.....	4.50
Rising Sun.....	per gross 8.00
Sun Paste, 5c. size.....	4.50
" 10c. size.....	7.20
X-Ray Stove Polish—	
Small.....	per gross 5.00
Large.....	" 9.00
Packed ½ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size.....	5.00
10c. size.....	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs.....	per lb. .07½
Weikel's, 24 pkgs.....	per doz. .90
Bird Gravel—	
Red, 36 pkgs.....	per doz. 1.05
Silver, 36 pkgs.....	per doz. 1.05
Bath Brick, 25 bricks.....	per box .77½
Toothpicks, Eureka, 100 boxes.....	per case 1.80
" Saginaw, 3 doz.....	per doz. .37½
David's Liquid Glue.....	" .90
" Mucilage.....	" .75
" Cone General Mucilage, 2 oz.,	
1 doz.....	" .30
Le Page's Glue, bottle.....	" .80
" tube.....	" .80
Royal Glue, 3 doz.....	per doz. .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count.....	.08½
10 oz., ".....	.10
12 oz., ".....	.12
Wooden keg, ½-gross case, assorted, 6, 8, 10s.....	per case .92½
Matting Tacks—	Per doz.
No. 11, blued.....	.12
No. 12, ".....	.17
Fly Paper—	
Sticky.....	10 cartons 2.35
Tanglefoot.....	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz.....	per doz. .20
Poison.....	1 doz. sheets .60
I-X-L Poison.....	50 envelopes .60
Wire Fly Swatters, leather bound.....	per gross 3.60
Wax, white and yellow.....	per lb. .25

ROPE, TIE YARN, ETC.

	Per doz.
Clothes Lines—	
Cotton, 50 feet.....	.90
" 60 feet.....	1.10
" 75 feet.....	1.35
" 90 feet.....	1.50
" 100 feet.....	1.70
Coils or spools, ¼ inch.....	per lb. .11½
Jute—	Per lb.
Reels.....	.08
Tie Yarn—	Per lb.
5-lb. balls.....	.21
Colored assortment.....	.26
Cones.....	.20

SYRUP AND MOLASSES.

All Molasses in ¼ bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co.....	.40
Choice.....	.38
Special.....	.22
New Crop New Orleans—	
Apollo.....	.45
Bertha.....	.39
Cora.....	.33
River Front.....	.30
Mixed New Orleans—	
Fancy, No. 29.....	.30
Extra choice, No. 3.....	.26

Glucose.

Best, for confectionery.....	per cwt. 2.65
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HONEY.

	Per doz
Selzer's, small bottles, 6 doz.....	.95
" medium bottles, 2 doz.....	1.35
Choice Victoria, large bottles, 2 doz.....	2.15
" medium bottles, 2 doz.....	1.40
" small bottles, 2 doz.....	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.....	.95
1 doz. in case.....	.95
Lyle's, Imported, No. 2, cans, 2 doz.....	2.40
Banner, in jars, compound.....	.90
Family Corn and Cane—	Per case
No. 2, 2 doz.....	1.78
No. 2½, 2 doz.....	.82
Karo, cane flavor, 24 2 lb.....	Per case 1.90
" 12 5 lb.....	2.25
" 6 10 lb.....	2.15
" crystal white, 48 1½ lb.....	3.50
" 24 1½ lb.....	1.80
" 24 2 lb.....	2.15
" 24 2½ lb.....	2.55
" 12 5 lb.....	2.50
" 6 10 lb.....	2.40
Duff's—	
No. 2½, screw cap, 2 doz.....	1.90
roc. size, 4 doz.....	.94
Nuorlyn—	Per doz.
No. 2, 2 doz.....	1.10
No. 2½, 2 doz.....	1.62
Perfection—	Per doz.
No. 2, 2 doz.....	.90
No. 2½, 2 doz.....	1.25
Stromeyer's—	
Penn Mar Table Syrup, 12.....	1.15
" 25.....	1.90
" cups.....	1.25
Turkey, No. 2, 6 doz.....	per doz. .85

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MAPLE SYRUP.

Old Colony, large, 1 doz.....	2.35
" medium, 2 doz.....	1.45
Golden Tree, large, 1 doz.....	2.40
" medium, 2 doz.....	2.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy.....	2.90
7, ".....	3.15
6, Household.....	2.85
7, ".....	3.15
6, Monogram.....	3.35
7, ".....	3.60
Daisy.....	2.50

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector.....
No. 101, Tidal Wave.....
No. 123, Seal Globe.....
No. 126, Ruby.....
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector.....
No. 80, Double Seal Globe, Protector.....
No. 85, Double Stag, Wide Head.....
No. 687, Double Leader Swing, Protector.....

Buckets.

	Per doz.
Painted, 2 hoops, flat	1.70
" 3 hoops, flat	1.60
Galvanized, 10 qt.
" 12 qt.
Indurated Fibre.....	2.40

Modern Merchant

AND

Grocery World

Published every
Monday.

Circulates in every
State of the Union
and Canada.

Entered at the Philadelphia Post Office as Second-class Matter.

VOL. LX.

PHILADELPHIA, December 27, 1915.

No. 26.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE
GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

11 { Filbert 3286
{ Filbert 3287
Private Exchange. Keystone, Race 746

All Checks and Drafts payable to the Gro-
cery World Publication Co.

An independent journal published ex-
clusively in the interests of modern mer-
chants of all classes.

ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

Subscription Rates, Including Postage,
Payable in Advance:

PER YEAR

United States and Mexico..... \$3.00
Canada 3.50
Great Britain and Continent of Europe
and Asia 4.50
Single Copies10

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Contributed.

You Merchants Who Have to Meet Economy Stores, Read This

A Pennsylvania Contributor Emphasizes What You Have But Most Economy Stores Have Not, Personality, and Tells How to Capitalize It. It is One of the Three Main Business Factors, the Other Two of Which Are the Right Goods and the Right Price.

As I see it, there are just three big things in business: The pulling power of man's own personality, the goods, and the price. It is always found beyond any dispute where a business has succeeded there is a brain at the head of it bigger than the business.

Personality is essential to every organization. It requires more than mere money's worth to satisfy a customer. Business cannot be completely organized like a machine. The day will never come when folks will be satisfied simply with honest value. Human nature demands a smile and a "thank you" as extra measure. Sentiment plays a tremendous part in determining profits and losses. Good will is a more valuable asset than good plants and good plans. It is the first duty of the owner or proprietor of a business to establish himself in the good graces of his customers. Therefore, this good will is practically as much a part of the capital invested in the business as the plant and goods in a manufactory or shop. Whenever a consolidation of industries occurs, whenever a long established concern passes into new hands, sums of money, often exceeding the amount laid down for realty and equipment, are demanded for the close bond of friendship which has gradually grown between the merchant and the trade.

We all form our prejudices and we esteem them fondly. Every man has a profound dislike for some shop, some corporation, some hotel or railroad because of an unpleasant experience with a proprietor, an official or an employee. Fortunes cannot be built out of shrewdness alone. Brilliant intellects are discounted by a surly disposition or a strain of petty meanness. Little things destroy big opportunities. Individuals can only advance a limited distance toward prosperity. All games that can be played by a lone hand are a sheer gamble.

The employment and the disciplining of help is one of the most important things in any business. It has often been questioned whether many storekeepers were not maintaining their business for the benefit of their help rather than for their own financial benefit. Whenever employees fail to regard the common rules of breeding and civility, it is because no rules for the treatment of buyers have been established and maintained. Few of us pause to differentiate between an underling or his chief when insulted or rebuffed. It is not the directly guilty upon whom resentment focuses, but you, the supreme head, are blamed. And rightly so. Men and women will put up with personal inconveniences rather than patronize institutions which have courted their hostility. The public can neither be damned or dammed. You can't build a permanent dyke around any set of patrons. Even thrones are overturned by organized dislike. If you are a proprietor or a helper, if you serve in any capacity, it is part of your job to exhibit gratitude for favors. You are being paid a profit for your wares, your facilities, your faculties and your time, and even if you do occasionally encounter an unreasonable human, it is no less than common sense to meet rudeness with self-control. Even if you come out best in an argument with a "kicker" you are bound to emerge from the row with the worst of it. Thereafter you cannot reach the vindictive individual, but your greater prominence and exposed position afford him opportunities to divert custom and inflict harm in untold ways. If you lose a customer to a neighboring grocer or butcher, he has something that you have not. It may be the personality, the price, or the goods, but it is one of the three.

I assisted in taking an inventory where a partner was selling his interest in the business and found that

the store had no wash basin, but the proprietors, who were supposed to have ordinary training in sanitary measures, used the scrub bucket for a wash basin. You can easily imagine what condition of hands this would leave to serve customers after having been washed in scrub water. You and your clerks must be cleanly dressed and otherwise of wholesome appearance. The hands that handle potatoes or kerosene must not, without previous thorough washing, dive into prunes or other food. As to the handling of prunes and other like merchandise, for a few pennies you can provide a fork that will make it unnecessary your touching them with your hands. Pickles, olives and salt fish, too, might be handled in like manner by fork or spoon. Establish a reputation for a thorough observation of the principles of cleanliness and you will have made a big stride toward the building of good will.

Your assembling of merchandise in your establishment, your display of same is part of the service you render your customers. Therefore, your store must be kept in a cleanly, sanitary and orderly manner.

Arguments by clerks with customers must be entirely eliminated if contention is kept down. Good will and the reputation of the merchant or a business are inseparable. The former absolutely depends upon the latter. The merchant enjoying the reputation that he will adjust a complaint just as cheerfully as he will sell his wares has made a long stride toward the building of good will. It is more profitable to take back an article and cheerfully refund the purchase price even if the customer is not altogether reasonable about it than to refuse to do so and thereby drive the customer elsewhere. There is just one way to settle a dispute, if the merchant is going to succeed, and that is to the entire satisfaction of the customer.

"The Goods." From the time the merchant turns the key in his store on Monday morning until he closes it on Saturday night, if he succeeds, he will have to keep in mind the fact that he must have a reasonable profit on every article that goes out the door. The good merchant is always familiar with the goods he handles. The mere knowledge of cost and selling price is by no means sufficient, yet I know of merchants where even this is lacking. The

retail merchant striving for success should know where and how the goods were made or grown. He should know their particularly good qualities and if at all possible know how they compare with merchandise of like nature. He should be able to tell his customers all there is to know about his wares. If food, a word from the merchant as to the purity, wholesomeness or exceptional high quality of the article influences the customer more than any label no matter how artistically painted. You dare not misrepresent. Truth is the only thing that carries conviction. You must believe it yourself and know it to be true before you can convince your customer. Don't misrepresent. Don't claim anything for your wares not in strict accordance with the facts. If not sure, better say nothing, but a good merchant must always be sure. He must know, else he is doomed to failure. You must possess the merit and confidence of your customers in your capability, reliability and honesty.

Many merchants overlook the importance of buying judiciously. The most important point in buying is the paying. Anyone can buy a store full of goods, but not anyone can pay for the same. Salesmen who desire to place a dozen of this or a dozen of that in your store of some unadvertised or unstaple goods should be avoided unless sold on consignment; by that I mean, placed on your shelf and paid for when you sell the goods. Great manufacturing establishments are realizing the fact and taking it upon themselves to establish among the consumers a demand for their articles as a part of their business. I hold that it is not the duty of the retailer to establish that demand.

It requires care and tact to successfully handle salesmen. Every salesman coming in your store should have a courteous hearing, and the proprietor always knowing what he wants will be able to tell the salesman that he cannot use his article and that there is no use of taking the merchant's time or the salesman's; both are valuable and can always be used elsewhere.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

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Where four or five salesmen are waiting to see a merchant, and as he looks them over and recognizes each one, for they may be regular men calling upon him, it is his duty to go to each man whom he does not have an order for and explain that fact to them so that they may not waste their time. I hold that the merchant with tact can dismiss salesmen without an order and still retain their good will if he will recognize the fact that they are calling upon him in a regular routine and that they are doing the business of their house and that is a part of their duty, and he has no right to be grouchy with them. The good will of the salesman is an asset to the merchant that he cannot overlook, and he does not know when he may be called upon to ask favors of them or their house. When goods received are not as ordered, it is always better to wait until the salesman's next trip and let his side of the case before returning the goods.

"The Price." You never know when customers are weighing you, and consequently the only safe way is the honest way. I saw a clerk handling a Polish woman who didn't seem to have much intelligence, but who had been a customer of the store for eighteen years, and his clerk sold this woman two pounds of 30 cent coffee and two pounds of 25 cent coffee. The coffee was in separate bins but was the same grade of coffee, costing the merchant 15 cents a pound. This was the last order from the Polish woman. She was testing out the honesty of the store on the coffee and found them guilty. It is not possible to trace the effects of short weight, inferior goods or dishonesty of any kind.

Everybody has to sell something to exist; time, labor, ideas, money, goods or chattels. When you put a price on your word, or divulge confidential matters, or quit a job half done, you are a marked and marked down proposition. If you are selling butter at one cent higher than any other merchant in the community, that high rate is commented upon unfavorably to you. If your butter is one cent lower than all your other neighbors, it is commented upon favorably to you. Competition is dragged into existence by the protesting voice of a dissatisfied community or neighborhood. Business men must demonstrate to the customer that he has

what they need in the best quality at the lowest possible price. We have seen the price prevail against quality and the pulling power of the merchant's personality and win out. In a small city in this State we have had such a demonstration during the last six or eight months where the cut-rate stores did an enormous business in very dull times by their low prices, inferior goods and absence of the owner's personality in the store. Labeling the prices has marked effect upon buyers. The very best articles should be labeled. Do not force the customer to stop and inquire the price before he can settle in his mind whether he can afford to buy or not. Confidence in the price and its advantages involves a mental operation before deciding to buy and that operation is facilitated when goods are displayed in clear light and marked by a price card.

W. B. LANSBERRY.

Homestead, Pa.,

December 22, 1915.

Stevens Bill Reintroduced in Congress.

Congressman Stevens, Its Father, Having Retired, it Will be Sponsored by Representative Ayres, of Kansas. Bill Would Give Manufacturers of Trademarked Goods Right to Fix Retail Prices. One Hundred and Sixty-five Representatives Said to Have Declared for It.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 22, 1915.

In the House of Representatives, Congressman William A. Ayres, of Kansas, during the week introduced the Stevens standard price bill without change or amendment. Former Representative Raymond B. Stevens, of New Hampshire, who introduced the measure in the last Congress is now one of counsel to the Federal Trade Commission, but the country-wide discussion of this legislation has so thoroughly identified it with the name of "Stevens" that it will probably continue to be so designated.

At the opening of Congress more than 165 members of the House and approximately a like proportion of the Senate had pledged their support to the bill which Representative Ayres has reintroduced. The bill will give to the manufacturer the right to fix the retail price at which his trade-marked goods are sold.

HOLT.

1916 RESOLUTIONS

Sell more goods

Get new trade and hold it

Get ALL your customer's trade

Stock goods that "move"

Make more profit

HOW?

Use the "Sperry" Service

Give *J.N.* Green Stamps over your counter

Carry Hamilton Coupon goods in stock

Give your customers what they are looking for

Please your trade—they make your profits

Address Dept. "H" Service

**THE SPERRY & HUTCHINSON CO.
THE HAMILTON CORPORATION**

GEORGE B. CALDWELL, President

2 West 45th St.

NEW YORK CITY

WITH THE EDITOR

The year 1916 is opening with infinitely brighter conditions and prospects than the year 1915. Then the European war was only five months' old, business was exceedingly depressed, the European demand for American merchandise had not set in, and we were all in the dumps, nobody knowing precisely where he was.

Consider the difference to-day. An enormous demand has sprung up for almost all staple American merchandise, our exports show unprecedented totals and the balance of foreign trade is enormously in our favor. Our mills are busy to capacity, new industries created by the war are springing up to find their output eagerly sought at top prices, labor is employed and in many lines is at a premium. Millions are being distributed every little while, it seems, as dividends.

The grocery business is in excellent condition. Jobbers are selling goods and making money. Their collections are good. If a jobber hasn't business to-day he will never have it. If he isn't making money to-day he will never make it. Some jobbers who have been pessimists about business for years, even when there was no particular reason for it, are to-day willing to admit that they have no reason for complaint.

The retail grocer is always the last to feel prosperity. He is the last in this case, and some retailers are as yet feeling no prosperity at all. In some cases this is because the tidal wave has not yet reached

them, and in other cases it is because the conditions of their case won't let the tidal wave reach them. Retailers in line for prosperity are feeling it in large measure—but not all of them. The new vegetation of prosperity is not yet growing evenly over the entire country, but is spotty. Retailers who are doing business near the spots are in fine condition, some of them better than they have ever been before. And the spots are increasing in size and other spots are appearing between them. Very shortly the country will be fairly well covered, and then nothing can keep prosperity away from the retail trade.

You may curse and criticise premiums all you please; you may say that they are an excrescence upon business; that they increase cost and bring nothing in return—but the fact is, all the same, that premiums are wanted and an article of merchandise with premiums behind it stands a far better chance of succeeding than the same article without premiums.

There is even authority for the statement that its chance may be four times as good. In the Eastern market at the present time two brands of a certain food product are selling side by side. They are made by the same company, though formerly they were not. Though they bear different names, the quality is identical and the price the same. The vital difference is that one is sold with premiums, and the other is not, and that the one with premiums sells four times as largely as

the other! It must be the premiums, because there is nothing else it could be. The premiums alone seem to bring this about, notwithstanding the fact that the advertising done for the brand that carries no premiums is much more extensive than the advertising done for the other.

A man with a large and comprehensive experience in getting goods on the market said the other day: "If I were introducing a new article to-day I would unquestionably use some good premium plan in connection with it." From a practical standpoint, he seems to be pretty nearly right.

As reported from Washington in another column, the Stevens bill has been reintroduced in Congress, and the fight for its passage is on.

It is a great pity that the manufacturers who compose the American Fair Trade League, chief sponsors of the bill, have been so stubborn in their refusal to allow it to be amended. It could have been made so much more sensible. The bill's aim is undoubtedly good. It is to prevent the ruthless slaughtering of trade-marked brands. But it goes much further than that, and in my judgment, many times expressed, it would hurt the retailer much more than it would help him.

There were several reasons why the Stevens bill should have been modified. First, it is so radical as to greatly lessen its own chances of passage. Those who have read in the last few issues Mr. Lake's debate with the House Committee on

Interstate and Foreign Commerce over this bill, have seen that the committee is not favorably disposed toward the idea. They seem to think it may lead to monopoly and extortion, and that it may kill individual initiative. They are undoubtedly right. It will tend to do those very things in its present form.

Another reason for modifying the bill is that if it should happen to pass it would prove so radical that probably a great hue and cry would soon go up for its repeal. Thousands of retailers who have enthusiastically demanded the Stevens bill really have no intelligent idea what it is likely to do. They have been told by the manufacturers who chiefly want it passed, that it would kill the cutter. They have no adequate realization that it would also in some respects, kill them, or at least greatly curb them.

Incidentally, the manufacturers may find the Stevens bill reacting upon them. Many buyers of trade-marked merchandise will to-day take a chance. They will stock some new article, with the thought that they will sell as much as they can at the full price, and if they get stuck, they will put a price on what is left and clean it out. If the Stevens bill passes, and the retailer learns that no matter how badly he is stuck, he cannot put a price on the goods and clean them out, *without the manufacturer's consent*, he will be much slower to buy, and in many cases will probably buy only after he has the manufacturer's written consent to allow him to clean up at a price if he has to.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

"I Forgot."—My advice is don't forget. I don't mean the little things. I don't mean the things that have little bearing on your life. I mean general instructions and new prices from head-

quarters. Forgetting a thing in business simply means that your whole interest isn't there. That's clear enough. Now, *why* isn't your whole interest there. It's because of some discord.

If the truth were told you are making an elephant out of a mole hill. You think the firm is against you. You frame up in your mind the most ridiculously antagonistic pictures and you feel depressed. That's what makes you forget orders. Is that fair to the boss? Not at all. There isn't an employer worthy the name that won't straighten things out when you're ready for a heart-to-heart talk. Do you know what I tell the men under me? I tell them that no matter how big or how little their trouble is, that I want to know it. It's their duty and your duty and my duty to make a clean breast of any-

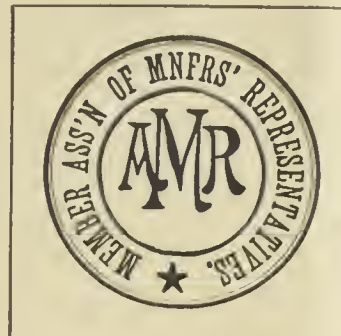
thing that is interfering with the "I forgot" principle.

Cut Prices.—Said the grocery manager the other day, goods advertised under cut prices were already sold. Meaning that the cuts were so attractive and the ad. itself so strong that the readers mentally bought the goods and they would be paid for next day. Very true, but that doesn't let you out. It lets you in. It lands a hundred people at your counter in a given time when you wouldn't serve twenty-five ordinarily. Let the ad. take care of itself. Your day of work has come. A chance to sell other goods and impress new

This Order Guaranteed Genuine

MEMBER
AMERICAN
SPECIALTY
MANUFACTURERS'
ASSOCIATION

Wording of stamp of the American Specialty
Manufacturers' Association



Facsimile of stamp of Philadelphia Association
of Manufacturers' Representatives

Don't Despise What Can Serve You So Well

No enterprising retailer can afford any longer to despise the food specialties that are from time to time offered him. They are in demand by consumers, and pay a profit which is the life of many a retail store.

But he should discriminate. He should not let his store become the dumping ground for all kinds of specialties, good, bad and indifferent, salable and unsalable. That kind of thing chokes business to death very quickly. He should sign orders only for specialties which are made by responsible houses that use either of the above stamps. If he does that he will know the house is right, the goods are right, and his treatment throughout the whole transaction will be right.

The stamps mean "safety first" in signing specialty orders.

THIS IS THE ADVERTISEMENT OF

Franklin Sugar Refining Co., Philadelphia, Pa.
Shredded Wheat Co., Niagara Falls, N. Y.
Fels & Co., Philadelphia, Pa.
Puritan Food Products Co., Inc., Chicago, Ill.
Seaboard Rice Milling Co., Galveston, Texas
Hills Brothers Co., New York, N. Y.

B. J. Johnson Soap Co., Milwaukee, Wis.
Scott Paper Co., Philadelphia, Pa.
Franklin Baker Co., Philadelphia, Pa.
Philadelphia Match Sales Co., Philadelphia, Pa.
Chas. W. Young & Co., Philadelphia, Pa.
Freihofer Baking Co., Philadelphia, Pa.

people has been given you. It costs money to increase store callers 75 per cent. You can help pay that expense. You'll feel better for it. A fellow that doubles his sales in a day by his own effort goes home with a merry heart. It creates one of the best business attributes—confidence.

The Work Habit.—All the fellows that we know who have made a success in the grocery business have made work a habit.

We are not referring to merchants of the last generation, but to young and over-young men who a few years ago held positions back of the counter, like yourselves.

They got imbued with the work habit and worked it out for all it was worth—and, literally speaking, "there's millions in it." There isn't a habit you can think of, there isn't one you can count on with such certainty of results as the work habit.

Why a Manufacturer Should Be Permitted to Fix the Retail Price of His Product

Views of Various Believers in This Doctrine Who Offer Them as Arguments for the Pending Stevens Bill.

[The "Modern Merchant and Grocery World" has obtained and will from time to time present a series of statements by various well-known persons who believe that the manufacturer should have the right to tell the retailer what price he must get for the manufacturer's product. All of the views which will be presented can be taken as arguments for the pending Stevens Bill, which seeks to give a manufacturer that right.—Ed.]

No. 10.—By John A. Lake, Retail Grocer, and First Vice-President of the Michigan State Retail Grocers' and General Merchants' Associations.

NOTE.

Mr. Lake testified before the Committee on Interstate and Foreign Commerce of the House of Representatives in favor of the Stevens bill. His testimony became really an argument between himself and the various members of the committee as to whether the retail prices of food products should ever be fixed by the manufacturer. The argument was so intensely interesting and so closely touches the business of the readers hereof that we have obtained a stenographic report and here present it. It is not only intensely interesting, but gives a vivid glimpse of the feeling of the members of the Congressional Committee on the subject of price regulation.—Ed.

(Continued from last week.)

Mr. Barkley. If this bill becomes a law, it would be impossible for a man to mark down a suit of clothes until the manufacturer agreed with the retailer to reduce the price on it after the season was over?

Mr. Lake. If the suit of clothes was damaged or he was closing out his business, or something like that, it would not be an impossibility. But I believe that the average retail clothier who is selling the marked down suit of clothes is selling an inferior article, and the article ought to be marked down.

Mr. Barkley. Suppose the season is over and he has bought more than he has been able to sell of first-class goods. He does not want to carry them over to the next season and he marks them down, and that is done in every town in the United States. He may mark them below the cost, because he wants the money in order to buy spring or fall goods, as the case might be. Now, if this bill passes, if a manufacturer of a suit of clothes fixes a price on the ar-

ticle and compels the retailer to sell it at that price, it would be an impossibility for him to sell it under that price for any reason, would it not?

Mr. Lake. I am not versed in the retail clothing business.

Mr. Barkley. Let me ask you another question. Is it not true that in different localities there is a difference in rents and clerk hire and expenses of the store, and would that not have something to do with the price at which the retailer sells his commodities, and the profit he makes out of them?

Mr. Lake. Yes, sir, that is absolutely true.

Mr. Barkley. Your contention is that the manufacturer ought to be permitted to fix a uniform price for his product regardless of the locality and regardless of the expenses of running the retail store, and thereby fixing a higher profit than the retailer would want or expect?

Mr. Lake. My contention is that the articles that would come under this trade-mark would be so small that they would not seriously affect the earnings of any retail store. They would protect the retail store that was doing an honest and honorable business from cut-rate prices on standard articles used as a bait, and would protect the public also from inferior goods.

Mr. Barkley. A retail merchant doing a dishonorable business does not deal with honorable manufacturers, does he?

Mr. Lake. He deals with enough of them to get goods of a reliable nature to use as a bait at least.

Mr. Barkley. The question I am interested in is whether the public, the consumer, is benefited by permitting the manufacturer to fix the price of the article so that the retailer cannot sell it under that price, even though he might be justified in doing so and still make a reasonable profit.

Mr. Lake. The consumer—I tried to make that clear—under such a law, allowing a just merchant and a just consumer to be the judges. Both would be apt to get better value under a fixed price for a certain article than he would be under an open market, where cutting and slashing was allowed.

Mr. O'Shaunessy. Is it because the consumer gets skinned in another direction when he gets a benefit in the purchase of one article? You say there is a bait thrown out in the way of a good article, then they take the opportunity to skin him in other directions?

Mr. Lake. Yes, sir.

Mr. O'Shaunessy. Then in the final analysis, he is the loser?

Mr. Lake. He is the loser; yes, sir.

Mr. Barkley. Would any law that Congress can pass ever prevent consumers from getting skinned, if they are willing to be skinned?

Mr. Lake. No; I do not know that there is one. I never saw any profession but had its skinning at some time or other. We all get it.

The Chairman. Is it not probable that fixing this price on the patented and copyrighted articles will enable what you call the dishonorable dealers to make more out of them and then skin folks on the other articles when they are not looking?

Mr. Lake. If this law will do as I expect, it will develop a better class of men in business and would not produce that result.

The Chairman. I want to ask you about the term "dishonorable dealers." I believe that term has been used several times. Is that used to denote those men who cut prices and undersell others?

Mr. Lake. No, sir; it is mentioned against men who use unscrupulous business methods whereby the public is not getting value received for the price they pay.

The Chairman. Will this legislation remedy those methods?

Mr. Lake. It will; yes, sir.

The Chairman. What are some of those methods?

Mr. Lake. They are methods that all of us run against and methods that are being remedied. In the first place, I will take a package of Ivory soap that costs the retailer 4 cents. If a retailer wants to advertise that at 4 cents he throws in his services, his rent, what he pays for labor, the exact cost of handling that article, and he does it not to benefit the consumer, but for the sole purpose of getting the profit on that Ivory soap out of that consumer from some other article of which the consumer does not know the value.

Mr. O'Shaunessy. Or more than the profit?

Mr. Lake. Or more than the profit.

Mr. O'Shaunessy. How many articles are embraced by this bill; how many articles are covered?

Mr. Lake. No number, I believe, is mentioned.

Mr. O'Shaunessy. Tell me some of the things it would cover.

Mr. Lake. It might cover any package goods or special brands put up in packages.

Mr. O'Shaunessy. The Gold Dust Soap?

Mr. Lake. The Gold Dust washing powder.

Mr. O'Shaunessy. The Gold Dust washing powder. What does this bill cover? Proprietary articles—is that what it covers mostly?

Mr. Lake. It covers proprietary articles mostly. It could not cover flour and sugar or such goods as that.

Mr. Sims. This bill says, "Under trade-mark or special brand," therefore it cannot cover such goods; they do not come under a trade-mark or a special brand.

Mr. Barkley. Would it cover such an article as Gold Medal flour, which is advertised?

Mr. Lake. I do not believe that the manufacturer of such an article would be foolish enough to take advantage of this law, for the simple reason that the basis of flour is a fluctuating article, and if he fixes the price of it, at one time he would be too low; the next time he would be too high, and it seems to me as though it would be detrimental for such a concern to put their flour under a trade-mark and a fixed price.

Mr. Barkley. If the Government says that the manufacturer by an affirmative law may fix a price on his article which shall follow that article into the most remote communities of this country and be sold at that price, it will follow as a logical conclusion that it will eventually compel the Government to inquire into the reasonableness of that price so as to determine whether the manufacturer is fixing the price too high and is making too much profit. Would that not be in the nature of the Government regulating the price of manufactured articles by permitting him to regulate it, and either keeping our hands off his regulations or stepping in and saying: "You are fixing this price too high to the public."

(To be continued.)

More About the Profit on Cream of Wheat

Correspondent Discusses the Subject, Apropos of Recent Article. Praises Wheat Cereals and Says Retailer's Profit on Cream of Wheat is Twenty Per Cent. When Sold at Fifteen Cents. This is a Mistake; the Gross Profit is Under Seventeen Per Cent.

We have received a letter regarding a recent article in this paper as to the profit on Cream of Wheat. The article referred to reproduced a letter which had been written to the "American Miller," comparing the price paid by the consumer for a certain unnamed wheat breakfast food, with the price of wheat. All of the facts and figures in the article were contained in the letter to the "American Miller," and we are not responsible for them. The inference that Cream of Wheat was meant was ours, and it may have

been wrong, of course. The writer of the following letter asks that it be not published, but we believe that certain parts of it should be. We therefore reproduce them below, withholding the writer's name and address:—

The superior food value of wheat cereal products has been a matter of public knowledge through the various publications of the Government at their experiment stations, the analyses that have been made, and the good judgment of economical housewives throughout the country. When, for 15 cents, one may purchase from 45 to 55 ample breakfast portions of a nutritious, appet-

izing cereal food, it is invidious to try to detract from that value by false statements and false estimates of the cost to consumers, such as are contained in this article that we refer to.

Furthermore, as to grocers' profits on an article selling on the basis of Cream of Wheat, the grocer makes 20 per cent. on his investment in Cream of Wheat. In selling Cream of Wheat he needs no paper, no string, no time of the salesman in doing up the package, no time of the salesman in talking up the goods, because the demand is created for him by the manufacturer, and the customer, when she comes into the store, knows what she wants, or when she orders by telephone or from order clerk.

We have no criticism of any of the above except the statement that the retailer makes 20 per cent. on Cream of Wheat. The writer of the above says "20 per cent. on his investment." We suppose he means gross profit, and if he does mean that he is mistaken. Cream of Wheat costs the retailer \$4.50 for 36 packages, or 12½ cents a package. At 15 cents selling price, the gross profit is 16⅓ per cent., figuring the profit on the selling price, which everybody says is the correct thing to do. Sixteen and one-third per cent. is ⅔ per cent. less than the bare cost of doing business. The retailer doesn't even come out whole, even when he gets 15 cents. The Cream of Wheat Co., however, has suggested in various ways that it regards 14 cents as a fair average retail selling price; that is the figure at which it wished the Great Atlantic and Pacific Tea Co. to sell its product. At 14 cents the average retailer makes 10 5-7 per cent. gross, losing 6 2-7 per cent. on every sale!

Government Refuses to Modify Its Strict Definition of Java Coffee.

Coffee Men Recently Asked Department to Loosen Up the Ruling on the Ground That It Prevented a Lot of Coffee From Being Called Java That Was Really Java Coffee. Government Considers Request and Refuses It.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 23, 1915.

Food Inspection Decision No. 82, which limits the use of the term "Java," under the Food and Drugs Act, to coffee produced on the island of Java, will not be changed, according to a forthcoming issue of the Service and Regulatory Announcements of the Bureau of Chemistry. Certain members of

the coffee trade requested the Bureau of Chemistry to recommend the modification of Food Inspection Decision No. 82 to the extent of allowing coffee produced on the island of Sumatra, or other islands of the Dutch East Indies, to be imported and shipped into interstate commerce as Java coffee. It was claimed by the trade that the coffee produced on the island of Sumatra is equal, or superior, in quality to that produced on the island of Java.

The Food and Drugs Act provides that any food or drug product shall be deemed to be misbranded which is falsely branded as to the State, territory, or country in which it is manufactured or produced. The Bureau of Chemistry therefore

is of the opinion that, under the terms of the Food and Drugs Act, even if the coffee produced on the island of Sumatra is equal, or superior, to that produced on the island of Java, it cannot be imported into this country or shipped into interstate commerce labeled as Java coffee.

The Service and Regulatory announcement follows:—

At a hearing held on June 5, 1915, the Bureau of Chemistry was requested to recommend to the Secretary of Agriculture a modification or revocation of Food Inspection Decision No. 82. Representations made at this hearing and those communicated to the Bureau by correspondence have been considered. The request is denied.

HOLT.

The New York Letter

Canvass of Wholesale Grocery Business Show Good Condition Almost Everywhere. First Fraudulent Advertising Case Ends in Retailer's Conviction. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, December 24, 1915.

An interesting summary of the condition of the grocery business in all States of the Union was published during the week by the "Journal of Commerce" of this city. While the summary is too lengthy to reproduce here, the conclusions which are drawn from it by the paper itself will be interesting and appear below:—

Probably no line of business furnishes so accurate a barometer of trade and industrial conditions throughout the country as the grocery trade. It is the one line of business which trades with the same customers every day, year in and year out, and which all people must patronize daily. Therefore, the character of grocery movements may be regarded as indicating with accuracy the buying disposition of the whole people; and that in turn the popular temperamental feeling in regard to the future.

In the course of its current investigation into business conditions "The Journal of Commerce" wired a number of representative grocers in all parts of the country asking the result of their own observations in their particular sections.

Speaking generally, there is a marked tone of optimism in the replies. In some centers of trade, recovery from the long depression and the era of hand-to-mouth purchasing of groceries have been so recent as to still leave jobbers conservative in their discernment of good times coming, but with hardly an exception, the past six months is reported as emphatically ahead of comparative periods of recent years, while most centers find reason for genuine enthusiasm.

Only two spots show any marked depression: Central Indiana, where

industries are said to be partially idle, and on the north Pacific coast, where the scarcity of ships for cargo carrying has dealt a severe blow to the lumber interests on which that section so largely depends. Against this, however, is the state of elation in the north Central States, especially in the grain belt, and the South is reported to be enjoying prosperity "like the good old days." New England is busy and manufacturing districts enjoying war orders are in high feather.

Everywhere there are reports of plentiful money, free investment of capital and a disposition to trust the present as a time for expansion and development. It may be, as a correspondent from Maine says, that workingmen are not receiving increased wages in keeping with the increased prices of commodities, but that section and Indiana appear to be the only places where prosperity is not reflected in the buying power and disposition.

The general feeling disclosed by the reports from the various States is one of both present and future confidence in a large and profitable business during the coming year.

In a recent issue reference was made to the case brought for some time in this city under the False Advertising Act. The defendant was Abraham Goldstein, manager of a men's furnishing store at 1679 Broadway, and he was arrested for having represented through a sign in his window that he had Manhattan shirts on sale, although the fact was that the shirts he was selling were not Manhattan shirts at all. This case, which was brought by

the Wholesale Men's Furnishing Association, came up for trial during the week. It appeared that Goldstein, in order to provide a defense for himself in case anything should come of his sign, had printed the word "Borough" in large letters immediately under the large word "Manhattan," this being a clumsy effort to furnish foundation for the argument that what he had represented he was selling was Manhattan Borough shirts instead of Manhattan shirts. Goldstein was quickly convicted and fined \$100.

The association gave out a statement after the case was over that it had divided the city into districts and would bring similar prosecutions wherever they could find rea-

SALESMEN WANTED

We have a few openings in desirable territories for High-grade Salesmen to call on the Grocery trade in connection with Star Egg Carriers and Trays—nationally advertised, and used by more than 59% of the Grocers of the country. An Excellent Opportunity for men with proven selling abilities.

For particulars, apply

STAR EGG CARRIER & TRAY MFG. CO.
Rochester, N. Y.

We Couldn't Fool You Even If We Would

¶ You can judge Tea and Coffee, or you know somebody else who can. That being true, don't you see that it is absolutely impossible for us to take advantage of you in any way in selling Tea and Coffee by mail? Please believe that we have no wish to take advantage of you, but we couldn't even if we would. You could nail us every time.

¶ We will sell you the Tea and Coffee you want, by mail, with the cost of salesman's salaries left out. Test us for your own good.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

son for it. The campaigning is more directly against unfair competition, as a matter of fact, than against fraudulent advertising.

SUMMARIZED MARKET CONDITIONS.

Tea quiet on account of holiday season. No change in price.—Coffee quiet and heavy with Brazils slightly easier except Rio 7s, which are scarce. Mild coffees dull with outlook lower.—All sugar refiners on 5.95 basis for granulated. Raws somewhat lower than a week ago. Situation still tense, but will tend downward soon.—Prunes dull at the moment. Prices unchanged. Other dried fruits fairly active and all firm, largely because of scarcity.—Domestic sardines strong and expected to advance after the first of the year. Imported sardines scarce and very high. Canned salmon quiet and steady to firm.—Canned tomatoes firmer and higher. Inside price here in a large way about \$1.25 for Maryland standard No. 3s. Other canned goods unchanged.—Wheat shows fluctuations but ends the week in reaction from advance.—Flour a shade firmer than a week ago. Demand for consumption moderate.

CORRESPONDENCE.

A Coffee Company.

Manheim, Pa., Dec. 20, 1915.
To the Editor.

Dear Sir.—Would be very thankful to know the address of the Parker Coffee and Tea Co.

Yours truly,

PAUL W. KELLER.

We never heard of the Parker Coffee and Tea Co.; we suggest that you may mean L. H. Parke Co., 232 Market street, Philadelphia.

A Duplicating Device.

Scranton, Pa., Dec. 20, 1915.
To the Editor.

Dear Sir:—Can you recommend a duplicating device for sending out circular letters? We would like to get a machine for about \$15 if possible.

Yours truly,

H. A. DIMLICH.

We suggest that you get in touch with the following firms:—

Durkin, Reeves & Co., 335 Fifth avenue, Pittsburgh; American Multigraph Sales Co., 910 Chestnut street, Philadelphia; Evans Products Corporation, 613 Chestnut street, Philadelphia.

The Grocery Markets

Tea.

The tea market has shown no change for the week. The holiday season has made its usual inroads into the demand and only those buyers are taking tea who need it at the moment. Prices show no change since last week.

Coffee.

The coffee market is undeniably dull and heavy. There is too much Rio and Santos coffee about, although this does not refer so much to Rio 7s as it does to other grades. Rio 7s are comparatively scarce and the price is steady to firm on last week's basis. Other grades of Brazils are in large supply and the feeling is stagnant. Milds at the moment are very steady and in fair demand, but the new crop has begun to come forward and from now on the tendency should be downward. Java and Mocha unchanged and quiet.

Sugar.

The sugar market has had some fluctuations during the week. Raws have declined somewhat owing to the steady progress of the new Cuban season and quotations range from 4.51 to 4.69 cents. All refiners are asking 5.95 cents for granulated at the present writing. Beet granulated can be obtained in Eastern markets for around 5.85 cents, with a possibility of a lower price in the near future. There seems to be plenty of beet granulated around and the refiners are certainly making a great killing this year. The consumptive demand for refined sugar is good.

Syrup and Molasses.

Glucose remains unchanged for the week, as does compound. The demand is seasonably good. The sugar market is unchanged and quiet, prices being steady to firm. Milds firm by reason of short prospective supply; prices comparatively high.

Fish.

The market for fish shows no material change for the week. Momentarily mackerel are neglected and will probably continue dull until after the first of the year. Prices are still firm by reason of light supply, and there appears to be no reason for expecting the supply to be anything else than light for several months. Some territories, however, have reduced their quotations of new Norway mackerel during the week, largely because of irregular quality. Cod, hake and haddock are in seasonably good demand at unchanged prices. Salmon is unchanged in all grades. Demand fair. Sardines, both domestic and imported, are very firm on account of light stocks. Domestic sardines appear quite likely to advance in the near future.

Canned Goods.

There is practically no change in the market on corn and peas, but tomatoes

show unusual strength for this season of the year. The general asking price is now \$1.05 f. o. b. factory. Buying is restricted to actual requirements, or the market would go much higher. There is no question but what the shortage in tomatoes will exhibit a steady rising market from now on until next packing season. Other canned goods are having the usual season's demand. California canned fruits are selling well, owing to the low prices and there is some demand from the jobbers for additional supplies.

Dried Fruits.

Absolutely no change has occurred in dried fruits and none is looked for until after the turn of the year. Fair demand. Currants are in very light supply and practically all offerings are immediately absorbed.

Beans and Peas.

The bean market still remains strong and unchanged at the former high figures that are being fully maintained. Lima beans are low in comparison with pea beans and marrows and an advance is looked for shortly. Green and Scotch peas are strong, with slight advance.

Butter.

The butter market is unchanged and there is a very good demand for all grades. Receipts are light, only a small proportion being of fancy quality.

Eggs.

The egg market continues firm on fresh stock at unchanged prices. The receipts are light for the time of year and some of the invoices show unattractive quality. Good stock commands full prices. No change in quotations is looked for within the next few days. Good demand.

Cheese.

The cheese market is unchanged in prices and there is only a light demand. Receipts are moderate.

Provisions.

The entire line of provisions is unchanged except pure lard and compound, which are a trifle higher in price this week. The demand is fairly good.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Our last week's market report covers the situation practically as it is to-day, and we have nothing to add. At the end of this year we shall, as usual, issue a Market Report, reviewing the past year's situation in our goods, which probably will prove rather interesting.

In the meanwhile, the herring business continues in the same condition as reported last week. Holland herrings are only in hand-to-mouth demand, owing to the extremely high prices prevailing. The same may be said of Scotch herrings. Norway herrings are selling in a hand-to-mouth way to consuming demand, and prices are as high as ever. The fishing of sloop herrings

has commenced, and it seems that the countries at war are not so very anxious any more to buy those herrings at the tremendously high prices, but even at reduced prices, the prices for those sloop herrings are way beyond the views of our buyers and ours, so now no sloop herrings will be forthcoming until prices come down, if they will come down at all.

Stocks of all kinds of imported sardines are very unimportant here. Prices are held very high, but even at the high prices which are being asked for them, they are way below European parity, and cannot be imported at the prices which they are being offered to the trade here. The demand is just fair, nothing but a hand-to-mouth demand for the reason that prices are really very high, although not nearly as high as in Europe.

STROHMMEYER & ARPE Co.

New York.

Standard Canned Goods.

An active and a stronger market for tomatoes prevailed again throughout this section, and the outlook is toward a still stronger market after inventory time. The basis for the advance is not unreasonable; in fact, it is justifiable by an analysis of the official statistics of the canning season as compiled by the National Cannery Association. The pack this past season was the smallest since 1905, 8,469,000 cases, of which, say, 50 per cent. has been sold and put in line for consumption. Well-posted men here figure that the sales to date are 60 per cent. of the output, which is indicated by the weekly reports of the Tomato Cannery Section to the National Association headquarters in Washington. When the market price of No. 3 standard tomatoes declined to 65 cents a dozen last spring the carry-over from the 1914 pack began to melt away so rapidly, chiefly in small shipments, that a reaction set in which gradually gained strength as the canning season opened up. When the shortage in the output became apparent there was additional momentum to the demand, which gained force when the official statistics were published on December 1st. Viewed from any angle, the perspective seems to be favorable to the holders of tomatoes. Pick up any good trades that may be offered.

The buying of tomatoes, while not so large in volume, was sufficient to cause a further advance in the prices, and at the close the outlook is favorable for continued activity, unless the holiday season interferes. Further orders from Western States indicate that the outside markets are gradually conforming to the advance in the prices here, which is rather quicker than was expected. The buying orders embrace all sizes of tins. Anticipate your requirements for the next three or four months, to some extent at least, and keep your stocks in a comfortable position in expectation of higher prices, which seem to be inevitable.

'Twas a dull market for canned fruits. We do not expect any activity in them until after the turn of the year, until inventory time is over. The prices continue to be firm and there is no weak spot.

The increased cost of the raw stock causes a strong market for cove oysters, and the trend is toward a higher level of prices. A spell of freezing weather would bring more activity in them.

THOS. J. MEEHAN & Co.

Baltimore, Md.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, \$1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Written for the "Modern Merchant and Grocery World."

North Carolina Grocery Clerk Says Some Stirring Things for Other Clerks

Scores Clock-Watchers and Clerks of No Ambition. They Neither Serve Themselves Nor Please Employers.

Among the clerks of our city there is not one who does not desire to advance.

If we stop and undertake to merely hold our own without advancing, we soon find we are gradually losing what we already have. The very first and best preparation for advancement is be ready and prepared.

And the best way of being prepared is work (just old-fashioned hard work).

It is useless for a man to expect advancement unless he knows the least as well as the most important parts of his business. He must know how it's *all* done so if he becomes manager or owner he can advise and instruct how *all things* must be done.

Most every successful business man has started down at the bottom and gradually climbed the so-called ladder to success."

Be the very best help right where you are.

It means "do more than you are paid for."

And you will find you are always giving your boss his rights.

Did you ever think what your boss does for you? He of course furnishes the very means with which you support life. Then ask yourself what you are furnishing in return.

No man earns his wages no matter how small they may be unless he is interested in his work. You may watch him—he will constantly be stealing or shirking on his job.

Did you ever notice a man who is always watching the clock and is always ready to leave promptly at quitting time? And did you ever notice that he has never yet pleased

man by whom he has been employed? The salesman who has success is the one who is always seeking a new customer and using all the skill and energy possible to sell the old ones (and he holds them).

When you tell a customer you will have her goods to her on time, *do it*. If your wagon breaks catch the next car to her home in order

to hold her confidence. The next day you will find you are gradually increasing her sales and if she is partly trading somewhere else you will soon draw all her trade.

-In studying self-mastery will power is one of the most important considerations. The development should be solely based on self-confidence, and trying to develop without this will is like trying to start a bank without capital.

In many cases men have been kept back by being taught that they were not able and talented enough to do great things. A man should know he is able to accomplish what he wants, as he knows he is able to lift a ten-pound weight. I will assure you this confidence will always carry you through.

Let us all strive to make our business a better success from day to day. When we do this we can live easier, better, and more honorably.

CLYDE T. MORGAN,
Clerk.

Asheville, N. C., Dec. 23, 1915.

Peculiar Mix-up Over Labeling Chinese Eggs.

A Portland, Ore., grocer has just been fined \$100 for selling a cake made of Chinese eggs, but not so labeled. An appeal will be taken to the Supreme Court of Oregon in order to determine whether the law passed by the 1915 Legislature, which says that food products in which imported eggs are used shall be labeled to that effect, is constitutional. The circuit judge held the law to be constitutional. But down in California, where they have a similar law, the circuit judge held the law unconstitutional. As both cases are to go to the Supreme Courts in their respective States the outcome will be awaited with interest.



AT HOLIDAY TIME
there's a greater demand
than ever for

MAPLEINE

the "maple" flavor for making
syrup and flavoring
desserts and dainties.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

New Grade ATMORE'S MINCE MEAT in Bulk

At the request of our trade friends we now pack "Extra Family" (Blue Label) brand in kits and barrels, as well as glass jars.

This will enable you to serve bulk mince meat of the very highest grade to your finest customers, and make more on it.

20-pound and 40-pound kits.
Also bbls., halves and quarters

ATMORE & SON

Since 1842

Philadelphia





Another One of Them New Years.

Well, here we all are, standing on the front step of another new year.

Gee, I wonder how many times I've wrote that. It's been some string of years, believe me! When I wrote it the first time, I was young and pretty—them that knew said I was one of the handsomest bloods they ever saw. In them days I had more hair and less tummy. Oh, well, you can't have everything, but it seems a blamed shame that most people have to be long on what they don't want and short on what they do.

But I ain't bad looking yet, if I do say it as shouldn't. I might be a heap worse, though one rude roughneck told me the other day he didn't see how. I don't have the least particle of respect for him—he don't know a good thing when he sees one.

There's been a lot of changes since I wrote "Here we are, on the front step of another year," the first time. Some of the boys are dead, some of 'em are out of business, one or two because they've made enough money to quit, and some because they had to quit. Some fellows that were clerks when I started in to write, have got bully stores of their own, and some that had their own stores then are clerking for somebody else now.

I know one who is working to-day for a man who was his own clerk fifteen years ago.

If I'm able to hang on for another fifteen years, I suppose there'll be just as many more changes, of the same kind. I hate to think what I'll be like in fifteen years. I'll bet I don't have a tooth left—it'll be my luck to be eating soup out of a sponge. Maybe instead of selling goods on the road at \$20,000 a year (don't wake me!) I'll be selling collar buttons on the corner. Oh me oh my, but ain't life cruel?

Here I am going on something fierce. This ain't what I started out to say at all! What *did* I start out to say? Dadburn it, you've made me forget all about it! Oh, I know what it was—it was to do some prophesying about what's going to happen in 1916.

My long suit is doing the prophet stunt. It's great sport to me to sit down on the front step of a new year and blab about what'll happen in it. If none of it comes true, it don't make any difference, because even the little bunch that pay any attention forget what I said in five minutes.

And if any of it does come true I can crow like a rooster over it and remind everybody that I said so.

Ain't I the little fat fox?

What I feel sure is going to happen in 1916 is this: I'll bet a million peanuts that by the end of 1916 the expenses of thousands of fellows in the grocery business are going to be less than they are to-day. How do I know that? Because they'll have to be less if they're going to meet competition, that's why I know it. By the average man I don't mean the fellow in some town where he's having the same kind of easy competition he's had for twenty years. He's on easy street, that guy. He'll go on just the same, getting fatter and fatter and seeing his children grow up, and sleeping every night, and not having anything to worry over—I don't mean him at all.

I mean the grocer whose store is in the thick of the Economy stores and the chain stores. If he's going to last out 1916, he can take it from me, he's got to cut down his cost of doing business!

I walked down Market street in Philadelphia the other day and there was a fellow selling shirts. He had a window full of 'em and a store full, all in the boxes that they came from the factory in. No counter, no nothing except the

shirts and the boss. In the window he had a sign he's printed himself—"One Man Store."

I went in, and this was the stunt: He had some cards over the boxes showing the different sizes. You walked up and looked at 'em yourself. If you wanted any you picked 'em out of the box, walked over to a table where there was some paper and string, and wrapped 'em up yourself. Then you paid the boss 98 cents apiece for 'em and walked out.

I didn't buy any, because the only 16½ he had was baby blue, which ain't my color. I got to

have a color that don't show dirt quick.

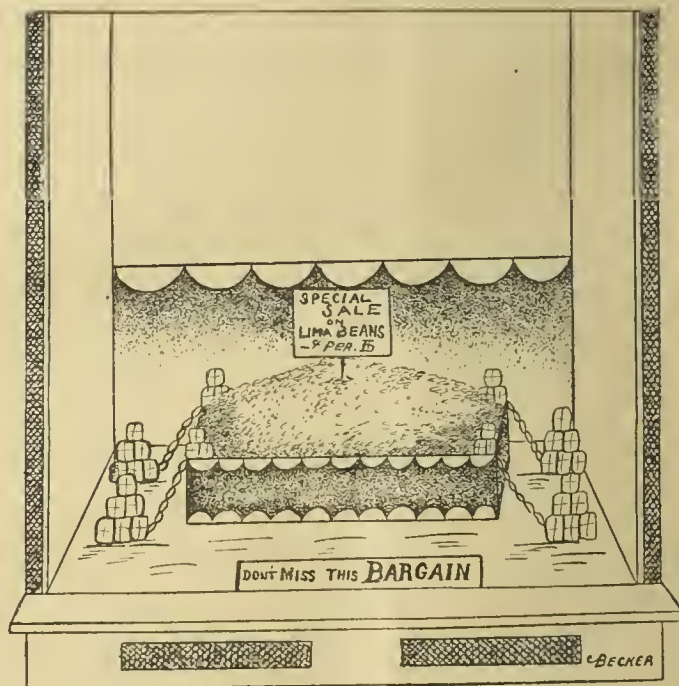
But there he was—he didn't have any expense at all much, outside of rent. Can't you see the bulge fellow like that has got on a store that has a lot of clerks and a cashier and glass cases and a lot of stuff?

He was selling shirts, too—there was a bunch in there buying. I ain't much of a judge of shirts—my wife buys mine and I guess she'll look it. But they looked like the kind you pay \$1.50 for.

Now there it is. From what I've seen, I don't believe one store out of ten has got its expenses down as low as they could be. Nowhere near! Either there are too many clerks for the business, or delivery costs too much, or something. I tell you, there ain't *anything* that grows on you like expenses. When they'll grow over night if you let 'em.

I told a customer of mine something the other day. He was kicking about his clerks—he wasn't getting enough work out of 'em, he said. He had five and he paid on \$16 a week, two more \$14 and the

Weekly Window Display Suggestions



Specializing Lima Beans.

For these busy days a window that is easy to arrange is desirable. The lima bean display requires a platform, which may be composed of two flat boxes. Along the sides tack strips of cardboard extending upward one inch, so that the mound of beans will stay in place. Cover the sides of the platform in a dark color the same as the floor. Next apply a border top and bottom of scalloped white paper, made from a straight three-inch strip, cutting the scallops all at once by laying in four-inch folds. Tie up some beans in one-pound packages and place as shown in illustration, running a twisted strip of white paper from the platform to each pyramid. A curtain of blue, bordered in white scallops, is drawn across the back.

her two \$13 and \$12. Sixty-nine dollars for all.

"Know what I'd do?" I said. "I'd fire the poorest one and put it up to the other four to do all the work at a couple of dollars more a week. You'd save some money and you'd do a better business. I know your bunch of clerks pretty well—we've been around the store a good bit, and there ain't a bit of doubt that four could do all the work and they wouldn't get in each other's way as much as they do now."

"I'd do more, too—I'd give each one of the four a bonus on all the trade they did over what they did the first. But if they lost me any customer because they worried her so much to buy stuff, then I'd bring their little necks. Think they couldn't work? Why it would make live wires out of sticks, that's what it would do to them!"

"I tell you, when you cut down expenses and at the same time do more business, you're going some, ain't you? Well, take it from me, it can be done and a lot of fellows we got to do it."

THE STROLLER.

Pennsylvania Organization Notes.

Spaces in the Pittsburgh Food Show are being rapidly taken up. This promises to be a big event.

The Pittsburgh Grocers' Association gave an informal reception and entertainment to its members on the evening of December 20th.

The newly organized Wilkesburg Business Men's Association is making good progress. It has permanent headquarters and meeting rooms, a paid secretary and is establishing an up-to-the-minute credit reporting and rating system.

A large number of the merchants of the State are making application for workmen's compensation insurance in the Pennsylvania Mutual Liability Association, of Huntingdon, Pa. This company is made up of business men of the State and is indorsed by many influential commercial bodies.

The Pittsburgh Retail Grocers' Protective Union nominated officers for the coming year at its meeting on December 20th.

The health authorities of Butler are planning to introduce an ordinance into the councils for the protection of patrons of fruit, produce and grocery stores whose goods are displayed on the sidewalks.

After the ordinance has been approved by the State health authorities

it will be presented to Councils, and when passed will be strictly enforced.

The State law on the subject is as follows:—

No firm, person or corporation shall expose for sale on any sidewalk or pavement or other exposed place any fruit, vegetables or other articles of food which are eaten uncooked, unless such articles of food are thoroughly screened and protected from flies and unless they are on elevated stands at least 24 inches above the level of the sidewalk or pavement.

The Zelionople Association is becoming active.

Organizer Smedley addressed the Butler Grocers' Association on December 13th. Despite the inclemency of the weather the attendance was good and the meeting was full of interest.

This organization is made up of live grocers and a more loyal lot of men it would be hard to find.

The association is a helpful force.

Organizer Smedley addressed the retail merchants of New Brighton on the evening of December 14th. The attendance was small, but the meeting was full of interest. The New Brighton Association is one of the best in the State and does a lot of good for its members.

The Wilkesburg Association has joined the State Association.

W. C. Wood, the new secretary of the Butler Business Men's Association, is a newcomer into the secretarial field, but he is destined to take a prominent place. He is a gentleman of great force and is already highly respected by his association.

One reason why so many associations do not command as much respect from their members is because the scope of their activities is so limited. They should broaden out. Infrequent meetings is another source of trouble. They should be held regularly and frequently. Something of interest should be presented at each meeting. The members should be encouraged to get the "meeting" habit. It will grow on them. Some organizations place all the responsibility for success on the officers, forgetting to do their part. An organization should be a business affair, conducted by business men for business.

Use of Parcels Post for Food Products a Matter of Judgment.

Investigation into the problems of transportation and storage has been carried on during the past year by the Department of Agriculture with a view to determining the causes of the great loss of foodstuffs between the producer and the consumer. Experimental shipments by parcel post and express were made during the year with many kinds of fruits and berries, lettuce, milk, butter, eggs, syrup and vegetables. In nearly every case it was found that the success of the shipment depended upon the judgment used in selecting the quality of the product and the type of container.

SEASON'S GREETINGS To Retail Grocers



WE take this opportunity to again convey to the readers of the "Grocery World and General Merchant" our sincere thanks for the patronage bestowed upon us during the past year.

¶ It has been our earnest aim and effort to continue to serve you to the best of our ability, and to protect your interests as jobbers should do.

¶ We have spared no expense to maintain the high standard of our products and to market them at the lowest possible price compatible with quality, purity and excellence.

¶ The reputation our establishment enjoys throughout the country, reflects credit on the grocer selling our goods. They guarantee perfect satisfaction to your customers and save you the annoyance of complaints.

¶ We earnestly solicit a continuance of your patronage and confidence, all of which we will endeavor to merit by giving in return the best we can produce.

¶ Wishing you a Happy and Prosperous New Year, we remain

GRATEFULLY YOURS

LOUIS BURK
Girard Ave. and Third St., Phila.



No. 343.—A New Decision on the Liability of Mercantile Agencies for Incorrect Credit Information.

I suppose practically every man who is in business for himself has at some time or other had to ask a mercantile agency for information as to the financial standing of a customer or prospective customer; or has himself been the subject of such an inquiry by somebody else. I have therefore always assumed that the entire body of the readers of these articles would be interested in a discussion of the legal liability of mercantile agencies for information which they give out, reflecting upon the credit of some business man. I have published everything along this line I could dig up from time to time, and shall continue to publish it when I can get it. There are two phases of the liability of a mercantile agency in such a case: 1, its liability to the man whose credit is reflected upon if the statements made were untrue; and 2, its liability to a creditor who gives credit to a man whose standing the agency says is good, where on the contrary it is bad.

The law which applies to the professional mercantile agencies like Dun's and Bradstreet's, also applies to the rating and credit departments conducted by mercantile organizations.

As I have pointed out in previous articles, the law on the liability of mercantile agencies, for untrue credit information, is in a nutshell, that the agency is responsible in damages only where it could be shown to have been guilty of gross negligence. For untrue information, given out merely through mistake, the agency has in most cases been held not to be liable, even though some subscriber relied on it and made a loss.

The Appellate Division of the New York State Supreme Court has just handed down a decision which indicates, it seems to me, a tendency to hold the agencies to a stricter account than in the past.

This is well, in my judgment. If I pay a mercantile agency \$125 a year to supply me with information by which I can decide whether to trust out goods or not, I have a right to expect the agency will not give me information which it has not thoroughly sifted.

The case referred to was brought by Alexander J. Munro, a Chicago jobber, against the Bradstreet Co. Munro was a subscriber to the Bradstreet service, and asked them one day for a report on a New York concern named Jackson & Sulzer, which he proposed to sell to. Bradstreet's Chicago office said they had no special report there, but if Munro would pay for the telegram, they would wire New York for one. This was done, and the report came. It said that a representative of Bradstreet's had just called on Jackson & Sulzer and found that their credit was good. Munro thereupon gave them credit and in a few days they went into bankruptcy and Munro lost practically the entire account. This happened in August.

Munro investigated and learned that Bradstreet had not made any call on Jackson & Sulzer in August, as they said, but merely went on a report they had obtained in the February before, when Jackson & Sulzer's credit was really all right. Munro thereupon sued Bradstreet's for damages. He brought his case in New York, and after hearing it, the lower court threw it out, on the ground that Bradstreet's had saved itself by inserting the following in its contract with Munro and all other subscribers: "That the said company shall not be liable for any loss or injury caused by the negligence or other act of said company or any of its officers, agents or employees, in procuring, collecting and communicating such information."

After his case was dismissed, Munro appealed, and the Appellate Division by a vote of 3 to 2, sustained him. By a majority vote the court said the case should not have been dismissed, but should have gone to a jury. I take the following from the majority opinion:—

On the evidence adduced in behalf of the plaintiff (Munro), the jury would have been justified in finding gross negligence on the part of the defendant by which the plaintiff was misled to his loss, giving credit to an insolvent firm. * * * The contract must be given a construction which will entitle the plaintiff to receive something for the large annual payments. * * * A reasonable construction, I think, merely relieves the defendant from errors and mistakes, but not from knowingly making false reports, or from gross mistakes or negligence by which reports which are wholly false with respect to the action taken by the defendant * * * are made. The evidence would justify a finding of gross negligence and also that defendant was guilty of constructive fraud in thus misrepresenting the financial credit of the firm to the plaintiff, thereby leading if not inducing him to extend credit.

Two judges thought that the agency ought not to be held liable under the former view of the law which has always made it extremely difficult to fasten any

Possible Cases Under New Pennsylvania Workmen's Compensation Act

Becomes Operative Next January 1st, and Makes all Retail Merchants Within the State Liable for Accidents to Their Employees While Latter are at Work.

[Inasmuch as the new Pennsylvania Workmen's Compensation Law, which becomes operative next January 1st, affects every grocer and general storekeeper within the State, the "Modern Merchant and Grocery World" will publish from time to time some possible cases which may arise under it, in the experience of the average grocer or general storekeeper. A full digest of the act was published in the issue of July 26th last. Readers hereof will remember that it practically makes it compulsory for employers to pay damages to employees who meet with accidents in the course of their regular work.—Ed.]

Possible Case No. 13.

John Jones & Co., retail grocers, have a large business and a capital of about \$40,000. They employ a considerable number of clerks, delivery men, etc., and are of course subject to the Workmen's Compensation Act. They decide to accept its provisions and to insure their risks, but are in doubt as to how. Under the act four courses are open:—

1—Insure with the new State Insurance Department, which is created especially to supply insurance under the new act. The State supplies insurance at 10 per cent. below the rates of the regular companies, which reduction, however, would not amount to much in the case of the average small employer. Another reason why many are hesitating to insure with the State is that there is some doubt under the act, whether the State is going to have enough money to carry the risks.

2—Insure in a regular liability insurance company.

3—Insure in an employers' indemnity company, which the law allows to be organized for the purpose of supplying insurance under this act. It is an organization formed by employers themselves and is purely mutual. A few of these have been organized throughout the State, but not many, and they have mostly included only large employers.

4—Obtain exemption from the State, which would make insurance unnecessary. Under the act an employer who can convince the State that he is financially able to take care of any expenditure may be put to under the act, is absolved from the need to take out insurance. This is equivalent to carrying one's own insurance, and is the last course to be adopted, in the writer's judgment, under the Workmen's Compensation Act.

an agency which gave out untrue reports.

Considering how fully thousands of business houses rely upon the credit information furnished by the agencies, and how very hard it has always been to make the agency and the loss when its information turned out bad, this New York case will prove generally interesting.

(Copyright, December, 1915, by Elton J. Buckley.)

Question: A. J. Hazel, Boalsburg, Pa.—I have a customer who has been in the habit of having his check cashed by me. June 21st he cashed one for \$35. It went to protest. He promised to redeem it but thus far has failed to do so. There are at least a half dozen other checks (his checks) that have been cashed in town. Some of his creditors have issued executions against his property but thus far have not proceeded against him. He owes me \$51 for merchandise. What shall I do? Shall I have him arrested? Do you think you could collect it for me? Both check and bill for merchandise. If you want to try to collect the bills, what shape do you want the bills?

He owns a property worth about \$1,000 or a bit more, against which there is a judgment of \$1,700 and another of \$1,500 which is probably a lien.

Answer.—My judgment is that this man should be arrested. You have waited rather long to do it, but it is still within the time limit. On the face of it he appears to have been guilty of a criminal offense and arrest is undoubtedly the best remedy.

Naturally this applies only to the \$35 check. I should start a civil suit against him for the \$51.

NOTE.—Requests for information in this department should tersely set out all the facts bearing on the case. All questions should be carefully worded to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week, to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Goods Business Far Ahead of Last Year.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current wholesale distribution of dry goods is far in excess of the corresponding period of a year ago. Reasonable weather, together with the record breaking holiday business that retailers all over the coun-

try are doing, is largely responsible for this increase.

Road sales, for both immediate and spring delivery, continue to be larger than the corresponding period for the past few years, and customers have been in the market in greater numbers.

Collections are satisfactory.

Prices are firm.

Look How Our Condensed Milk is Selling in China.

Well-Known American Brands Have Acquired a Regular Trade at Very Moderate Prices. Swiss Brand Seems to Lead the Market.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

December 23, 1915.

The American Consul at Swatow, China, writes interestingly about how American condensed milk is selling in China. He says that the milks sold in that market are Eagle Brand (American), St. Charles Cream (American), Shepherds' Brand and Milkmaid Brand (Anglo-Swiss). Milkmaid Brand seems to dominate on the local market. The Anglo-Swiss Condensed Milk Co., which manufactures this brand, has established strong agencies in all parts of China. At Canton and Hongkong there are also agencies. The Canton office has adopted the plan of making its young traveling salesmen master the Chinese language, which is of great help in establishing and supervising native agencies and in advertising propaganda. This policy, which has been used to great advantage by the Standard Oil Co. and the British-American Tobacco Co., has borne fruit, as the increased sales of Milkmaid Brand testify.

Eagle milk sells at 17 cents, St. Charles cream at 11, Blue Label Milkmaid at 14 cents and Black Label Milkmaid at 16. Nestle's Food retails at 30 cents.


The Consul writes:—

There appears to be no reason why enterprising American condensed milk manufacturers should not be able to compete successfully in this market. The article is a food product, a demand for which exists and can be increased enormously among the prosperous Chinese. A certain amount of patience, the expenditure of some money for advertising purposes and courage to bear a "cut-rate" campaign that may be inaugurated by competitors already in the field, are all that are needed.

HOLT.

Potato Quarantine Ends January 1st.

The Federal quarantine against shipments from foreign countries of Irish potatoes affected with powdery scab is



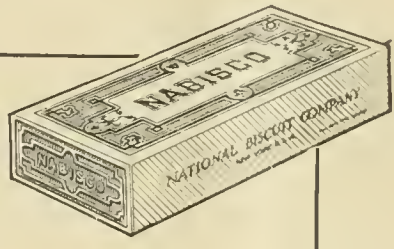
What's In a Name?

The name of every National Biscuit Company product has a selling value to the grocer. Biscuit baked by us bear names persistently advertised and easily recalled—names backed by the highest baking skill.


Your customers know what to ask for by name if you carry N. B. C. goods. You do not have to explain or insist that "they're just as good," as does a grocer who sells an unknown kind.

You can see the advantage of selling the best biscuit baked. Grocers who sell National Biscuit Company products hold the most desirable trade in any community.

NABISCO
Sugar Wafers—
the most popular
dessert confection. Retail at
10c and 25c.



NATIONAL BISCUIT COMPANY



removed by order of the Department of Agriculture, effective January 1, 1916. This permits a number of potato producing countries to resume shipment of potatoes to the United States. In the case of Canada, the new order, in addition to removing the quarantine, provides that potatoes may be shipped in without certification by Canadian officials,

under an arrangement with the Canadian Minister of Agriculture that Canada will offer for export to the United States only potatoes free from injurious diseases and insect pests. The removal of the foreign quarantine for powdery scab follows the lifting of the domestic quarantine against this disease September 1, 1915.

The Fidelity and Casualty Company

OF NEW YORK

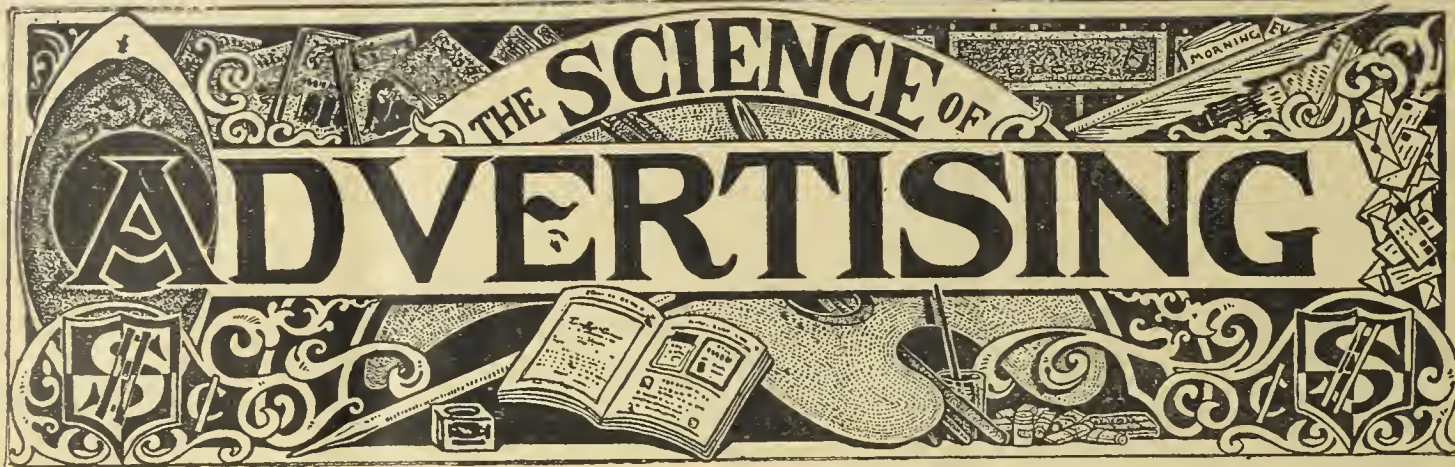
Assets, \$11,764,957.75 — Surplus, \$3,635,390.47

WORKMEN'S COMPENSATION INSURANCE

REPRESENTATIVE IN EVERY TOWN

S. H. POOL, Resident Manager

330 WALNUT STREET :: PHILADELPHIA, PA.



Scranton, Pa., Dec. 11, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed you will find a copy of a weekly journal in which we advertised. This paper has a circulation of about 2,000 copies and is distributed every Friday free of charge in the immediate vicinity of our store.

We thought we had a fairly good ad., but got absolutely no results. Is it the fault of the ad., or do you think if we had tried to reach the public through a different medium we would have succeeded better? We would be pleased to have you outline a plan for systematic advertising for 1916. We handle a complete line of everything usually found in a first-class grocery store. We would be willing to spend from 1 to 1½ per cent. of \$18,000 per year.

We are having next-door competition of four large chain stores. We are giving free delivery, but do not believe in price cutting. Can you offer any suggestions to impress the free delivery on the customer's mind?

We have been reading your department religiously and have tried to profit by the mistakes of others. The idea of running the ad. across the sheet was obtained from a recent criticism in your department.

Thanking you in advance, we remain,

Yours truly,
H. A. DIMLICH.

Before I take up Mr. Dimlich's advertising I want to say something about his envelope. He is using first-class stationery, meaning his letterhead. It is well printed on fine paper. But his envelope is an advertising affair supplied him by a salt company, in the manner familiar to all the readers hereof. The advertisement of the manufacturer who gives it away occupies most of the space, and the only thing which the retailer gets is his name and address in small type. In other words, the retailer sells to the manufacturer the chief advertising space on a thousand of his envelopes for a sum which would hardly be more than \$1.50 or \$2! And of course he does more—he gives away a part of his own dignity. I don't believe if I were a retailer, I should ever use anybody's stationery but my own. It cheapens any store that does it, just as it would do if a grocer should wear

some manufacturer's advertisement on the back of his coat.

The paper which Mr. Dimlich sends is "The Green Ridge Review," a little four-page affair printed on fair paper but containing mostly plate matter. It has a little local news on the first page, but none anywhere else. There are a few local advertisements in it, among them Mr. Dimlich's. It occupies about a third of the back page, and is here reproduced, reduced in size:—

<p>with new tires throughout, and my wife is going to buy it a new windshield. —Chicago Herald.</p> <p>What He'd Done.</p> <p>"I've come to see if you can lend me \$5." "That so? Which way did you come?" "Down Griswold street." "Oh, you did, eh? Did it occur to you that you had walked right by one of nine banks that are in the business of lending money to get to me?" —Detroit Free Press.</p> <p>An Easy One</p> <p>What is that which nobody wants and nobody likes to lose? A lawsuit.</p>		<p>its bank, admittance, never, no, no, no, was named by Fremont in honor of Baron Humboldt.</p> <p>Bell Phone 4060 All work called for and delivered.</p>	
<p>COFFEE</p> <p>We give you no premiums. That is why we can sell GOOD Coffee at such a low price. A 23 cent coffee while 500 lbs. last</p> <p>2 LBS. 25c</p>	<p>BUTTER</p> <p>A good grade creamery butter. Many people use it for the table.</p> <p>29c lb.</p>	<p>Dr. Lange's Lactated Tissue Food</p> <p>Is on sale at</p> <p>ALL STORES</p> <p>in Green Ridge</p>	
<p>CHICKENS</p> <p>We dress our own Chickens. Plump, tender, corn fed Springers and Yearlings. We can give you any weight you specify. Let us have your order for your next chicken.</p> <p>WE CAN PLEASE YOU</p>	<p>NUTS</p> <p>A most complete line of the 1915 crop of Nut Meats and Nuts in the shell. Hickory nuts, California Walnuts, Jordan Almonds, Cream Nuts, Hazel Nuts. All kinds of new Nut Meats at prices 10 per cent lower than last year</p>	<p>MINCE MEAT</p> <p>We are mighty glad to announce that we are selling Atmore's "Blue Label" Brand in bulk as well as in glass jars. It satisfies the demand of quality trade for Mince Meat of the finest grade that money can buy.</p> <p>2 lbs. for 25c</p>	<p>PORK SAUSAGE</p> <p>Composed entirely of selected tender pieces of Pork, not the ordinary trimmings commonly used, not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Seasoned to suit an epicurean. Try a pound for breakfast.</p>
DIMLICH'S	Electric St.	Sanderson Av.	DIMLICH'S

In my judgment there may be several reasons why this advertising doesn't pull. The first is undoubtedly the paper. Very few people pay any attention to a paper circulated free. "What is not worth paying for is not worth reading." There are some exceptions to this rule. The Philadelphia chain stores, for example, use so-called newspapers which are much like the "Green Ridge Review," and they are circulated free and undoubtedly bring results. But the reason is clear: the chain stores have educated the public to expect wonderful bargains from them, and people will therefore read their advertising no matter what form it comes in. I assume that this is not at all true with Mr. Dimlich's store.

Another thing to say about this paper is that there is nothing particular in it to compel anybody's attention outside of the scant two columns of local news on the first page. Had Mr. Dimlich's advertisement appeared there it would have stood a better chance; it had, I think, a very poor position. The manager of this paper should brighten it up. He should put more local news and original matter in it.

Another reason why the advertising didn't pay I believe to be the

advertising itself. There is nothing much to it. In several cases no prices are given, and in some cases what is said is simply the conventional statements which could and probably do come out of any grocery store. In a word, this advertisement neither quotes any particularly attractive prices, nor sets forth quality in such a way as to attract customers from that standpoint. Therefore, if I am right in this, it falls down in both of the two vital respects which makes advertising good or bad.

If I were Mr. Dimlich, I should issue a store paper of my own and place it systematically in the hands of a selected list. If within the appropriation, I should augment

this by advertising in the regular local papers, if there are any good ones that circulate in that particular territory. The free delivery can be played up in any advertising done, but my experience is that free delivery does not compete with cut prices, except with a small percentage of the people.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

From the Prize Winners in the Window Dressing Contest.

Harrisburg, Pa., Dec. 10, 1915.
"Modern Merchant and Grocery World."

Gentlemen:—Your grand check came to hand. I wish to return many thanks for the same. It is the grandest Christmas present I ever received. I cannot express my appreciation here in words for it.

I remain very sincerely yours,
D. W. RAUB.
525 N. Sixteenth Street.

Plainfield, N. J., Dec. 11, 1915.
"Modern Merchant and Grocery World."

Gentlemen:—Please accept my thanks for the check just received for the third prize in the Lipton Tea Window display and no less thanks do I owe the good judges for awarding the prizes and picking me out for the third victor. It makes me feel big, not as much as for the money value, but for the honor bestowed upon myself, my city and my State.

Wishing you the compliments of the season, I am with you all the time.
SOLOMON MANN.

Frankford, Phila., Dec. 10, 1915.
"Modern Merchant and Grocery World."

Gentlemen:—Your check for \$15 as fourth prize money in the Lipton's Tea Window Dressing Contest received. We thank you.

We greatly appreciate the honor conferred upon us in the award, and sincerely trust that our efforts may be productive of more business for the Lipton people.

Again thanks, and with best wishes for your success we are,
Yours truly,
STOUT & CURRAN.

Cloquet, Minn., Dec. 11, 1915.
"Modern Merchant and Grocery World."

Gentlemen:—Received check this morning for \$50 as second prize in the Lipton Window Contest. Please accept my hearty thanks for same. Will do all in my power to promote the sale of Lipton's teas. I again thank you and also wish you a Merry Christmas and Happy New Year.

I am,
Yours very truly,
WESLEY BARTIKOSKY.

Enclosed please find check for two years' subscription for your valuable paper, as I find it.—J. C. Deelwater, Brooklyn, N. Y.

Ask yourself this question as the year is closing: Suppose you had not had the benefit, in 1915, of the demand which manufacturers' national advertising has created and brought to your store? Suppose you had to produce that demand yourself, by your own advertising on your own solicitation:—
Would the year show up as well as it does?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"

The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"

The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"



Sanitary Display Racks, Tops and Fixtures

MONEY AND REPUTATION MAKERS FOR STORES



Basket Tripods



Take-up Twine Holders



Combination Twine and Bag Holders



Dried Fruit Box Top



Pail Racks and Tops



Salt Fish Racks

Send for Complete Catalog and Price-list of Up-to-date Patented Racks, Tops, Fixtures, Advertising Premiums and Specialties.

Evan L. Reed Mfg. Co.

Department G. W.

STERLING, ILLINOIS

"Stayput" Banana Pulley



9-jar Pickle Rack



Glass Globe Rack

WASHES
AND
BLUES
AT
ONE
TIME
NEEDS NO
RUBBING

GUARANTEED HARMLESS

CHASE-O

MAKES
THE
CLOTHES
CLEAN
AND
SWEET

LAUNDRY CRYSTALS

MANUFACTURED BY
CHASE-O MFG. CO.
PHILADELPHIA,
U. S. A.

They'll All Thank You

☐ Sell Chase-O and every woman who gets it will thank you after her first wash day. Chase-O is a laundry crystal that practically does the wash itself. Merely boil the clothes with soap and Chase-O, and the work is done. If you don't believe this, try it first yourself.

☐ Retail at 5 cents and never stops selling after it begins.

CHASE-O MFG. CO.

Hancock and Columbia Ave., Philadelphia, Pa.

A GENEROUSLY PROFITABLE
AND TRADE-CREATING PRODUCTWRITE NEAREST BRANCH
CONCERNING LICENSE, ETC.120-122 FIRST AVE.
PITTSBURGH117 CALLOWHILL ST.
PHILADELPHIAMICHIGAN & PERRY STS.
BUFFALO, N. Y.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for you.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 95.

I have 100 cases half-pound Invincible Brand Chinook Salmon. This salmon is guaranteed to be in a first-class condition. I would like very much to dispose of it at 75 cents per dozen. I trust that I may be able to do so through your valuable column.

Address E. J. B., care "Modern Merchant and Grocery World," Philadelphia.

Offer No. 98.

We have a slightly used Underwood Duplicator, costing \$35 when new, that we will sell for \$20, with about \$5 worth of supplies thrown in at the \$20 price. T. J. CRITCHLOW, Prospect, Pa.

Offer No. 99.

One Ford Delivery Car, with regular delivery body, fine condition; will sell

cheap, as we have discontinued delivering, so have no use for it.

One hollow wire lighting system, with four lamps, for sale cheap. Make us an offer. A. H. & W. R. ANDREWS, Prattsburgh, N. Y.

Offer No. 100.

We have for sale a Soda Fountain and all accessories, which consist of one six-foot counter, one six-foot marble slab, sterling silver draught arm, with fine and coarse streams; 10-gal. soda tank, charging outfit and cooling box. Cooling box contains 12 syrup bottles, labeled, and two extra syrup bottles. All the things needed to operate same, including 5 crushed fruit bowls and sterling silver ladles, silver soda holders, 3 doz. silver spoons, 8 doz. tumblers, 1 doz. 10-cent and 1 doz. 5-cent Sundae cups, 1 doz. banana split dishes, ice

cream dishers, ladle, etc. A large quantity of syrups, used very little and originally cost \$75. The complete outfit cost us \$250. Will sell for a trifle less than half. This outfit was used but three months, and having gone out of this part of the business are obliged to sell it. Address Lock Box 12, East Bangor, Pa.

Offer No. 101.

I have for sale one twin cylinder 1913 model Eagle Motorcycle, rated at nine horse-power, but will develop thirteen horse-power. Is equipped with headlight and horn. This machine is in good condition and will be sold at a bargain to a quick buyer.

ROY A. LUTON,
302 Pacific St., Franklin, Pa.

Offer No. 102.

We offer the following:—
Three dozen Sani-Steel Washboards, \$2.75 per dozen.

Eight cases Cake Mix, 45 cents per dozen.

Five cases Doughnut Mix, 45 cents per dozen.

Eight cases Brubaker Pudding, 45 cents per dozen.

Fifteen cases No. 3 New York State Plums or Gages, 90 cents per dozen.

Fifty cases No. 2 White or Red (as desired) Cherries, 90 cents per dozen. All in good condition.

WITMAN BROS., Harrisburg, Pa.

Offer No. 104.

We offer: Lipton's Tea, Stollwerck's Cocoa and Chocolate at a bargain price. 300 pounds Lipton's Tea at list prices, less 10 per cent., Yellow Label, Red Label, Pink Label, Olive Label, ½-pound and 1-pound packages.

Stollwerck's Cocoa, list prices, less 10 per cent., ½s, ⅓s and 1-pound tins; Chocolate, ¼ and ½-pound packages.

THE CUPP GROCERY CO.,
Johnstown, Pa.

Offer No. 105.

Muriate of Potash for sale, 1,200 pounds 48 per cent. muriate of potash, in sealed bags, for immediate delivery, for which we seek a bid.

THE MEDFORD GROCERY CO.,
Medford, Md.

Offer No. 106.

We offer the following:—
L. C. Smith No. 2 Typewriter, Serial No. 6,336, in perfect order.

One Beam Nickel Plated Scale Stand, 35 inches high.

One modern Safe, in good order, width 33 inches, depth 26 inches, height 41 inches.

Can be seen at 31 N. Thirty-fourth street. RICHARD DEVINE,
31 N. Thirty-fourth St., Philadelphia.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Where to Get Premium Goods

Advertising Novelties.

A. C. Bosselman & Co., 248 Lafayette St., New York City.

Aluminum Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (tf)
American Aluminum Mfg. Co., Le-mont, Ill.
Buckeye Aluminum Co., Wooster, Ohio.

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (21)

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

Enamel Cooking Utensils.

Republic Stamping and Enameling Co., Canton, Ohio.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Household Specialties.

United Royalties Corporation,
1133 B, Broadway, New York City.
(18tf)

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (11)

Kitchen Cabinets and House Desks.

Buchanan Cabinet Co., Buchanan, Mich. (24)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Post Cards, Etc.

Mail Dealers' Wholesale House, Chicago, Ill. (tf)

Raincoats and Specialties.

Cantrell Co., 3 and 5 W. Nineteenth St., New York City.

Wire and Metal Goods Novelties.

Rockwell-Clough Co., Alton, N. H.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

HELP WANTED

WANTED.—An experienced traveler to sell for import Worcestershire sauce, pickles and condiments of all kinds; one able to sell the better class retail and wholesale trade preferred. When applying state age, experience and copies of references. Duties to commence early in the new year. Address Holbrook, Limited, Toronto, Canada. 1

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 1 N. Second St., Philadelphia, Pa. 12tf

WANTED

WANTED.—A good scale for weighing parcel post packages up to 50 pounds. Please give name of scale and if possible send cut and name price. Address V. L. Burd & Co., Swengel, Pa. 1

WANTED.—One dozen or more strong second-hand tea caddies, not more than 10 inches high. Address T. C. Fluke Co., 1309 Walnut St., Philadelphia. 26

FOR SALE OR RENT

STORES.

FOR SALE.—Fine grocery and meat business in Northern Central Pennsylvania. Dwelling attached to the store, with apartments over same. Good reason for selling. This store does one of

the best businesses in the city. Address Box 159, Williamsport, Pa. 4

FOR SALE.—One store room, 25 x 50, seven-room flat, one stable, 25 x 18 x 16 on rear of store; corner lot, situated in Woodlawn, Pa., a manufacturing town of 10,000 inhabitants. Reason for selling is on account of health. Price \$4,500. Address R. W. Miller & Co., Woodlawn, Pa. 26

FIXTURES.

FOR SALE.—Fixtures of a first-class store going out of business; includes glass counters, counter cases, cigar cases, coffee grinder, scales, scoops, stoves, etc. Address J. E. Elliott, Bridgeville, Del. 2

MISCELLANEOUS.

FOR SALE.—One 80-gallon, extra heavy galvanized hot water boiler, manufactured by Fleck Bros. Co., Philadelphia, Pa.; five-year guarantee; price \$6, f. o. b. Wilkes-Barre, Pa.; been used three months. Address B. B. Crompton, Wilkes-Barre, Pa. 26

BUSINESS OPPORTUNITIES

FOR SALE.—One of the oldest established grocery stores in Easton, Pa., good location and in growing part of city; stock and fixtures, \$1,500; will rent or sell property. This proposition will stand close investigation. Reason for selling, present owner conducted this

store for nearly half a century and wishes to retire from the business. For further particulars address A. A., care Grocery World Publication Co., 927 Arch St., Philadelphia. 3

SUN-MAID RAISINS

The Nationally Advertised Brand

California Associated Raisin Co.

Membership 6,000 Growers

Hearst Bldg., Chicago Home Office, 113 Hudson St., Fresno, Cal. New York

Dayton Moneyweight Scales

S. M. TEMPLETON

1313 Arch Street, Philadelphia, Pa.
District Sales Manager

One of the Best Sellers

From Portland, Maine, to Portland, Oregon,

Fleischmann's Yeast

will be found on sale at the "grocer's."

It's the same yeast cake with its tin foil and yellow label—the same regular deliveries and dependable service.

Fleischmann's Yeast is one of America's "Best Sellers."

THE VALUE OF BRIGHT STORES

The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets



What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products

The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

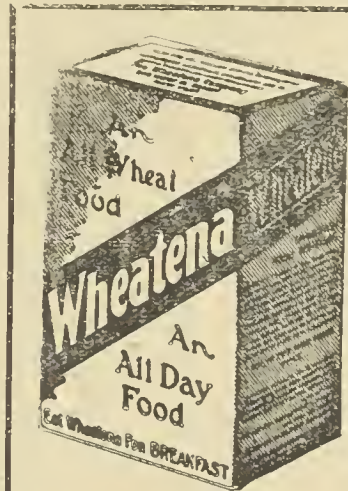
oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. 90c doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated

30th and Race Streets, Philadelphia



Only One Minute

If you'll take a minute to show Wheatena to a new customer and explain that it's the hearts of selected wheat and quite unlike any other cereal, you will probably never have to do anything with that customer again except fill her orders. That's Wheatena once it gets in. It's the most remarkable repeater in the market.

Also packed and guaranteed differently from any other cereal.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

This Will Be a Good Year

Let us help you out of a whole lot of trouble with our books this year. Will get you the cash—will hold your transient trade—will control your credit customer save bookkeeping—prevent disputes and forgotten charges. If you do not use them generally you need some for the grouchy fellow and other annoying people. Sent f. o. b. destination anywhere in the U. S. Sell them a book and have only one entry where you have 20 to 50 for an account. Inexpensive. We have sent them by the thousands to the same people for years. We want you.

No Charge for Samples and Literature. No Obligation

FORBES INDEXED COUPON BOOKS

WE HAVE SOLD MILLIONS OF THEM

J. P. FORBES, Forbes Building, Coshocton, Ohio



Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. DECEMBER 27, 1915.

COL.		COL.		COL.		COL.		COL.	
Ammonia.....	2	Datenut Butter.....	19	Laundry Crystals.....	26	Preserves, Jellies, Jams and Marma	21	Table and Cooking Oil.....	19
Axle Grease.....	2	Delikatessen.....	11	Laundry Soaps.....	25	lades.....	21	Tapioca.....	14
Baking Powder.....	2	Dressed Meats.....	21	Laundry Starch.....	26	Provisions.....	20	Tea.....	1
Barley.....	14	Dressed Poultry.....	21	Lentils.....	14	Prunes.....	17	Tobacco—Plug.....	28
Beans.....	14	Dried Fruits.....	17	Lime.....	19	Pure Olive Oil.....	19	Toilet Soaps.....	25
Blackening—Shoe.....	2	Drugs.....	22	Live Poultry.....	21			Vinegar.....	20
Bluing—Dry.....	3	Eggs.....	13	Lye and Potash.....	18	Raisins.....	17	Wood and Willow Ware.....	28
Bluing—Liquid.....	3	Evaporated Milk.....	10	Macaroni.....	15	Refined Molasses and Syrups.....	27	Yeast Cakes.....	28
Bouillon Cubes and Liquids.....	13	Extract of Beef.....	13	Mapleine.....	23	Rice.....	23		
Brushes.....	28	Extracts and Essences.....	22	Maple Syrup.....	28	Roasted Coffee in Bulk.....	3		
Butchers' Sundries.....	21	Fancy Groceries.....	13	Matches.....	18	Rope, Tie Yarn, etc.....	27		
Butter.....	4	Farinaceous Goods.....	14	Mince Meat.....	18				
Candles.....	4	Floor Polish.....	24	Mint Tablets.....	23	Salad Dressing.....	23		
Canned Goods.....	5	Flour.....	13	Mops.....	28	Sal Soda.....	24		
Canned Meats.....	6	Fresh Fish.....	16	Mustard—Prepared.....	26	Salt.....	23		
Catsup.....	4	Gelatine and Prepared Desserts.....	15	Nuts.....	20	Saratoga Chips.....	16		
Cereal Specialties.....	14	Green Coffee.....	3	Oatmeal.....	14	Sardines.....	6		
Cheese.....	12	Hominy.....	14	Oils.....	19	Sauces.....	24		
Chewing Gum.....	23	Honey.....	27	Olives.....	19	Scouring Soaps.....	24		
Chocolate and Cocoa.....	8	Horseradish.....	17	Oysters.....	16	Scrapple.....	20		
Cider.....	23	Ink.....	17	Package Coffee.....	3	Seeds.....	16		
Clams.....	16	Jars and Jar Rubbers.....	4	Paper.....	9	Shoe Dressing.....	2		
Cleansers and Polishing Compounds.....	24	Ketchup.....	4	Peas.....	14	Smoked Fish, Codfish and Mackerel.....	15		
Cocanut.....	17	Lamp Goods.....	18	Peanut Butter.....	19	Smoking Tobacco.....	28		
Coffee Essence and Chicory.....	3	Lard and Compounds.....	20	Pickled Meats and Fish.....	11	Soap Powder.....	25		
Cornmeal.....	14			Pickles.....	20	Soda—Bi-Carb.....	24		
Cornstarch.....	26			Plum Pudding.....	24	Soft Drinks.....	24		
Condensed Milk.....	10			Popping Corn.....	15	Soups.....	7		
Cottolene.....	12					Spices.....	26		
Crackers and Cakes.....	10					Stove Polish.....	26		
Cut Plug Tobacco.....	28					Sugar.....	1		

ADVANCES.

Butter.....	4
Hires Condensed Milk.....	10
Cottolene.....	12
Cheese.....	12
Flour.....	13
Cornmeal, Oatmeal and Rolled Oats.....	14
Fresh Fish.....	16
Compound Lard.....	20
Dressed Poultry.....	21

DECLINES.

Sugar.....	1
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SUGAR.

	Barrels.
Cut Loaf.....	7.00
Eagle Tablets.....	7.50
Crystal Dominoes, 24 5-lb. pkgs.....	8.60
“ “ 60 2-lb. pkgs.....	9.10
Patent Cubes.....	6.35
Confectioners' Lozenge.....	6.25
Powdered.....	6.20
Fruit Powdered.....	6.10
Dessert and Table, 2-lb. cartons, 48 lbs.....	6.40
Granulated, fine or standard, McCahan.....	6.10
“ “ Franklin.....	6.15
“ extra fine, bbls.....	6.10
“ “ 2-lb. bags.....	6.40
“ “ 5-lb. bags.....	6.30
“ “ 10-lb. bags.....	6.25
“ “ 25-lb. bags.....	6.25
“ “ 100-lb. bags.....	6.10
“ coarse.....	6.20
Confectioners' Crystal A.....	6.10
A Confectioners'.....	6.00
A No. 1.....	5.85
A No. 2.....	5.80
Franklin B.....	5.65
Extra C.....	5.40
C.....	5.25

TEA.

	Per lb.
Formosa—	
Extra choicest, 1/2 and 1/4 chests.....	.40 - .45
Choice, 1/2 and 1/4 chests.....	.35 - .38
Finest, 1/2 and 1/4 chests.....	.27 - .30
Fine, 1/2 and 1/4 chests.....	.23 - .25
Oolong, black—	
Extra choicest, 1/2 and 1/4 chests.....	.30 - .35
Choice, 1/2 and 1/4 chests.....	.27 - .29
Finest, 1/2 and 1/4 chests.....	.25 - .27
Superior, 1/2 and 1/4 chests.....	.22 - .24
English Breakfast, black—	
First picking, 1/2 and 1/4 chests.....	.30 - .35
Choicest, 1/2 and 1/4 chests.....	.26 - .28
Good to superior, 1/2 chests.....	.22
First crop, about 28-lb. original boxes.....	.25
Gunpowder, green—	
Extra firsts, 1/4 chests.....	.35 - .40
Firsts, 1/4 chests.....	.28 - .30
Extra seconds, 1/4 chests.....	.25 - .27
Seconds, new, 1/4 chests.....	.24
Imperial, green—	
Firsts, 1/4 chests.....	.38
Seconds, 1/4 chests.....	.25 - .30
Japan, green—	
May pickings, 1/2 chests.....	.38 - .40
First crop, 1/2 and 1/4 chests.....	.30 - .35
Second crop, 1/2 chests.....	.28 - .30
Basket fire, uncolored, needle leaf, 1/4 chests.....	.32
Young Hyson, green—	
Firsts, 1/4 chests.....	.35 - .40
Hyson, green—	
Extra firsts, 1/2 chests.....	.35 - .40
Firsts, 1/2 chests.....	.28 - .32
Seconds, 1/4 chests.....	.25 - .27
Assam, black—	
Choice, 1/2 chests.....	.26
No. 1, extra quality, 20-lb. boxes.....	.28
Tetley's, 1, 1/2 and 1/4-lb. tins, in 25-lb. cases—	
1 lb. 1/2 lb.	
Gold Label, I. and C.....	.71 .72 .73
Buff Label, I. and C.....	.56 .57 .58
Green Label, I. and C., Formosa Oolong or Mixed.....	.50 .51 .52
O'ange Pekoe.....	.55 .56 .57
Red Label, I. and C. or Mixed.....	.46 .47 .48
Sunflower, I. and C., Formosa Oolong or Mixed.....	.60 .60 .60
Red Label, I. and C., 10c. 2 1/2-oz. tins, doz.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins.....	.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins.....	1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins.....	2.55

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Lipton's Tea, 50-lb. cases—	1 lbs.	1/2 lbs.	1/4 lbs.
Dollar Tea.....	.71	.72	.73
Ceylon and India, Yellow.....	.51	.52	.53
“ “ Red.....	.45	.46	.47
“ “ Pink.....	.40	.41	.43
Black and Green, mixed, Olive.....	.51	.52	.53
“ “ Gray.....	.45	.46	.47
English Breakfast, Green.....	.51	.52	.53
“ “ Blue.....	.45	.46	.47
Formosa Oolong, Salmon.....	.51	.52	.53
“ “ Cream.....	.45	.46	.47
Ceylon Green, Purple.....	.51	.52	.53
“A” Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400.....	per doz.		.90
“B” Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300.....	per doz.		.90

AMMONIA.

	Per doz.
Victor, 13 oz., 3 doz.....	.40
O. K., 3 doz.....	.45
Colburn's, 2 doz.....	.85
Parson's, 25c., 2 doz.....	2.40
“ “ 10c., 3 doz.....	.92

AXLE GREASE.

Frazer's, 14-lb. pails.....	per doz. 75
Mica, 1/4 gross.....	per gross 8 50

BAKING POWDER.

Rumford Yeast Powder—	Per case
Glass, 4 oz., 2 doz.....	1.66
“ 6 oz., 2 doz.....	2 15
“ 6 oz., 4 doz.....	4 25
“ 6 oz., 6 doz.....	6 20
“ 6 oz., 12 doz.....	12 25
Rumford Baking Powder—	Per doz.
5c. tins, 4 doz.....	.45
10c. tins, 2 doz.....	.90
1/2-lb. cans, 2 doz.....	1 25
1-lb. cans, 1 doz.....	2.50
Davis' O. K.—	
1/4 lb., 4 doz.....	.45
1/2 lb., 3 doz.....	.90
1 lb., 2 doz.....	1 65
5 lb., 1/2 doz.....	7 20
Leslie's—	
1/4-lb. cans, 4 doz., 4 cans free.....	.45
1/2-lb. cans, 2 doz., 2 cans free.....	.90
1-lb. cans, 1 doz., 1 can free.....	1.65
5-lb. cans, 1/2 doz.....	3.60
Sea Gull, 6-oz. tins, 4 doz.....	.45
Parrot and Monkey, 4 doz.....	.45
Royal—	
10c. size, 4 doz.....	.86
1/4 lb., 4 doz.....	1 30
1/2 lb., 2 doz.....	2 40
1 lb., 1 doz.....	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, 1/4 gross.....	2.70
“ No. 2, 1/4 gross.....	3.00
“ No. 3, 1/4 gross.....	3.30
“ No. 4, 1/4 gross.....	5.40
Blackola, 10c. size.....	6.80
Shinola, 3 doz.....	8.25

SHOE DRESSING.

	Per doz.
Mason's—	
Black Dressing, regular.....	.75
White Dressing, medium.....	.75
Combination Black.....	.75
“ Russet.....	.75

—3—

Black Shine, No. 2.....	.45
“ No. 3.....	.75
Tan Shine, No. 2.....	.45
“ No. 3.....	.75
Bixby's Royal Polish, 1 doz.....	.85
“ Jet Oil Polish.....	.85
Brown's Shoe Dressing, 1 doz.....	.85
“ Army and Navy, 1 doz.....	.85
Boyer's Triumph.....	.45
“ Oil Polish.....	.80
Easy Bright, ladies.....	.85
Admiral Russet Combination.....	.70
“ Shoe Dressing.....	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine.....	.22 3/4
Mocha, genuine, finest, 1/2 and 1/4 bales.....	.25
Mocha Seed Santos, fancy, choice.....	.13
Carcacas fancy, washed.....	.16
Maracaibo, strictly fancy, mild, choice.....	.14
Santos, Peaberry, extra fancy.....	.12
Santos, fancy.....	.11 1/2
Rio, Golden, fancy.....	.10 3/4
Rio, prime.....	.09 1/4

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine.....	.27 1/2
Java, fancy, 50-lb. lots.....	.27 1/4
Mocha, finest.....	.30 1/2
Mocha Seed Santos, extra fancy.....	.16 1/4
Carcacas, extra fancy, washed.....	.19 3/4
Maracaibo, extra fancy.....	.17 1/4
Santos, Peaberry, extra fancy.....	.14 3/4
Santos, extra fancy.....	.14 3/4
Rio, Golden, extra fancy.....	.14 3/4
Rio, prime.....	.11 1/2

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Ariosa.....	16 50	16 60
Seven Day (f. o. b. N. Y.).....	12 25	12 35

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins.....	per box 4.15
Tomson-Hummels, tin, 1/2 gross.....	per gross 2 60
“ imp., 1/2 gross.....	2.15
Floto's, improved, 1/2 gross.....	“ 2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz.....	2 75
“ large, 3 doz.....	5.40
Sawyer's, No. 1, 6 doz.....	2 75
“ No. 3, 3 doz.....	5.00
Colburn's, No. 1, 4 doz.....	1.60
“ No. 2, 3 doz.....	2.50
“ Mammoth, 3 doz.....	3.60
“ Ball Blue, No. 1, 3 doz.....	2.60
“ “ No. 2, 3 doz.....	4 80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs.....	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal 7 1/2 oz., 1/4 gross.....	4 25
French Laundry, large, 1/2 gross bbl.....	per bbl. 2.10
Admiral, 4 oz., 3 doz.....	4 00
“ 8 oz., 3 doz.....	6 50
“ 16 oz., 1 doz.....	9.50

BUTTER.

Tub Butter—	Per lb.
Creamery specials.....	.40
“ extra, 60-lb. tubs.....	.38 - .39
“ first, “.....	.36 - .37
“ second, “.....	.34 - .36
“ third, “.....	.32 - .33
“ dairy, extra, bakers' use, 30-60 lbs.....	25 - .31
“ 5 and 10-lb. rolls, 60 and 100-lb. boxes.....	34 - .41

Print Butter—	
Prize.....	.30
Gurnee, lbs. and 1/2 lbs.....	.41
Awltru.....	.38
Milhen Farm, lbs. and 1/2 lbs.....	.41
Honebe.....	.35
Star or S. D., 1 lb., 20-50 lb. boxes.....	.44
B. B., E. D., 20-50 lb. boxes.....	.43
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes.....	.42
Sheaf ("400"), Elgin, 20-50 lb. boxes.....	.41
Sheaf.....	.33 - .37
White Rock.....	.43

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs.....	.10 1/2
“ 16s, 30 lbs.....	.11 1/2
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases.....	.07 1/2
Searchlight, hotel, 16s, 30 lbs.....	.06
Peerless, hotel, 16s, 30 lbs.....	.08 1/2
Bright Light, 16s, 30 sets to box.....	per box 1.60

JARS AND JAR RUBBERS.

Mason's—	Per gross
Half gallons.....	7.15
Quarts.....	4.95
Pints.....	4.70
Jar Rubbers—	
Double lip, wide, 1 doz. cartons.....	.70
Single lip, wide, 1 doz. cartons.....	.68
Acme, wide, 1 doz. cartons, 5 gross boxes.....	.42
“ medium, 1 doz. cartons, 5 gross boxes.....	.38
Lightning, pure rubber, bulk.....	Per lb.
Reliable, white rubber, wide.....	.45
“ medium.....	.25 1/2
Black rubber, medium.....	.24
25-lb. lots 1 cent per lb. less.....	
Jar Tops—	Per gross
1/2-gross boxes, no rubbers.....	1.80
Jelly glasses, fluted, bbls. 24 doz.....	per doz. .17

CATSUP.

Snider's—	Per doz.
16 oz., 2 doz.....	2.40
8 oz., 2 doz.....	
Ritter's—	
Tomato, 1/2 pint, 2 doz.....	.95
Tobasco, 1/2 pint, 2 doz.....	.95
Bech-Nut—	
Pints.....	2.25
1/2 pints.....	1.35

KETCHUP.

Curtice's "Blue Label," Tomato—	Per case
Small, 25 bottles.....	2.75
Medium, 25 bottles.....	4.25
Large, 12 bottles.....	3.25

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

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CANNED GOODS.

Baked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style.....per case	1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
Tomatoes—	
Standard, New Jersey, No. 3	1.20
" Maryland, No. 2	.75
" No. 3	1.00
Lima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
String Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.60
Red Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.85
" Illinois, No. 2	.90
Corn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.00
Fancy, Maine, No. 2	1.25
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
Peas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Southern, No. 2	.75
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.75
Sifted, Indiana, No. 2	1.00
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Beets—	
Standard, New York, No. 2
" No. 3	1.25
" New Jersey, No. 2
" No. 3	1.10
Succotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.20
Asparagus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
Pumpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
Spinach—	
Standard, Maryland, No. 3	.95
Sour Krout—	
Standard, New York, No. 3	.80
" Maryland, No. 3	.75

California Canned Fruit.

Apricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Bartlett Pears—	
Extra, No. 3
" No. 2½	2.50
Extra Standard, No. 2½	2.30
Standard, No. 2½	2.15
White Cherries—	
Extra, No. 3
" No. 2½	2.90
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
Peaches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Peaches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
Peaches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

Apples—	
New York State, No. 3	.90
" No. 10	2.90
Blackberries—	
In syrup, No. 2	1.35
In water, No. 2
Cherries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
Peaches—	
Table, No. 3	1.35
Seconds, No. 3	1.15
Pie, No. 3	.85
Pears—	
Bartlett, Extra Standard, No. 2½	2.00
Kellogg, syrup, No. 3
" water, No. 3
Plums—	
Heavy syrup, No. 2½	1.25
Light syrup, No. 2½	1.00
Blueberries—	
Maine, in water, No. 2	1.40
Strawberries—	
Extra preserved, No. 2	1.80
Preserved, No. 2	1.60
In water, No. 2	1.20

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Pineapples—
Hawaiian, Extra, No. 2½ 2.00
" Standard, No. 2½ 1.75
" Extra, No. 2 1.45
" Standard No. 2 1.30Canned Crabs, Clams, Lobsters,
Shrimps, Mackerel, Kipperd
Herring and Oysters.

Crabs, with shells—	Per doz.
McMenamir's, Deviled, No. 1, 2 doz.	2.32½
" No. 2, 2 doz.	3.75
Clams—	
Star, No. 1, 4 doz.	.90
Gold Label, No. 1, 4 doz.	1.00
Lobster—	
B. & M., No. 1, tall, 2 doz.	5.00
" No. 1, flat, 4 doz.	5.00
" No. 2, flat, 4 doz.	2.65
Star, No. 1, flat, 4 doz.	1.50
" No. 2, flat, 4 doz.	2.60
Mackerel—	
Pickert's, soused, No. 1, 4 doz.	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" 1 lb., round, flat, 6 doz.	1.45
Normanna, Bordelaise Sauce, roos.	15.00
" Soused, ½s, oval, roos.	18.00
" " high oval, roos.	19.00
" Fresh Mackerel, roos.	23.00
" dgl., Young Mackerel in Olive Oil, ½s, roos.	15.00
Oysters—	
Boyer's, No. 1, 2 doz.	.85
" No. 2, 2 doz.	1.65
Victory, No. 1, 2 doz.	.80
Kipperd Herring—	
Maconache's, plain
Normanna, Tomato Sauce, roos.
" Boneless, ½s, oval, roos.	14.00
Roe—	
Normanna, Mackerel, red, oval, roos.	15.00
" Cod, 1-lb. round tins, roos.	24.00
" " high oval tins, roos.	18.00
Salmon—	
Hapgood's, No. 1, tall	2.30
" No. 1, flat	2.35
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. 2, flat	1.50
Alaska, red, tall	1.75
" medium red, tall	1.35
" pink, No. 1, tall	.95
Shrimps, No. 1, wet.	1.10

SARDINES—Imported.

Normanna, Dingley, ½s, Olive Oil, roos.	14.00
" ½s, Tomato Sauce, roos	14.00
" ½s, oval, Royans a la Bordelaise, roos.	15.00
" Portuguese, Olive Oil, ½s, skinless and boneless, roos.	26.00
Boneless and peeled, ½s	24.00
" D. & G., ½s	26.50
" Ispa, ½s	28.00
" Gondolier, ½s, 100	20.00
" Landell, ½s, 100	9.50
" Martell, ½s, 100	10.50
" ½s, 100	15.00
" Loyal, ½s, 100	9.50
Argonauts, ½s, 100	14.00
Orion, smoked, ½s, key, 100	8.00
Tomato sauce, ½s	15.00
Truffled, ½s, key, 100	12.50
Spiced, ½s, 100	10.00
Royanette, oval, ½s, 100	9.60
Angus Watson & Co.—	
Skipper, ½s, olive oil, 100	15.00
" ½s, tomato sauce, 100	15.00
" ½s, olive oil, 50	13.25
" ½s, tomato sauce, 50	13.25
Sea Queen, ½s, olive oil, 100	11.25
Sea Pearl, ½s, olive oil, 100	9.40
Tea Time, ½s, olive oil, 100	8.00
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60
Norwegian—	
King George, ½	14.00
Nansen brand, ½	10.50
Portugese—	
Marie Elizabeth, ½, plain	11.00
" ½, boneless	15.00
" ½, peeled and boneless	17.00
French—	
Jockey Club, fancy, ½	25.00

Domestic.

American Oil—	
Seminoe, standard, key, carton, ½s	2.90
No. 2, ½s, 100	2.50
½s, key, 100	2.75
Irma, ½s, 100	4.00
Pickert's, Rival brand, carton, ½s, 100	3.90
" ½s, 100	6.00
Mustard—	
Irma, ½s, 100	4.00
½s, 100	2.25
½s, 48	3.60
Continental, ½s, key, 48	3.15
Irma, fancy, ½s, 50	3.80
Gold Label, ½s, 50	4.50
" ½s, 100	7.00
Underwood's, ½s, 50	4.50
Pickert's, Crown brand, ½s, 48	4.00
" Columbias, ½s, 48	3.00

CANNED MEATS.
Corned Beef.

Armour's—	Per doz.
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.70
Hash, No. 1, 2 doz.	1.00
" No. 1, 2 doz.	2.25
" No. 2, 1 or 2 doz.	3.50
" No. 6, ½ or 1 doz.	13.35
Libby's—	
Compressed, No. 1, key, 2 doz.	2.40
" No. 2, key, 1 doz.	4.65

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Chipped Beef.

Armour's—	
Shield, No. 1, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz.	1.85
" " large, 1 doz.	3.35

Libby's—	
Peerless, small, 4 doz.	.95
" medium, 2 doz.	1.40
No. 1, glass, 2 doz.	1.85

Sausage.

Armour's—	
Vienna style, No. 1, 2 doz.	.90
" No. 1, 2 doz.	1.85
" No. 2, 1 doz.	3.70

Sliced Beef.

Armour's—	
Glass, small	1.60
" large	2.50
Swift's—	
Premium, No. 1, glass	3.50

Sliced Bacon.

Beech-Nut brand, medium, 2 doz.	1.80
Eric brand, large, 1 doz.	1.80

Loaf Goods.

Armour's—	
Beef, No. 1, ½	1.40
Chicken, No. 1, ½	2.25
Ham, No. 1, ½	1.40
Veal, No. 1, ½	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz.	2.50
No. 2, 2 doz.	4.70
Libby's—	
No. 1, 2 doz.	2.40
No. 2, 1 doz.	4.65
King's—	
No. 1, 2 doz.	2.50
No. 2, 1 doz.	4.85

Lunch Tongue.

Armour's—	
Whole, No. 1, 2 doz.	1.95
" No. 1, 2 doz.	3.60
Libby's, No. 1, 2 doz.	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz.	5.75
" No. 1½, 1 doz.	8.35
" No. 2, 1 doz.	9.15
" No. 2½, 1 doz.	11.95
" No. 3, 1 doz.	15.35
Libby's, No. 2½, 1 doz.	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 4 oz., 4 doz.	.90
Pates, Truffled—	
Chicken, 4 oz., 2 doz.	2.50
Chicken Liver, 4 oz., 2 doz.	2.50

Armour's—	
No. 1, 4 doz.	.45
No. 2, 2 doz.	.90
Ham, No. 1, 2 doz.	1.40
Tongue, No. 1, 2 doz.	1.40
Libby's—	
No. 1, 4 doz.	.45
No. 2, 2 doz.	.90

Curtice Brothers' Blue Label, Deviled—	
No. 5 oz. No. 10 oz.	
Ham	1.60 2.80
Tongue	1.60 2.80
Chicken	2.00 3.30
Turkey	2.00 3.30
No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.	

Curtice Brothers' Blue Label, Potted—	
No. 1 Tin. No. 1/2 Tin.	
Ham	1.50 2.60
Tongue	1.50 2.60
Chicken	2.00 3.00
Turkey	2.00 3.00
No. 1 packed 4 doz. No. 1/2 packed 2 doz.	
Normanna French Truffled Sandwich Paste, roos.	27.00

Potted Chicken.

Armour's—	
Chicken, No. 1, 2 doz.	1.95
Libby's—	
No. 1, 2 doz.	1.70
No. 2, 1 doz.	2.40
R. & R., No. 1, 4 doz.	1.75

Boned Meats.

Armour's—	
Chicken, No. 1, 4 doz.	2.15
" No. 2, 2 doz.	3.45
" No. 1, 1 or 2 doz.	6.30
Turkey, No. 1, 2 doz.
" No. 1, 1 or 2 doz.
Curtice Brothers' Blue Label, in tins—	
Chicken, No. 1	3.40
" No. 1	6.00
Turkey, No. 1	3.40
" No. 1	6.00
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" No. 2½	14.50
All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.	

SOUPS.

The Franco-American Food Co.—	Per doz.
Ready-made Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz.	.90
Chicken	.95

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Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle.....	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle.....	10.00	5.50	3.00
All others.....	3.10	1.75	.95

Armour's—	Per doz.
All kinds, No. 1, 4 oz.	.90
Campbell's, No. 1, 10½ oz., 4 doz.—	Per case
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case.	3.25

SPECIAL ASSORTMENTS.

Order by number.	
No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus.....per case	3.60
No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable.....per case	3.60
No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Mock Turtle, 5 Ox Tail, 24 Tomato, 6 Vegetable.....case	3.60

Curtice Brothers' Blue Label—	Quarts.	Pints.	½-Pints.
Green Turtle.....	6.50	3.50	2.00
" clear.....	7.25	3.75	2.25
Terrapin.....	7.25	3.75	2.25
All others.....	3.15	1.75	1.25
Ritter's, Tomato.....			.90

CHOCOLATE AND COCOA.

Wilbur's Cocoa—	Per lb.
¼-lb. tins, 6-lb. boxes	.32
½-lb. tins, 6-lb. boxes	.31
1-lb. tins, 6-lb. boxes	.30
Wilbur's Premium Chocolate—	
¼ lb., 6-lb. boxes	.34
½ lb., 12-lb. boxes	.33
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.55
24 cakes, 10c. size	1.50
Capitol, sweet, 1½, 6 lb.....per lb.	.20
Walter Baker & Co.'s—	Per lb.
Premium, ½ lb., 12 lbs.	.29
" ¼ lb., 12 lbs.	.29
Caracas, sweet, 6 lbs., ¼ and ½-lb. cakes	.26
German's, sweet, 12 lbs.	.20
Auto, sweet, 6 lbs.	.33
Cocoa, ¼-lb. cans, 12 lbs.	.34
" ½-lb. cans, 6 lbs.	.34

W. H. Baker's—	
Best Cocoa, ¼-lb. size	.33½
" ½-lb. size	.33½
Premium Chocolate, ½s, 12 lbs.	.29
" ¼s, 12 lbs.	.29
Best Sweet Chocolate, ¼s, 6 lbs.	.20
" ½s, 6 lbs.	.20
Vanilla Chocolate, ½s, 6 lbs.	.26

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Almond Milk Chocolate, 48 sc. pkgs. in box.....	per box	1.65
Almond Milk Chocolate, 24 sc. pkgs. in box.....	per box	.83
Milk Chocolate, 50 sc. pkgs. in box, per box.....	per box	1.60
Milk Chocolate, 25 sc. pkgs. in box, per box.....	per box	.80
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.30
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, 1/4-lb. pkgs.....	per box	.30
Meda lion Drinking Chocolate, 1/2s and 1/4s, 6-lb. boxes, 12 boxes in case.....	per box	.3
Bensdorp's Royal Dutch Cocoa—		
12 lbs. in box.....	Per can.	Per
2-oz. oval cans, 4 doz. in box.....	.07 1/2	.90
5-oz. oval cans, 3 doz. in box.....	.18 1/2	2.20
1/2-lb. round cans.....	.29	3.48
1-lb. round cans.....	.57	6.84
60 lbs. in case.....	Per can.	Per lb.
5-lb. round cans.....	2.50	.50
Bensdorp's Chocolates—		
6-lb. boxes, 24 boxes in case.....	Per	
Sweet Vanilla, 4 cakes to lb.....	.28	
" 8 cakes to lb.....	.28	
Milk Chocolate, 6 cakes to lb.....	.45	
" 12 cakes to lb.....	.45	
Milk Chocolate Towers, 5-lb. boxes, 20 boxes in case.....	.50	
Milk Chocolate Towers, 1/4-lb. boxes, 90 boxes in case.....	.56	
Bensdorp's Cooking Chocolate—	Per lb.	
Blue Label, 1/2-lb. cakes, 12-lb. boxes, 12 boxes in case.....	.30	
Bensdorp's Turinos—		
5 lbs. in box, 20 boxes in case.....	.50	
1 lb. boxes, 30 boxes in case.....	.55	
1/2 lb. boxes, 60 boxes in case.....	.55	
1/2 lb. boxes, 90 boxes in case.....	.56	
Van Houten's—	Per tin	
Cocoa, 12-lb. boxes, 1-lb. tins.....	.65	
" 12-lb. boxes, 1/2-lb. tins.....	.36	
" 6-lb. boxes, 1/2-lb. tins.....	.18	
Stollwerck's Gold Brand Cooking Chocolate—	Per lb.	
No. 300, unsweetened, 1/2 and 1/4-lb. pkgs.....	.37	
No. 350, Princess, Triple Vanilla, sweet, 1/4-lb. cakes.....	.40	
Stollwerck's Gold Brand Plain Eating Chocolate—	Per box	
No. 1, 25 cent size, 6 tablets in box.....	1.15	
No. 3, 10 cent size, 24 tablets in box.....	1.90	
Stollwerck's Gold Brand Milk Chocolate—		
No. 51, 25 cent size, 6 tablets in box.....	1.15	
No. 5, 10 cent size, 24 tablets in box.....	1.90	
Stollwerck's Cocoa—	Per lb.	
No. 201, Gold Brand, 1/2-lb. cans, 6 and 12-lb. boxes.....	.41	
No. 220, Gold Brand Milk, 1/2-lb. cans, 6 and 12-lb. boxes.....	.41	

PAPER.

Scott Paper Co.—		
Stock No. 45, Scott Tissue Roll Toilet, 1,000 sheets, 4 1/2 x 5, 50 rolls.....	3.00	
Stock No. 33, Sani Tissue Roll Toilet, 2,500 sheets, 4 1/2 x 5, per carton of 3 rolls, 16 cartons.....	3.00	
Stock No. 21, Waldorf Roll Toilet, 650 sheets, 4 1/2 x 5, 100 rolls.....	3.25	
Continental Paper Bags—		
Net price per 1,000—500 in a bundle		
Golden Rod S. O. S. Republic (White) S. O. S.		
1/4 lb.....	.31	.23 1/2
1/2 ".....	.37 1/2	.28 1/2
1 ".....	.50	.38
2 ".....	.65 1/2	.49 1/2
3 ".....	.78	.59
4 ".....	.96 1/2	.73 1/2
5 ".....	1.12	.85
6 ".....	1.37 1/2	1.04
8 ".....	1.59	1.20 1/2
10 ".....	1.81	1.37
12 ".....	2.12	1.60 1/2
14 ".....	2.69	2.03
16 ".....	2.86 1/2	2.17 1/2
20 ".....	3.21	2.43 1/2
25 ".....	3.56 1/2	2.69
Manilla—		
All No. 1 Manilla paper, full count, 480 sheets to the ream.....	Per ream	
15x20, 5 reams in bundle.....	.48	
20x30, ".....	.90	
24x36, ".....	1.20	
Butter, Parchment—	Per pkg.	
8x11, 1000 sheets.....	.60	
9x12, ".....	.70	
18x24, 50-lb. bundles of about 1200 sheets, per lb.....	.10	
Toilet—	Per case	
Extra quality, 100 rolls.....	5.75	
Good " 300 ".....	4.95	
Butter, Wax—	Per pkg.	
9x12, about 480 sheets.....	1.4 1/2	
Bags, price per M—		
Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow
1/4 lb.....	15M	.33
1/2 ".....	10M	.41
1 ".....	8M	.53
2 ".....	6M	.71
3 ".....	5M	.84
4 ".....	4M	1.08
5 ".....	3M	1.24
6 ".....	3M	1.54
8 ".....	2M	1.78
10 ".....	2M	1.95
12 ".....	2M	2.30
14 ".....	1M	2.85
16 ".....	1M	3.15
20 ".....	1M	3.45
25 ".....	1M	3.95

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Flour Sacks, satchel bottom—		
Majestic	Plain	
Ex. Heavy	per 100	
12 1/2 lbs., 1/2 bbl.....	.42	
24 1/2 lbs., 1/2 bbl.....	.70	
49 lbs., 1/2 bbl.....	1.40	
No. 2, Manilla light weight—	Per lb.	
12 in. rolls.....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
Silk Fibre, No. 1—		
9 in. rolls.....	.02 3/4	
12 ".....	.02 3/4	
15 ".....	.02 3/4	
18 ".....	.02 3/4	
20 ".....	.02 3/4	
24 ".....	.02 3/4	
30 ".....	.02 3/4	
Paper Towels—		
25 rolls, 150 towels each, with holder and basket.....	per case	3.75
25 roll lots.....	"	2.75

CONDENSED MILK.

Eagle, 4 doz.....	Per case	6.50
" 2 doz.....		3.25
Challenge, 4 doz.....		4.05
Magnolia.....		5.20
Dime.....		3.90
Baby, 1 doz., glass.....		2.10
Peninsular.....		4.75
Star, 4 doz.....		5.20

EVAPORATED MILK.

Borden's, Peerless brand, tall.....	3.75	
" " small, 6 doz.....	2.75	
" family size.....	3.25	
" hotel size.....	3.75	
" confectioners' size.....	3.75	
Silver Cow, small, 6 doz.....	2.75	
St. Charles, small, 4 doz.....	1.85	
" tall.....	3.75	
" hotel size.....	3.75	
" confectioners' size.....	3.75	
Pearl, tall.....	3.75	
" small, 6 doz.....	2.75	

HIRES CONDENSED MILK

Silver.....	Per case	\$5.20
Hires.....		4.90
Queen.....		4.95
Premium.....		4.45
Gold (Baby).....		2.75
Gold (Tall).....		3.75
St. Elmo.....		3.85



CAKES AND CRACKERS.

J. S. Ivins' Son—	Boxes	
Assorted Jumbles.....	.10	
Cocoanut Ripple.....	.11	
Fruit Cookies.....	.10	
Graham Wafers.....	.11	
Grandma Cookies.....	.10	
Honey Jumbles, XX.....	.10	
Iced Honey Jumbles.....	.12	
Lemon Bar.....	.09	
Lunch Biscuit.....	.09	
Marshmallow Mayblossoms.....	.12	
Newtons.....	.11	
Raisin Cookies.....	.10	
Saltines.....	.13	
Spiced Wafers.....	.09	
Sugar Cookies.....	.10	
Water Crackers.....	.08	
7-lb. tin pairs—		
Arrowroot Biscuit.....	.16	
Assorted Bon Bons.....	.17	
" Teas.....	.17	
" Slices.....	.17	
Butters.....	.16	
Chocolate Bon Bons.....	.17	
" Butters.....	.16	
Cocoanut Macaroon.....	.16	
Fruit Sundae.....	.16	
Lady Creams.....	.20	
Lemon Sundae.....	.16	
Sweet Marie.....	.15	
Package goods—	Per doz.	
Animals.....	.45	
Cracker Meal, large.....	.90	
" small.....	.45	
Gingerettes.....	.90	
Gold Medal Soda, small.....	.45	
" large.....	.90	
Graham Wafers.....	.90	
Lunch-on-Thins.....	.90	
Milk Lunch.....	.90	
Ginger Snaps.....	.45	
Pink Tea.....	.90	
Saltona Biscuit.....	.90	
Freight paid on \$5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.		
A. Exton & Co.—	Bbls.	
Butter Crackers.....	.09 1/2	
Oyster Crackers.....	.09	
Wine Scroll.....	.11	
Cracker Dust.....	.09	
Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.		

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DELIKATESSEN.

Wein Senf, Prepared Mustard. Dove Brand.

Stone pots, small, 2 doz.....	per doz.	1.40
" " with horseradish.....	"	2.00
" large, 1 doz.....	"	2.00
" " with horseradish.....	"	2.00
Wein Senf, bbls.....	per gal.	.85
1-gal. stone jars.....	per jar	.85
5-gal. kegs.....	per keg	3.50
Prepared Mustard, bbls.....	per gal.	.50
" 15-gal. kegs.....	"	.50
" 10-gal. kegs.....	"	.50
" 5-gal. kegs.....	per keg	1.75
" 2-gal. pails.....	per pail	.90
" 1-gal. pails.....	"	.50
Prepared Special, with spoon, 2 doz.....	per doz.	.95
" sitting top, 2 doz.....	"	.46
" with horseradish, 2 doz.....	"	.97

Imported and American Fancy Cheese.

Emmentaler Swiss, selected, tub.....	loaf, 37.... less	.38
Sap Sago, 3 to lb.....	less than cask, " "	.22
Roquefort.....	12 in case, " "	.48
" less than case, " "	"	.48
Parmesan, about 30 lbs.....	loaf, " "	.48
" less than loaf, " "	"	.48
Edam, 12 in case.....	case	.48
" " single.....	"	.48
" 1-lb. tins.....	per case	.48
Camembert, domestic, wood boxes.....	per doz.	.48
" Autocrat brand, large.....	"	.48
" medium, " "	"	.48
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.....		1.75
Parmesan, grated, ready for use, small bottles, per doz.....		2.50
Olmutzer Hand, 100 in box.....		.27 1/2
Edelweis, Romatour and Bier-Kase.....	per doz.	.27 1/2
American Swiss, No. 1.....	loaf	.29
" less than loaf.....	"	.29
" square loaves, No. 1, about 25 lbs. each.....	per lb.	.23
Limburger, No. 1.....	box and 1/2 box	.18 1/2
" less than 1/2 box.....	"	.18 1/2
Pinxter, from Holland, in tins.....	per doz.	2.60
Muenster.....	per lb.	.23
Brick, No. 1.....	18-20	.22 1/2
English Dairy.....	"	.22 1/2
Pineapple, picnic size, 6 in box.....	per box	3.00
gem size, 6 in box.....	"	2.25
Royal Luncheon—	Per doz.	
Dinner size, 1 doz.....		4.50
Lunch size, 2 doz.....		2.40
Picnic size, 2 doz.....		1.35
Trial size.....		1.00
MacLaren Imperial, club size.....		1.00
" No. 1 size.....		2.40
" Roquefort, large size.....		2.95
" small size.....		1.45
Fromage de Brie, M. C. C., 1 in box.....		1.55
Fromage d'Isigny, M. C. C., 6 in box.....		1.55
Neufchatel, Cow brand, 25 in box.....		.95
Star Cream or Phila., 12 in box.....		1.90
Miniature Cream or Phila., 12 in box.....		.95
Hand, 8 doz.....		.85
" 4 doz.....		.85
" Thuringer, 4 doz.....		.85

Imported and American Meats and Sausages.

Westphalia Ham, marked weight.....	per lb.	
Weiner Wurstel, 16 in tin.....	per doz.	
" 8 in tin.....	"	
Imported Cervelat Sausage, Rolf's.....	per lb.	
Imported Frankfurters.....	per doz.	
Goose Breast, imported, marked weight, per lb.		
Pate de fois Gras, small.....	per doz.	3.00
American—	50 and 100-lb. boxes	Less.
Cervelat (Circle S.).....	.28 1/2	.30
" (Diamond S.).....	.27 1/2	.29
" Peutonic.....	.24	.25
" Gothaer.....	.32	.33
Salami (Circle S.).....	.28 1/2	
" (Diamond S.).....	.27 1/2	
" (G. A. P.).....		
Landjager short.....	per lb.	.35
long.....	"	
Mortadella, dry.....	"	
Knackwurst, 25 in box.....	per box	4.75
" per doz.....		2.40
Tongue Sausage.....	per lb.	.18
Smoked Braunschweiger Liver Sausage.....	"	.18
Lachs Ham.....	"	.39
Petit Delicatess Frankfurters, plain.....	per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut.....	per doz.	1.00
Lebanon Beef Bologna.....	per lb.	.20
Paprika Speck.....	"	.18
Mettwurst, half round.....	"	.25
Liver Sausage (special), truffle, goose or sardellen.....	per lb.	.35
Smoked Thuringer Blutwurst.....	"	
" Pfefferwurst.....	"	

Pickled Meats and Fish.

Lamb Tongues, Derby brand, pint glass jars.....	Per doz.	4.80
" quart glass jars.....		5.75
" 10-oz. jars.....		2.50
" tumbler.....		1.00
Calves' Head, round tins.....		1.65
Tripe, 5-gal. kegs.....		2.00
Pigs' Feet, 10-lb. pails.....	per pail	1.05
" 5-gal. kegs.....	per keg	2.25
Russian Sardines.....		
" 5-lb. pails.....	per pail	.75
" 10-lb. pails.....	"	1.45
Beef Salad, in glass.....		1.00

Holland and Scotch Herrings.

Holland—		
Mixed, Y. M., 5 keg lots.....	per keg	1.25
Milkers, Y. M.....	per keg	

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Mixed, standard, bbls.....	1/2 bbls.....	
Milkers, standard, bbls.....	1/2 bbls.....	
Scotland—		
Mixed, large, fulls, bbls.....	1/2 bbls.....	15.50
Milkers, " " bbls.....	1/2 bbls.....	
Marinirte Herring, Imported, about 40 in pail.....		2.75
Roll Herring, imported, about 25 in pail.....		
Spiced Herring, imported, about 40 in pail.....		
Norway Stockfish, dry.....	per lb.	.15
Matjes Herring.....	piece	

Bismarck Herring.

Round tins, with key, pint.....	per doz.	2.65
" quart.....	per tin	.42
" 2 quarts.....	"	.75
" 4 quarts.....	"	1.25
Roll Mops, 4-quart tin.....		1.30
" 2-quart tin.....		.75
" quart tin.....		
Kruger's Roll and Brat Haring, oval tins, doz.....		

Russian Sardines.

Imported, Wallkoff brand.....	per keg	
" 5-lb. pails.....	per pail	
" 10-lb. pails.....	"	
Cut Spiced, 10-lb. pails.....		1.45
" 5-gal. kegs.....	per keg	
Russian, in glass jars.....	per doz.	

Norway Anchovies.

Fancy, keg.....		
" 1/2 keg.....		
" 1/4 keg.....		
" 1/8 keg.....		
Original package.....	per 1/2 bbl.	3.00
Repacked, 5-lb. pails.....	per pail	
" 10-lb. pails.....	"	
" 5-gal. kegs.....	per keg	
" 1/2-lb. flat tins.....	per doz.	
" 1/2-lb. tall tins.....	"	
" 1-lb. tall tins.....	"	2.10

Salt Sardellen.

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EGGS.

	Per doz.
Nearby, candled and selected, 30 doz.....	.39
Western, selected.....	.38
Millen Farm.....	.42
Awitru, packed in cartons.....	.40

FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans.....	.33
Anchovies, in oil, 6 ring bottle.....	5.00
" 3 ring bottle.....	3.25
Capers, Nonpareil, 1/2-gal. kegs.....	1.25
" quart, glass.....	7.50
" bottled, 1/2 size.....	2.25
" " 1/2 size.....	2.00
" " 1/2 size.....	1.20
Canton Ginger, large pots, 6 to case.....	4.25
" medium, 12 to case.....	4.50
" small, 24 to case.....	4.25
Cherries in Maraschino, glass, 1 doz.....	7.00
Clam Chowder, Burnham, 4 doz, 1-lb. per doz.....	.90
" 2 doz, 3-lb. ".....	2.20
Currie Powder, pints.....	3.60
" 4 oz.....	2.40
" 2 oz.....	1.40
French Peas, extra fine.....	21.00
McCann's Irish Oatmeal—	
5-lb. cans.....	3.00
5-lb. cans.....	.65
14-lb. cans.....	1.05
Huntley & Palmer's Petit Beurre Biscuit.....	.24
" Dinner Biscuit.....	.33
" Breakfast Biscuit.....	.33
Packed 7 and 5 lbs. in a can.....	
Red Pepper, ring, pints.....	1.25
" 1/2 pints.....	.60
Salt, stone jars, 4 doz.....	1.75
Theodore Marquet Mushrooms—	
First choice.....	32.00
Choice, 100 tins.....	30.00
Hotel, 100 tins.....	28.00
Truffles, 1/2 lb. per tin.....	.20
" 1/2 lb. ".....	.35
" 1/2 lb. ".....	.60
" 1/2 lb. ".....	1.25
Shrimps, pickled, small size.....	1.10
" Dunbar's, 2 doz.....	2.75
Figs in Cordial, Bishop's, 1 doz.....	6.50
Crystallized Ginger, 1-lb. tins.....	3.75
" 1/2-lb. tins.....	2.25
lime Juice, Rose's.....	4.50
Victor Rose Water.....	2.25
" Peach Water.....	2.25
Pitted Olives.....	5.25
The Franco-American Food Co.—	Per doz
Broths for invalids, all kinds, 1/2 pints, 4 doz.....	1.40

BOUILLON CUBES AND LIQUIDS.

Steero Bouillon Cubes—	
Per tin, 100 cubes.....	1.70
" 50 cubes.....	.90
Per doz. tins, 12 cubes each.....	2.75
Ameko Clam Bouillon—	
7-oz. bottles, 1 doz.....	2.00
14-oz. bottles, 1 doz.....	3.75
Ameko Tomato Bouillon—	Per doz.
Pint bottles.....	6.00
Quart bottles.....	9.00
Gallon jugs.....	2.75
Liebig's Oxo Cubes—	
12 1/2, 100 size.....	.85
12 1/2, 250 size.....	2.00
Cans, 100 cubes.....	1.65
Armour's Beef, Clam and Chicken Cubes—	
Small boxes, 12 cubes, 1 doz.....	2.50
Medium boxes, 50 cubes.....	.90
Large boxes, 100 cubes.....	1.70
Armour's Concentrated Bouillon—	
Jars, size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, 1/2 doz.....	25.00
Armour's Tomato Bouillon—	
Bottles, size 4, 1 doz.....	2.50
" 12, 1 doz.....	6.50
" 5.....	3.00
Fancy jugs, size 2.....	1.25

EXTRACT OF BEEF.

Armour's Solid Extract of Beef—	Per doz.
Jars, size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, 1/2 doz.....	29.75
Armour's Fluid Beef Extract—	
Bottles, size 4, 1 doz.....	5.00
" 8, 1 doz.....	9.00
" 16, 1/2 doz.....	17.00

FLOUR.

	Per bbl.
Caresota.....	6.75
King Midas.....	7.65
Gold Medal.....	7.00
Millbourne.....	7.20
On Top.....	7.45
Pillsbury's Best.....	6.75
Semper Idem.....	6.40
Pride of the West.....	6.10
Sunbeam.....	6.00
Bridal Veil.....	6.75
Quaker.....	6.75
Blue Seal.....	6.20
Sunny White.....	7.35
Crocker's Best.....	6.60
Duluth Imperial.....	6.50

Prepared Flours.

Priscilla Prepared Doughnut, Cake, Gingerbread and Tea Biscuit Flour—	Per case
3 doz, 14-oz.....	1.44
2 doz, 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

Hecker's Buckwheat, medium, 12s.....	1.56
" Flap Jack Flour, 18s.....	1.50
Uncle Jerry Buckwheat, 36 2s.....	2.75
" Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.60
Aunt Jemima Buckwheat, 36s.....	2.70
" Pancake, 18s.....	1.35

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags.....	.05 3/4
New York State Marrows, new, bags about 2 1/2 bushel.....	5.25
Michigan Pea, new, bags about 2 1/2 bushel.....	4.15
Red Kidney, 60 lbs. to bushel.....	5.40
Peas—	
Green, domestic, bags about 2 1/2 bushel.....	3.10
Yellow, split, domestic, 1 bushel bags.....	3.85
Lentils—	Per lb.
ooooo, 2 10-lb. bags.....	.16
Less quantity.....	.16 1/2

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	2.05
Lea's, yellow, granulated, 100 lbs.....	2.15
" fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs.....	1.50
Shaker Corn—	
Fancy, bbls.....	
Less quantity.....	
Hominy—	
Lea's Grits, 24 2s.....	1.80
Pearl, 100-lb. bags.....	2.30
Grits, 100-lb. bags.....	2.25
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case).....	
Barley—	
No. 2, 100-lb. bags.....	3.00
No. 3, 100-lb. bags.....	3.00
Oatmeal—	
B, bbls.....	6.20
B, 100 lbs.....	3.25
Rolled Oats—	
Avena, 180 lbs.....	5.90
" 90 lbs.....	3.10
" 90 lbs.....	2.85
Tapioca—	Per lb.
Dromedary, 36 pkgs.....	2.50
Instantaneous, 50 is.....	4.00
Colburn's Hasty, 36 pkgs.....	.85
Pearl, fancy, loose.....	.04 3/4
Flake.....	.06 1/2
Minute, 3 doz.....	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large.....	2.25
" 18 pkgs., small.....	1.45
Egg-O-See 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.....	1.75
Maple Whole-Wheat Flakes, 18 pkgs.....	1.85
" 36 pkgs.....	3.60
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs.....	1.85
Postum Cereal—	
1 doz. small and 1/2 doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs.....	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins.....	5.40
1/2 doz. 8-oz. tins and 1 doz. 4-oz. tins.....	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs.....	5.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size.....	2.80
3 doz. 10c. size.....	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs.....	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs.....	4.40
" 18 2-lb. pkgs.....	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs.....	3.30
" " 18 pkgs.....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
" Bran Flakes, 1 doz. pkgs.....	1.30
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" tins, 36s.....	4.05
Quaker Oatmeal, steel cut, 24s.....	2.85
Old Fashion Scotch Brand Oatmeal, 24s.....	2.85
Mother's Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.55
" no china, 20s.....	3.85
" aluminum asst., 20s.....	4.65
Royal Seal, 36s.....	4.05
Mother's Steel Cut Oat Meal, 24s.....	2.85
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s.....	1.80
" family, 10s.....	1.80
Quaker F. S. Hominy, pearl or gran., 24s.....	1.80
" 10s.....	2.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" Cornmeal, large, yellow, square, 10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s.....	2.70
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.45
Saxon Wheat Food, 24s.....	2.70
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	1.90
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" Wheat, 36s.....	3.45
Mother's Corn Flakes.....	2.10

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Sundries—	
Pettijohn's Bran Flour, 12s.....	2.25
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s.....	2.90
Quaker Whole Wheat Flour, 10s.....	2.15
Schumacker XXX Graham, 10 10s-20 5s.....	3.15
Scotch Brand Pearl Barley, 24s.....	1.70
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb.....	.06
" Unsweetened Zwiebach.....	.08 1/2

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.....	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.....	1.20
Cox's, instant powdered, large.....	1.45
" " small.....	.90
" " large, gross.....	17.25
" " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17 1/2
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87 1/2
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz.....	.95
Per gross.....	11.25
5 gross lots, with 1/2 gross free.....	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz.....	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz.....	1.20
Per gross.....	13.80
5 gross lots, with 1/2 gross free.....	13.50
Mother's, small, 1 doz.....	.45
" large, 1 doz.....	.87 1/2
Cooper's, 1 doz.....	.88
Tryphosa.....	.88
Pudding, assorted, 2 doz.....	1.60
Minute Gelatine, 3 doz.....	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.....	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant, Wine Flavors: Port, Sherry, Madeira.....	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	.90
" 50 10-oz. pkgs.....	1.75
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L", 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs.....	.04-.04 1/2
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	3.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 85 1s.....	
Short, 25 1s.....	.12
Cubes or Elbows, 24 1.....	
Spaghett, 25 1s.....	
Vermicelli, 25 1s.....	.12
Alphabet, 25 1s.....	

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghetti a la Milanaise, No. 1, 4 doz.....	.90
" No. 2, 2 doz.....	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghett, 36 1s.....	.10
Elbow Spaghett, 36 1s.....	.10
All styles, 10c.....	.07 1/2
Noodles, 1/2 lb., 24s.....	.06
Fancy, long, 25 1s.....	.07 3/4
Cubes or Elbows, 24 1s.....	.07 3/4
Spaghett, 15 1s.....	.07 3/4
Vermicelli, 25 1s.....	.07 3/4

Choicest Grades.

Macaroni, long, 25 1s.....	.07
Elbows, 25 1s.....	.07
Spaghett, 25 1s.....	.07

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

	Count	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1.....	170-190	40.00	20.60	10.50	2.25
Ex. Norway, No. 2.....	230-260	32.00	16.60	8.50	1.90
Ex. Norway, No. 3.....	320-360	28.00	14.60	7.50	1.65
Ex. Norway, No. 4.....	400-450	25.00	13.10	6.75	1.50
Ex. Norway, No. 5.....	550-650	20.00	10.60	5.50	1.25
Shore Bloaters.....	100-120	32.00	16.60	8.50	1.90
Ex. Shore, No. 1.....	170-190	28.00	14.60	7.50	1.65
Med. Shore, No. 1.....	200-220	26.00	13.60	7.00	1.55
Ex. Shore, No. 2.....	225-250	21.00	12.60	6.50	1.45
Extra Irish, No. 2.....	300-350	27.00	14.10	7.25	1.60
Medium Irish, No. 2.....	350-450	26.00	13.60	7.00	1.55
Irish, No. 4.....	400-450	25.00	13.10	6.75	1.50
Large Cape Shore.....	100-120	16.00	8.60	4.50	1.05
Med. Cape Shore.....	180-220				

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Herring.

	500 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.....					
Lab Splits.....	8.00	4.60			
Herring, large No. 2.....					
Lab Splits.....					
Shore, round, large.....					
" medium.....					
Ocean Whiting Fish.....	5 50	3.35		.50	.45
Salmon Trout, pink.....	17.00	9.10	4.75		
" white.....	15.00	8.10	4.25		
Shad, Mess.....					

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz.....	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz.....	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs.....per lb.	.18

Arnold's, black, 32.....	per bottle	.50
Continental, red, 1 doz.....		.32½
" black, 3 doz.....	per box	.67½
" Writing Fluid	per qt.	.50
Royal, black, 3 doz.....		.25
Stairford, Commercial, 32.....		.60
Thalides Davids Co.—	Per doz.	
Electro Chemical Writing Fluid.....	per qt.	.65
Square, Oriental Red, 2 oz., 1 doz.....		.40
" Green, Blue or Violet, 2 oz.....		.40
" Magic Black, 2 oz., 1 doz.....		.40
" Electro Chemical, 2 oz., 1 doz.....		.40
Lettering, slow card ink, 2 oz., all colors.....		1.00

Brick's Nonpareil Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs.....	.09 1/2
Tubs, 70, 35 and 18 lbs.....	.09 1/2
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c. 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	
Barrels, 28-lb. pails, etc.....	.08
35 and 18-lb. tubs.....	.08 1/2
Packages not returnable.	

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs.....	.20
Almonds, Ne Plus Ultra, bags, about 75 lbs.....	17½
Walnuts, No. 1, soft shell, bags, about 100 lbs.....	17½
Filberts, bales, about 220 lbs.....	.13
Brazils, large, bags, about 180 lbs.....	14½
Pecans, large, bags, about 160 lbs.....	14½
" medium.....	14
Mixed Table Nuts, 25 lbs.....	15¾

Compound—	Per lb.
Tierces and tubs, about 340 lbs10 $\frac{1}{2}$
60-lb. tubs10 $\frac{5}{8}$
10-lb. tin pails, 60 lbs09 $\frac{5}{8}$
5-lb. " 60 lbs09 $\frac{3}{4}$

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description: Less than Bars. Lbs. 5 boxes.	
Young's Pearl Borax Soap Chipp.	40 16-oz.	3.20
Acme, Lautz	100	3.75
Ark, Fairbank's, yellow laundry	100	2.00
Babbitt's White Floating	100	3.85
" Naphtha	100	3.90
" N. Y. C.	60	3.40
Best, B. T. Babbitt	100 75	3.90
Borax, Pearl, Young & Co.	40 40	2.80
" Naphtha, Eavenson	100 br.l.	4.00
" Dreydoppel	40 40	2.85
" Novelty, Day & Frick	40 40	2.90
" Red Seal, Tom-on	100	4.00
Big Master, Lautz	100	3.90
Circus, Lautz	100	3.75
Clairette Fairbank's, yel. laundry	100 sct.	3.00
Climax	100	3.05
Cream Borax, Lautz	100	3.90
Coal Oil Johnny	100	3.85
Dandy, Fairbank's, yel. laundry	100	2.00
Fairy, Fairbank's	100 sct.	4.00
"	100 10ct.	6.75
Fels-Naptha, Fels & Co.	100 75	4.00
5-case lots		3.95
Gloss, Lautz	100	3.75
Ivory, P. & G.	100 10 oz.	7.00
"	100 6 oz.	4.00
Jewel, Fairbank's, yel. laundry	100	2.20
Lautz Naphtha, 10 cartons	100	3.90
" Master	100	3.75
Lenox, P. & G.	100	3.05
Lotus, white, Lautz	100 ldry.	5.20
"	100 sct.	3.90
Mascot, Fairbank's, yel. laundry	100	2.20
Marseilles, Lautz	100 sct.	4.00
" laundry size	100	6.00
Miller's, C. Miller & Co.	100	4.00
Miners', Lautz	100	3.05
Mystic White Borax, Lautz	100	4.00
Noxal, Penna. Soap Co.	100 7 oz.	1.55
New Process, Lautz	25	3.80
"	30	3.80
Oak Leaf, Lautz	100	3.05
Oleine, Oxide, P. & G.	72 60	3.05
" Penna., Miller	60 50	1.95
" Phila., Lautz		3.15
" Conway	60 60	3.10
" Kirk's	84	2.75
" Monarch, Miller	60	2.10
" C. & C., Globe Soap Co.	60 sct.	2.40
Polo, P. & G.	120	2.40
Pound Bleacher, Day & Frick	60	2.65
P. & G. Naphtha	100	3.90
Railroad, Lautz	120	2.50
Queen Anne, Lautz	100	3.20
Queen White, Lautz	100	3.90
Santa Claus, Fairbank's, yel. ldy.	100 sct.	3.00
Star, P. & G.	80	3.20
Sunny Monday, Fairbanks	100	4.00
Velvet, P. & G.	100	3.90
White Flake, Kirk's	100	3.75
White Fleece, Lautz, laundry size	50	2.50
" 5c. size	100	3.25
Wool Soap Flakes, boraxated, 50 10c. size	3.75	
" 20 25c. size	3.75	
Swift & Co.—		
Arrow Borax, 100 bars		3.85
Classic White Laundry, 100 bars		3.85
Naphtha, 100 bars		3.85
Old Mill, 100 bars		2.50
Pride, 100 bars		2.90
Wool, 100 5c. bars		3.85
" 100 10c. bars		6.50
Five-box lots and over delivered freight prepaid to customer's nearest railroad station.		

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.05
" 100 bars	3.90
Cygnat, floating, Young & Co., 6 1/2 oz., 50 cakes	2.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg	6.50
Castile Conti, white	per bar .75
Add 5 cts. per lb. for castile cut in cakes.	
Elder Flower, 5 1/2-oz. cakes, 1 doz box	gross 4.50
Fairy, Fairbank's, 100 cakes	4.00
" 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Hand Sapolio, 1/4 gross	per gross 9.50
Marseilles, white, Lautz, 100 pkgs.	200 cakes 4.00
" 50 pkgs.	100 cakes 2.10
Miller's	50 cakes 1.75
Pummo, Fairbank's, 100 5c.	3.75
" 50 5c.	1.95
Pumiss, Jergens', 100 cakes	per box 3.85
" Haskin's, 30s	1.45
White Hazel, 3 cakes	per gross 3.50
White Fleece, Lautz, 200 cakes	2.50
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3.50
" 50s	1.80
Queen Regent, 100s	3.50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Jergens' Violet Glycerine	per doz. .75

Soap Powder.

Young's Pearl Borax Powder, 60 16-oz.	Per case 3.60
Gold Dust, Fairbank's	4.30
" 100 5c.	3.85
Oak Leaf, Lautz, 24s	3.75
" 10's, 5c. size	3.75
Soapine, No. 3, 100 12-oz.	4.00
Pearline, 36 10c. pkgs.	2.85
" 100 5c. pkgs.	3.75
Red Star, Gowan's, Lautz, 24s	3.75
" 100s, 5c. size	3.75
Snow Boy, Lautz, 60 5c. size	2.40
" 48 10c. size	3.75
" 100 5c. size	3.75
" 24 family size	3.75
" 20 laundry size, 6 teaspoons in each pkg	4.00

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Queen Anne, Lautz, 60 5c. pkgs.	2.40
" 24 pkgs.	3.75
Lautz Naphtha Soap Powder	60 pkgs. 2.40
" 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	3.80
Grandma, 100s	3.65
Polly Prim, Scouring, Fairbank's, 60 10c	4.20
Star Naphtha, 100 5s	3.75
Miller's Powerine, 200s	3.70
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" 100s, 5c. size	3.60
Fairbank's Scouring, 100 5c.	3.00
Novelty Borax, 40 1-lb. pkgs.	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" 100 16-oz. pkgs.	3.75
" 24 4-lb. pkgs.	3.75
Tomson's Red Seal Soap Powder, 50 pkgs	2.00
Naphtha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	2.30
5 boxes or more	2.25
10	2.20
25	2.15
Fels Soap Powder can be included with shipments of Fels-Naptha Soap	

Laundry Crystals.

Chase-O, 1/4 gross	per gross 5.00
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MUSTARD—Prepared.

Stohrer's, 5c. tumblers, 4 doz	Per doz .45
Beer Mug, fancy, large size, 2 doz	.67 1/2
Milk Jar, glass top, 2 doz	.85
Water Tumblers, glass, 6 oz., 4 doz	.35

SPICES.

B. Fischer's Finest Spices—	
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.	10c. tins, 4 doz. .80
McCormick & Co., Gronnd—	50 lb. 6, 10, 25 lb. Per lb. Per lb.
Allspice	.10 1/2
Cinnamon	.13 1/4
" Col. Cinnamon	.18 1/2
" Saigon	.21
Cloves	.27
Cream Tartar	.42
Ginger, African, Crystal	.11 1/4
Cocbin	.14 1/4
Mace	.80
Nutmegs, ground	.26
Pepper, Singapore	.17
" Butchers'	.17
" Red	.19
" White	.25
Tumeric	.09 1/2
Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05 1/2
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.21
" less quantity	.23
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.25
" large	.28
Pepper, black, original bags	.16
" less quantity	.27
Pickling—	
Mixed, 6 or 10-lb. boxes	.14
Mayflower, 10-lb. front, 10c., 2 doz	.70
" 5c., 4 doz	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz	.82 1/2

CORN STARCH.

Kingsford's, 48 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Best, 24 1-lb. pkgs.	" .03 1/4
" 48 1s	" .03 3/8
Duryea's, 40 1-lb. pkgs.	per lb. .07 1/2
" 20 1-lb. pkgs.	" .07 1/2
Niagara, 48 1-lb. pkgs.	" .05 1/2
" 24 1-lb. pkgs.	" .05 3/8
Cream, 48 1-lb. pkgs.	per case 3.60
Argo, 24 5c. pkgs.	per container .92

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs.	.9s
Kingsford's, Pure, 3-lb. cartons	.06 3/4
" Silver Gloss, 40 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
Duryea's, Superior, 3-lb. cartons	.06 3/4
" Satin Gloss, 1-lb. pkgs.	.07 1/2
" 12 6-lb. boxes	.08 1/4
" Superior B, bulk, 40 lbs.	.03 1/4
Best Gloss, bulk, 50 lbs.	.03 1/2
Niagara, Laundry, 50 lbs., bulk	.03 1/2
" 48 1-lb. pkgs.	.05 1/4
" 16 3-lb. cartons	.05 1/4
" 6-lb. boxes	.06 1/4
Celluloid, 64 10c. pkgs.	5.00
" 64 5c. pkgs.	2.50
Elastic, 64 10c. pkgs.	4.80
" 64 5c. pkgs.	2.40

STOVE POLISH.

Enamel Paste, small, 1/4 gross	Per gross 4.50
" large, 1/4 gross	7.20
" Liquid, large, 1/4 gross	7.50

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Mason's Challenge Paste, boxes, 1/4 gross	5.00
Electric Paste, 1/4-gross boxes	4.50
Rising Sun	per gross 8.00
Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small	per gross 5.00
Large	" 9.00
Packed 1/2 doz. free in each 1/4 gross box	
Vulcanol—	Per gross.
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 24 lbs	per lb. .07 1/2
Weikel's, 24 pkgs	per doz. .90
Blrd Gravel—	
Red, 36 pkgs.	per doz. 1.05
Silver, 36 pkgs.	" 1.05
Bath Brick, 25 bricks	per box .77 1/2
Toothpicks, Eureka, 100 boxes	per case 1.80
" Saginaw, 3 doz	per doz. .37 1/2
David's Liquid Glue	" .90
" Mucilage	" .75
" Cone General Mucilage, 2 oz.	" .30
1 doz	" .80
Le Page's Glue, bottle	" .80
" tube	" .80
Royal Glue, 3 doz	" .80
Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08 1/2
10 oz., "	.10
12 oz., "	.12
Wooden keg, 1/2-gross case, assorted, 6, 8, 10s	per case .92 1/2
Matting Tacks—	Per doz.
No. 11, blued	.12
No. 12, "	.17
Fly Paper—	
Sticky	10 cartons 2.35
Tanglefoot	10 cartons .40
Fly Ribbon, Tanglefoot, 2 doz	per doz. .40
Poison	1 doz. sheets .20
I-X-L Poison	50 envelopes .60
Wire Fly Swatters, leather bound	per gross 3.60
Wax, white and yellow	per lb. .25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	2.70
Coils or spools, 1/4 inch	per lb. .11 1/2
Jute—	Per lb.
Reels	.08
Tie Yarn—	Per lb.
5-lb. balls	.21
Colored assortment	.26
Cones	.20

SYRUP AND MOLASSES.

All Molasses in 1/4 bbls. 3c. per gal. additional	
Porto Rico—	
Fancy, A. & Co	.40
Choice	.38
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.30
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery	per cwt. 2.65
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HONEY.

Selser's, small bottles, 2 doz	per doz .95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl.	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz	1.78
No. 2 1/2, 2 doz	2.32
Karo, cane flavor, 24 2 lb.	Per case 1.90
" 12 5 lb.	2.25
" 6 10 lb.	2.15
" crystal white, 48 1 1/2 lb.	3.50
" 24 2 lb.	1.80
" 24 1 1/2 lb.	2.15
" 24 2 1/2 lb.	2.55
" 12 5 lb.	2.50
" 6 10 lb.	2.40
Duff's—	
No. 2 1/2, screw cap, 2 doz	1.90
10c. size, 4 doz	.94
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2 1/2, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2 1/2, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 18	1.15
" 28	1.90
" cups	1.25
Turkey, No. 2, 2 doz	per doz. .85

-28-

MAPLE SYRUP.

Old Colony, large, 1 doz	2.35
" medium, 1 doz	1.45
Golden Tree, large, 1 doz	2.40
" medium, 2 doz	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.90
7, " "	3.15
6, Household	2.85
7, " "	3.15
6, Monogram	3.35
7, " "	3.60
Daisy	2.50

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector
No. 101, Tidal Wave
No. 123, Seal Globe
No. 126, Ruby
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector
No. 80, Double Seal Globe, Protector
No. 85, Double Stag, Wide Head
No. 687, Double Leader Swing, Protector

Buckets.

Painted, 2 hoops, flat	Per doz. 1.70
" 3 hoops, flat	2.80
Galvanized, 10 qt.
" 12 qt.
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb.	per 1000 1.45
" 2 lb., oval	per 1000 1.85

Clothes Pins.

5 gross	Per box .45
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Mops.

O-Cedar—	Per doz.
Polish Mop, large size	15.00
“ smaller size	9.00
Triangle Mop, large size	15.00
“ small size	9.00
Dusting Mop, black, large size	15.00
“ small size	9.00
Discount to dealer 33½ per cent.	

MODERN MERCHANT AND GROCERY WORLD

ESTABLISHED 1885

VOL. LX.

PHILADELPHIA, December 27, 1915.

No. 26

The "Modern Merchant and Grocery World" wishes everybody with whom it is associated, whether as subscriber, advertiser or employe, a warm and happy holiday season, and a prosperous and contented twelve-month to come.

Personality as the Strongest Weapon
Against Economy Store Competition.
Read the Article on This Subject by
a Pennsylvania Contributor.

The Stevens Bill, Which Would Give
the Manufacturer Right to Fix
Retail Prices, is Reintroduced in
Congress.

Let Your Clerks Read the Straight
Talk in This Issue by a Southern
Grocery Clerk on Getting Ahead.

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

Through the jobber—to retail grocers

25 boxes @ \$3.60	—5 boxes FREE
10 boxes @ 3.60	—2 boxes FREE
5 boxes @ 3.65	—1 box FREE
2½ boxes @ 3.75	—½ box FREE

F. O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice. Order from your jobber at once, or send your order to us giving name of jobber through whom order is to be filled.

Yours very truly

Yours very truly,

BUFFALO, N. Y., January 2, 1915
Deal No 1500

LAUTZ BROS. & CO.



USE

HIRES



GOLD

MILK

And Save Money on your Milk Bills

Mr. Grocer:—Why not be a milkman, too? You can be the biggest milkman in your neighborhood if you tell your customers to add two cans of cold water to one tall can of HIRES GOLD MILK, and then use on the table for drinking and in the kitchen for cooking.

EVERY CAN GUARANTEED BY

Hires Condensed Milk Company

10 Chestnut Street, Philadelphia, Pa.

There is no “wear-out”

to the confidence with which housekeeping women everywhere welcome **Fels-Naptha**.

The honest quality of **Fels-Naptha** Soap is earnestly and steadily advertised, and it's always easier for the grocer to quickly sell such goods as **Fels-Naptha**.



The W. J. McCahan Sugar Refining Co.



President, W. J. McCahan

Secretary, W. J. McCahan, Jr.

Treasurer, THOMAS C. McCahan

Manager, JAMES M. McCahan

SUGARS

Cubes, Powdered, Granulated, Fine Granulated, Coarse Granulated, Confectioners' "A," Pearl "A," Extra C Yellows, Nos. 10, 11, 12, 13 and 14

REFINERY

Tasker Street Wharf

Piers Nos. 67, 68 and 69
DELAWARE RIVER

SUGAR HOUSE

Northwest Corner
Water and Morris Streets

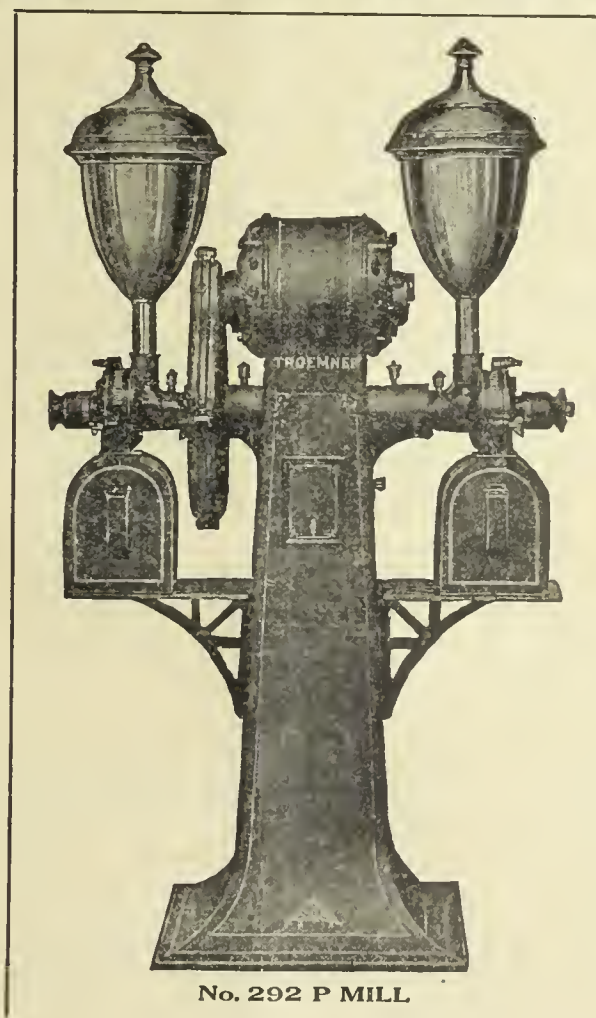
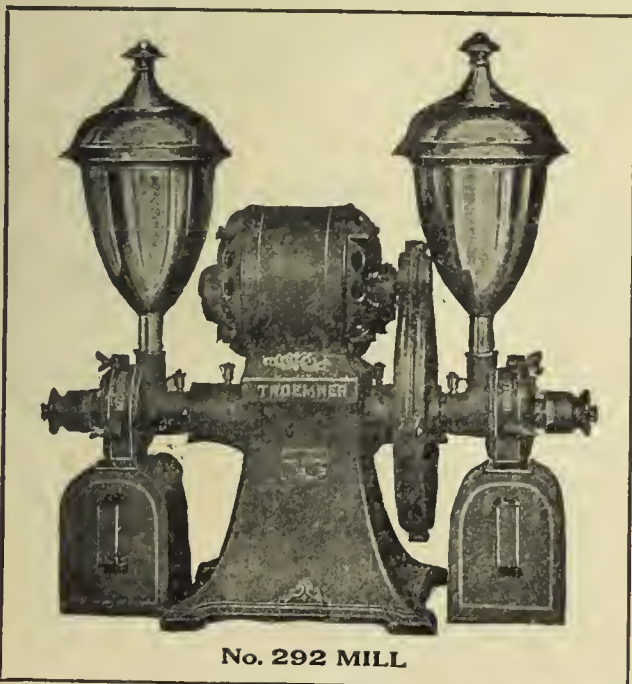
OFFICES

Front and Chestnut Streets

PHILADELPHIA

HENRY TROEMNER'S Electric Coffee Mills

ARE THE FAVORITE MILLS
SAVING DOLLARS AND LABOR
THEY ARE FOOL PROOF

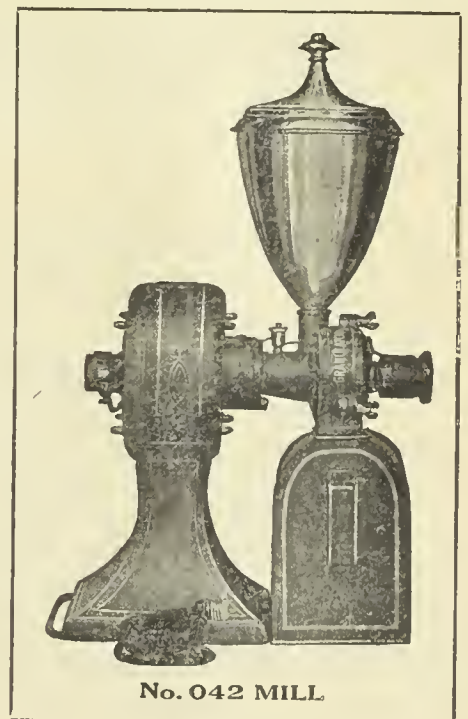


ESTABLISHED 1840

Illustrations show mills fitted with direct-current motors; made also for alternating-current services.

Don't be talked into buying something "as good." There's nothing like or as good.

TROEMNER'S IS UNEQUALED



WRITE FOR PRICE LIST

HENRY TROEMNER, 911 Arch Street, Philadelphia, Pa.

Are You Using the Exchange Department?

FEELS' SOAP IS THE ONLY NAPHTHA SOAP

BURKS LARD IS THE FINEST EVER MADE

Increase your trade with Lipton's Tea—

Millions of housewives know from experience that tea in bulk never twice tastes alike; that the blend varies; that it absorbs moisture, foreign flavors and strange odors that happen to be near.

They will drink more tea when you teach them that the sealed air-tight package protects all the original flavor and strength, all the natural aroma of Lipton's Tea; that the blend of Lipton's Tea is delicious and uniform; that the leaf comes to them pure, clean and fragrant as when it left the Lipton Tea Gardens of the Far East.

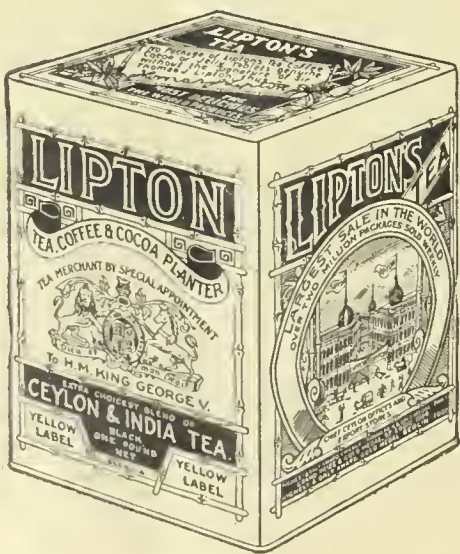
LIPTON'S TEA

tea—
*that's only half
a word—the
other half is*
LIPTON'S

They will buy more tea—Lipton's Tea—when you teach them that their particular tea taste is best met in Lipton's Tea because there are eleven delicious blends from which to choose—and that the second package they buy will taste just the same as the first.

Perhaps you have not given the thought it deserved to the good sense and the profit sense of selling package tea—Lipton's Tea—rather than tea in bulk. The package way of selling tea is the economical way. You waste no time in weighing, nor do you spill any about the counter. You throw in no extra pinches for generous good measure. There is no tea to spoil in an open bin. Lipton's packages are in handy sizes, pleasing to the customer—so are the prices.

Incidentally, our leadership as the largest tea growers in the world—on our own vast tea estates—has enabled us to maintain the same low price of Lipton's Tea, both to the dealer and consumer, though other teas in package and bulk have gone up in price. Lipton's quality is of the same high standard, of course: Here is another reason for your selling Lipton's Tea in the sealed, airtight packages.



Thomas Lipton

TEA and COFFEE PLANTER, CEYLON

149 Franklin Street : New York City

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WANT DEPARTMENT

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WEEK

